

As with so many spiritual aspirants, my life has been nothing short of interesting. Despite my young age, I have had quite a diverse career path that includes a variety of jobs spanning addiction and AIDS research, serving as Vice President for a health media company, medical writing and editing, a private practice in hypnotherapy and psychoneuroimmunology, and inventing three patented technology tools for the pharmaceutical industry – all by the age of 26.

While there are so many personal milestones that I look back at in my life, I can recall vividly one day that stands out above the rest. I was sitting in my office looking out the window at a beautiful March day in 2003, feeling an overwhelming sense of appreciation and joy. I said to myself, “I made it!” At only 26 years old, I was living a dream life. I had completed my PhD, had a solid six-figure job in one of the leading pharmaceutical companies in the world, was an accomplished writer and speaker and most importantly, was surrounded by friends and family who supported me. It was on this day that I was beginning to understand what a friend once said when she remarked that true inner peace is the absence of motivation. I finally had what I was seeking and was enjoying every moment of my life.

I learned that night of one of the most fundamental Truths – there is a universal language spoken and understood by all humanity – and this language is called Love. Seeing its impact, I was able to answer the question that was haunting me earlier in the day, and I decided to commit myself to mastering and sharing teachings of love.

And then it happened...

As I looked out my office window, I heard a distinct voice from within asking me a question that ended up changing my life forever. That tiny voice said, “but what are you doing to better the lives of others?” I could not ignore that voice and at first I tried to rationalize with it. I explained that through my job I was developing health products that would help people. I then argued that I was a good friend to many people. I even suggested that I volunteered and gave to charity. But the more I attempted to rationalize, the more power the voice took on within me.

That night, I attended a group that I had just started and out of nowhere began to share a story about the impact of performing acts of kindness. To this day I have no idea why that story entered my head on that specific night in March, but from it, emerged a dream that far superseded my wildest imagination. For on the following day, I decided to leave my job, leave behind the corporate and academic worlds that so defined me, leave the pursuit of materialism, and set out on a journey of the heart.

The simple story I shared that night brought tears to the eyes of group members and stirred a part of their souls that I had not ever previously witnessed. It was as though my personal experience with kindness created a profound ripple effect that seemed to pierce all gender divides, perspectives, philosophies and cultural beliefs. I learned that night of one of the most fundamental Truths – there is a universal language spoken and understood by all humanity – and this language is called Love. Seeing its impact, I was able to answer the question that was haunting

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My company, Soul Graffiti, first took shape in April of 2003, and was created to promote acts of conscious kindness and spread the message of the universal language of love around the world. More specifically, Soul Graffiti was created with the single mission of building a community aimed at shifting consciousness away from “material graffiti” to that of “soul graffiti,” in part through inspirational stories that convey messages of hope and kindness.

The word “soul graffiti,” which I coined and define as “conscious acts of kindness,” came to me about 12 years ago when I was still in high school. In simple terms, soul graffiti refers to the deep feeling within us all to leave a mark on the world. Soul Graffiti is similar in respect to many inspirational companies and books, but as it states on our web site, www.soulgraffiti.com, “soul graffiti is not about inspiration or philosophy, but rather about action.” This focus on action became apparent, as word of our company spread like wildfire, generating nearly 100,000 hits to our website from more than 20 countries, all within the first month, and without any promotion.

Since listening to that inner calling within, things have seemed to take on a life of their own. There are so many powerful and inspirational stories involved in the creation of Soul Graffiti and in the impact that I have been so honored to witness in such a short time. Nearly everyone (including our lawyer, business development director, head of marketing, web designer, and CFO) have volunteered countless hours of their time to helping Soul Graffiti take off, and the emails, calls, and letters that we receive regularly, express just how powerful and all encompassing the message of love can be.

Recently I created the Soul Graffiti Foundation (SGF), a non-profit division of Soul Graffiti LLC. SGF seeks to develop programs that encourage acts of kindness and spread soul graffiti worldwide without discrimination. In addition, SGF is aligned with performing soul graffiti by helping those in need, spiritually, emotionally, and financially through free seminars, lectures, and workshops. Since its creation, I have enjoyed the opportunity to teach classes on compassion and heart-centered meditation around the world, in such places as Australia, Israel, and Puerto Rico, and now very much look forward to bringing my experiences to Rochester.

Soul Graffiti has been a most humbling experience and education. It has opened me up in more ways than one, and brought together so many wonderful people seeking to make a positive mark on the world. Above all, it has taught me about family; a family beyond the bonds of genetics or blood, rather, a universal family that we all belong to and can find support in – the family of Spirit.



Dr. Joe Powers is Founder of Soul Graffiti, a company dedicated to promoting conscious acts of kindness. Dr. Powers has taught workshops throughout the world that blend his diverse background in academia, psychology, spirituality and corporate development, into a rich and exciting program that is guaranteed to foster a new way of approaching life. He has recently relocated to Rochester to complete his latest book and to continue teaching and spreading the message of conscious kindness. He can be reached at jpowers@soulgraffiti.com