

April Awareness Month: Emotional, Financial and Personal Growth Starts Within

Mushy Guru

The word *awareness* is a noun, yet so often it feels like a verb. And yet, it can be exactly what it says it is. Take that thought in without overthinking—you are aware.

April reminds us of what we already know but often choose not to acknowledge, especially in a time when the world demands constant reaction instead of thoughtful awareness. It is a season where clarity shows up in many forms: emotional clarity, self-reflection, financial understanding, and a deeper connection to how we live, move, and decide.

But how one decides to move—based on their ability to understand their needs, pressures, environment, abilities, and emotions—determines what that individual will do next. In a climate where decision fatigue is real and external pressures continue to rise, awareness becomes direction.

How often are we deterred by what we are expected to do that is optional, versus what we want to do that is optimal?

Only you know that answer intimately when you are acting on what you believe.

Acting on what you believe, some may say, is a definition of faith—one that often overrides fear, even when fear grips with a restraint that seems to hold you back. Do not let it.

In this passage, I will not tell you to do anything afraid. Instead, I offer awareness.

Know what you need to know, and seek a deeper understanding of what informs you, who will impact your future, and why those intricacies matter. This includes how you manage what you have been given.

April carries a rhythm of recognition across many spaces. It is a time that honors stress awareness, financial literacy, autism acceptance, and the power of poetry and expression. Each invites us to pause, to consider, and to reconnect with what informs us—and how we show up in the world and for ourselves.

When we recognize what lifts our load and highlights our passion, we connect to our inner fulfillment. This level of commitment to yourself is not selfish. It is awareness.

Allow that knowledge to be your standard.