

PUTTING YOUR PURPOSE INTO ACTION

Module 2

In the last module, I asked you about your *why*. I also asked you what defines your choices. It's time to answer that question.

In order for you to have control of where your choices take you, you must first do three things to make this work effectively. It begins with this:

UNDERSTAND YOUR VISION. What is it you really crave personally and professionally? This is why I asked you that question at the beginning. By the way, that's also something you can't rush into or just pull from the air. Hold space for that process. It's very important.

COMMIT TO ACTION. Move away from "I am trying" or "I should or I need to" conversations with yourself. Focus instead on what you **MUST** do. Don't lie to yourself. Be transparent.

STRIVE FOR DISTINCTION. I'll explain this one more in a moment.

For now, let's break this down a little more. If you're like most people, you don't just want to succeed at something. You want the feeling that achievement gave you. But if there's no benchmark, you will always be searching for the "next thing". This is why people are addicted to buying new toys or comparing our lives to the highlight reel of others. There's no real understanding of why we are in the game from the outset. Once you drive down to your "why" this gives you the roadmap to align all your decisions.

So what do you do? You stay busy of course. However, I have found most people confuse being busy with being successful. The reality is, activity without a vision is worthless. It's like trying to figure out where you're going after you boarded a random plane. Makes sense right?

We are basically reverse engineering how most people live their lives. We want to move away from reacting and move towards purposeful decisions or choices.

Think about it. Most people show up in their careers with no real vision. Just a paycheck. Then we wonder why we're not happy, and worse, why we feel trapped. The same is true many times in your personal life as well.

Your vision is also your why. The two are actually interchangeable. The question is:

Do you have a clear vision of your personal life?

Be honest with yourself, no one is watching.

What about your career? I have found over the years people tend to “show up” but with no real direction.

I don't want to assume you have this “vision or why” thing mastered yet. So here are a few questions I would challenge you to ask yourself and uncover your personal vision that is also your life's “why or purpose”.

What are the greatest things you can accomplish based on your talents? Have you ever given that thought? Don't start with the “stories” of “Well, if I didn't get married so young,” or “If only I got my master's degree.” Those are BS excuses.

QUESTIONS FOR CREATING YOUR VISION

What are your special talents and what is possible if you leverage them? Step outside of your current lens and answer that question in terms of what you know to be true about you.

How will you define success at each milestone in your life? When you're 30, 40, 50, or even when you're 80 years old. What does that look like? Be as specific as possible. Don't worry about how you'll get there. Just imagine what you desire at those specific milestones.

What types of individuals would you want to be surrounded by, personally and professionally? Notice I didn't say “who are you surrounded by today?” Instead, what types of individuals would you want to be surrounded by?

What impact do you believe you're capable of in life? Each of us possesses an incredible potential that just needs to be unlocked.

When you die, what would you want people to say and remember about you? Your why or purpose will ultimately become your legacy. It's really that important.

When you answer these questions with full integrity of yourself, you'll begin to uncover your *why*.

This leads us to the old phrase, “It’s not what you say, it’s how you say it.” Tonality is incredibly important when communicating, but I believe it’s also deeper than that. It’s not as much about what you say, it’s what you *do*. Remember when I talked about mind, body, and emotion? “Saying” things, even in the right context, doesn’t guarantee you or the person you’re talking to is going to take action.

That’s because what you say only impacts the person’s mental (and perhaps emotional) perceptions. Even if they agree with you on a mental level, and they are emotionally invested in you, there is a gap in their physical environment. You have to make certain your actions align with your spoken commitments, or you will turn people off.

Communication is about building rapport and transferring your ideas or thoughts to others. Effective communication is getting them to take action on those thoughts.

For this reason, the next decision you will want to succeed at is committing to take action. All of the planning, logistics, support, and passion means absolutely nothing if you’re not going to take action.

You need to have a defined purpose or why for yourself professionally and personally. Then you move onto goals. When you’re ready to make your goals into reality, then you need one last thing: a desire to strive for distinction. Notice I didn’t say “perfection” there. That’s on purpose. Nobody is perfect and perfection is never possible.

Instead, you strive for distinction because by focusing on being the best *you* can be is the most powerful motivator you’ll find. Even if you fail along the way, the strive for distinction cannot be pulled away or tarnished. It is yours.

At the beginning of this module, I asked, “What’s your why?” Knowing the answer to that question will help you build a foundation on which you can follow these steps. Your *why* will give you your life’s purpose and vision. It will also motivate you to take action. And most importantly, it will set the benchmark for the distinction that you need to measure your success.

Vision, action, distinction. Mind, body, emotion. They’re all tied together and making this investment in yourself will allow you to stop “chasing” and start living with integrity. Take your time on this because it’s really that important.