

The Love Imperatives for Couples

Transforming Relationship Challenges into Opportunities for Greater Intimacy and Love

The Love Imperatives is a powerful system of strategies and tools to help couples ignite their passion and desire for each other, resolve painful issues, and create an extraordinary life together. Intimate partner relationships provide one of the most potent arenas in which we can connect deeply—soul to soul—with another human being, heal our most ancient wounds, and realize our greatest aspirations. These opportunities are frequently missed, however, when couples lack effective tools and support to realize these higher purposes of relationship. All too often, the opportunities for healing are experienced as ongoing challenges, conflict, and/or painful patterns that threaten to damage the relationship and the individuals involved. The Love Imperatives provide a systematic approach to transform these challenges so that the relationship grows stronger and more fulfilling and the partners are able to use their relationship as a secure launching pad for their greatness in the world.

There are four Love Imperatives. Each imperative can be accomplished through the application of a specific set of tools and strategies. Following is a brief synopsis of each of the Imperatives.

Own It

When people don't take ownership in relationship, a pattern of projections and blaming generally ensues. Neither partner believes they have created the problems, so they feel powerless to make changes. This powerlessness engenders feelings of isolation, anger, or even hopelessness and despair. In reaction to these feelings, partners often engage in behaviors that further undermine their sense of competency to create lasting change.

The solution entails taking 100% responsibility for self AND relationship. It requires that each person in the relationship do her/his own inner work. Skill development associated with owning it includes trigger management, non-blaming communication, and commitment.

One mistake to avoid is taking too short a term perspective on the conflicts and challenges of relationship. A "soul-journey" life view is extremely helpful in mastering the art of owning it. When a person reaches a state of full ownership, he or she is generally overwhelmed with gratitude for the way that life is conspiring to create exactly those situations that are essential for the accomplishment of the soul's journey. The ego may experience pain and frustration; the soul is celebrating!

Keep it Clean

The degree of closeness people feel in relationship is in direct proportion to the absence or presence of unspoken feelings, thoughts, judgments, and stories that the partners are carrying. In most relationships, there is a considerable build up of such withheld sharing. Although most people withhold information with some beneficial intent in mind, such as protecting their partner from the truth of their feelings or attempting to protect themselves from some imagined danger that will come about if they are honest, the truth is that withholding information is actually very damaging to the relationship. Small withholds become big blocks to intimacy that grow over time, eventually becoming giant resentments that can destroy the relationship if left unchecked.

The solution is to commit to keeping current, the central strategy in the Keep it Clean Imperative, and to honor the commitment through ongoing, regular practice. Keeping current is grounded in a commitment to share anything and everything that could get in the way of complete intimacy. This includes the sharing of any feeling, thought, judgment, or story that undermines the couple's feelings of closeness. That degree of honesty in relationship can be frightening, but the results of a regular practice of keeping current, with ownership, are wonderful!

Golden and Beth Love are the creators of the Love Imperatives. Between them, Golden and Beth have over 50 years experience supporting individuals, couples, and families through transformational processes. Their exceptional relationship bears witness to the power of healing in their own lives, and has served as a compelling model for the many couples they have served over the years.



One mistake to avoid is to share with rigorous honesty but without a process for insuring safety for both partners. It is important that partners learn a set of techniques that provide a secure container and ensure the effectiveness of the practice. A set of techniques to Keep it Clean can be learned and practiced, with phenomenal results for the relationship and both partners.

Keep it Hot

Many couples think that the primary way to raise the heat in their relationship is to have sex. Hot sex is certainly great, but keeping a relationship hot and juicy requires more than sex. When sex is the primary (or even only) way for the couple to feel passion and connect, the couple is giving too much power to one strategy. If something interferes with the regularity of the couple's sexual activity, for instance illness, travel, or the demands of family, the couple may feel disconnected and/or their relationship may seem boring and unromantic. The solution is to learn and regularly practice a wide variety of Keep it Hot activities.

Keeping it hot involves acts of service, expressions of love, rituals of connection, terms of endearment, and play! A regular practice of such strategies heats up the sexual and romantic tension in the relationship. As a result, both partners regularly experience a sense of passion and romance.

One mistake to avoid is to wait until all of the issues are resolved before connecting in love. The problem with this thinking is that acts of love associated with Keeping it Hot actually make it easier to resolve the issues by reinforcing the sense of love and connection within the couple's hearts. That love can be a powerful motivator to work toward solutions. In the absence of such acts of love, the work of resolving issues can become like drudgery.

Make it a Sanctuary

Regardless of how much a couple loves each other, when they are dealing with a pattern of painful and frustrating challenges their relationship too often becomes like a battleground. Because the relationship is not a safe place or a context in which each partner feels fully honored and completely welcomed, it becomes extremely difficult or even impossible to work out the issues.

The solution is to make of the relationship a sanctuary of love. A sanctuary is a place in which all parts of ourselves are welcomed. Everyone needs such a safe and welcoming haven in which they can express authentically. When a couple commits to making their relationship a sacred context of support and love, anything is possible for each of them as an individual and together as a couple. The Make it a Sanctuary Imperative requires that the couple act as stewards for the love they share, tending to it as they would a child they have created together, for that is, in essence, what it is.

One mistake to avoid is taking on the deep and rigorous work of Owning it and Keeping it Clean without balancing these imperatives with the fun and sizzle of Keeping it Hot and the safety of Make it a Sanctuary. When all four of these Imperatives are attended to and in balance, the intimacy in the relationship can flourish and the couple can experience the extraordinary life they deserve. When any one of these Imperatives is not in place, the couple may experience ongoing painful challenges that threaten to undermine their love.

The Love Imperatives is designed to support couples of every gender expression and/or sexual orientation.

If you are ready to claim the thriving and deeply satisfying relationship that you and your partner deserve, we invite you to find out more about the Love Imperatives.

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