

# FINDING YOUR PURPOSE

## Module 1

I want to ask you a question that will change your life forever. There's no right or wrong answer. You must be honest with yourself.

**"Do you know your *why* in life?"**

We're getting deep really quickly. But I believe it's a very important question to know the answer to. Before you answer, I want you to hold your thoughts on that until the end.

Today, we're going to examine what I call the *Interpretation Response*. I know that may sound fancy, basically it's a chain of reactions your mind and body must go through in order to be motivated to take action for any decision you make.

No matter how big or small, it will happen from an interpretation response. This is driven by three things:

- Your mind
- Your body
- Your emotion

The three drivers before you make any decision are your mind, body, and emotions.

Here's an example: Let's say you decided to get yourself a cup of coffee this morning. In making that simple choice, you unconsciously consulted the three aspects I just shared.

**MIND.** You considered the time it may take to stop and get coffee before your first appointment, or can you juggle getting ready at home and make the coffee. You even ask yourself whether or not the wait is worth the caffeine fix.

**BODY.** You thought about whether coffee would give you the perk you need to get through the day, or whether a more substantial breakfast would be better (which by the way could start another decision process for that potential choice).

**EMOTION.** You reflected on whether you like coffee at all! I mean you say you "need" it, but do you really? Here's what's funny. You've made this snap decision, and chances are hundreds of

others, already today. All of this is happening in the background. You may not be consciously thinking about it, but it's happening. You may think, "Give me an example?" Try this: Feel your big left toe right now. Interesting, you probably were not thinking about it, yet it was still there, in the background. It wasn't until you began to focus on it consciously that you noticed it.

This is a powerful concept because imagine what's possible when you understand how decisions are really made and how to empower these thoughts in communication with others.

Mind, body and emotion is the chain of decision-making:

- What do I know about it?
- Will it hurt me?
- How does it make me feel?

*In that order.*

This is the foundation of the decision-making process you already do but may not realize until now.

Imagine if you could move this from your "unconscious" to your "conscious". Now, I am not suggesting you fill your mind with a bunch of worthless decisions that can be done without thought.

The important things in your life deserve purposeful thoughts. Wouldn't you agree? We don't want to leave important decisions up to our "stories" that we've told ourselves over the years based on what's happened to us.

Chances are you've seen those narratives in the past. Your beliefs (past experiences) drive your actions (choices) and many times we find ourselves in broken relationships or unfulfilled lives. Not because we don't want better; rather, it's not understanding the foundation of mind, body, and emotion as it relates to the decisions we make each day.

Now this goes one step further. If you want to have even the slightest chance of influencing others positively, you must understand how those decisions will impact **their** mind, **their** body, and **their** emotions.

This is essentially an inside/out proposition. Once you master this personally, it's much easier to transfer this powerful concept to others. The best part is that this is something that will impact your personal life as much as your professional life.

I shared the three areas of mind, body, and emotion with you because it's the basis to understanding how decisions are made throughout each day.

The most important thing here is to not overcomplicate the concept. You now know at a macro level every decision we make is going through the mind, body, and emotion. This questions the background of your unconscious mind.

You also know you can consciously choose which decisions you want to take off "auto pilot." When you're able to do that it will give you an incredible power at your fingertips to influence others.

How? Because most people do not have a defined "why." They don't have a vision. Therefore, they will follow you if you help them answer the mind, body and emotion questions on the unconscious level. This is called manipulation with good intent. The power of subtle communication is doing something you know is in the best interest of the other person. Helping them make the choice that's best. But this begins with *you* first.

Every decision is driven off of your own set of "rules" you put in place. That's why your "vision" is so incredibly important. I took the time to create my own. *"To give others the belief they are good enough so that they experience a life they deserve."*

I am excited to share best practices on how to master the art of communication. Until you define your own set of rules, it simply won't work.

If you want to be the best version of yourself you must take the time to create your "why." Now, are you ready for the great news? In the next module, I will guide you through this process.

The clarity you will experience will release so much stress you may feel in life. If you really desire to communicate and more importantly impact others in a meaningful way, you must understand how others think.

Let's explore this "why" notion a little more in the next module.