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JEANETTE O'BRIEN 8 days ago

Mountains, Methods and Members

Ilze Albert's journeys upwards and inwards

Spouse/Partner Business Network



By DeborahStoll

“I have dedicated my life to building families in which every member has the opportunity to find purpose, fulfillment, meaning, inspiration and prosperity,” says psychologist and life coach, [Ilze Alberts](#) (spouse, YPO Johannesburg).

Ilze, who opened a psychology center in Johannesburg in 2002, grew it to become the biggest of its kind in South Africa. When she sold it in 2014, she decided that as part of a self-imposed sabbatical, to hike up to Mount Everest Base Camp. It was there, while trekking through villages set against soaring jagged pinnacles, walking along trails lined with *mani* stones and visiting remote mountain monasteries, that she came face-to-face with her new path.

“I did the trek with the intention of sitting at the foot of the highest mountain in the world to find out what my global vision and therefore legacy was,” says Ilze. “It happened in the silence of walking up the mountain – I saw how I wanted to spend the rest of my life.”

Notes to Novel

Ilze started taking notes about what she envisioned on the mountain, jotting down thoughts about her family (‘three powerful and inspiring children’ and ‘the love of my life,’ aka her husband), their wealth and health and how she wants everyone to flourish.

“Neither my husband nor I ever wanted our children to feel disempowered or to be trust fund babies,” explains Ilze. “My idea was to give them a textbook, a manual of ways to stay empowered as I passed the torch to them.”

Those thoughts evolved not only into a full-blown book, “*Passing the Torch: Transcending Family Wealth Beyond the Third Generation*”, slated to come out in 2018, but a new practice to boot.

Ilze opened [Bella Vida](#) in Johannesburg in 2015 with the focus of helping families unlock their true potential – be it a spiritual mission,

mental genius, vocational fulfillment, financial freedom, familial unity, unlocking health potential, social leadership or some combination thereof.

“It’s all about personal leadership,” explains Ilze. “Taking leadership of your own life. The first thing you have to do in order to accomplish this, is look after your health – health in your body, relationships, mind and business. The same goes for wealth – it helps to have some form of wealth since it makes many opportunities possible. Again, this doesn’t just mean money; it means wealth in your relationships and in your service to the world.”

Darkness is Your Candle

The advent of Ilze’s introduction to the [Demartini Method](#) – a cutting edge personal transformation methodology resulting in a new perspective and paradigm in thinking and feeling – brings to mind a quote from the 13th century poet Rumi, ‘What hurts you, blesses you. Darkness is your candle.’

“My previous husband died of a heart attack; I found him dead in the middle of the night,” recalls Ilze. “It was a horrific experience and I was in a dark place for a long time. After a year, a friend introduced me to the Demartini Method and it transformed me completely. I immediately became a student of the practice, studied under Dr. John Demartini and am now a master in the method.”

Ilze describes it as a transformative journey from victim to a deep state of love and gratitude based on the law of duality.

“There is no one side to anything,” explains Ilze. “There is a positive and negative and if you hold onto only one, you lose an entire perspective.”

Another core teaching Ilze ascribes to daily comes courtesy of Warren Buffet: ‘If you cannot control your emotions, you cannot control your money.’

“We can’t really trust our emotions,” says Ilze. “Making emotional decisions means making volatile decisions – you can spin too far into elation or depression and either way is not sustainable.”

This concept is tantamount to considering how mitigating your emotions can help support generational wealth and while emotions are a scientifically presumed combination of cognitive appraisal and bodily perception that make us uniquely human, they are also, as Ilze says, untrustworthy.

“People come to me with very big decisions to make and I help bring poise and silence to their mind through a series of questions; in that moment, they are able to see what the answer is,” says Ilze. “When you get to a place where you can see both sides of a situation equally, you make wiser choices.”

Equality and Equanimity

Before Ilze was a YPO spouse – her husband is [Roelf Alberts](#) (YPO Johannesburg) – she was a YPO resource, giving talks on the topics of family wealth and discussing sexuality with your children. Recognizing the power of the organization, she urged her husband to join before it was too late.

“I told him to do it before he got too old!” Ilze exclaims smilingly. “Ever since becoming a member, he has really embraced the experience.”

It was her desire to be part of a business forum that led Ilze to step forward soon thereafter to ask how such a thing was possible.

“Almost immediately I was given the role of Spouse/Partner Business Network (SPBN) Forum Officer,” she laughs. “All of the momentum within SPBN is great, but I would love to create business forums worldwide, giving everyone the opportunity to belong to a career-focused forum.”

I am not the tag-a-long type,” says continues. “What I want is the same, amazing, business-focused experiences members have.” She pauses and adds, “It takes time to build, you have to be patient and keep chipping away, but I know it will be achieved.”

[Connect with Ilze](#)

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