

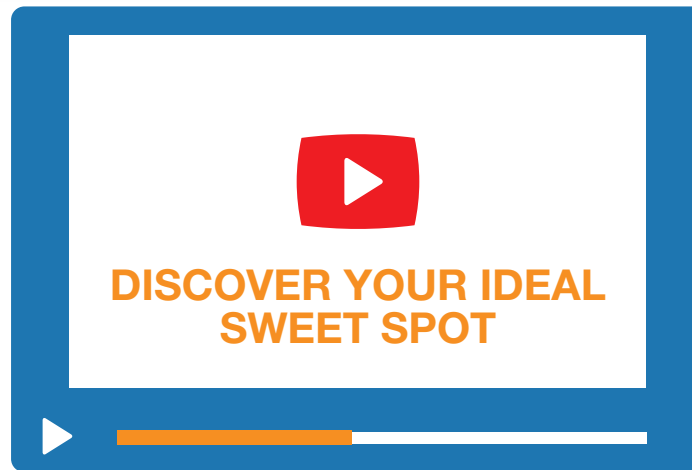


HOW TO DISCOVER YOUR IDEAL SWEET SPOT

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HOW TO DISCOVER YOUR IDEAL SWEET SPOT

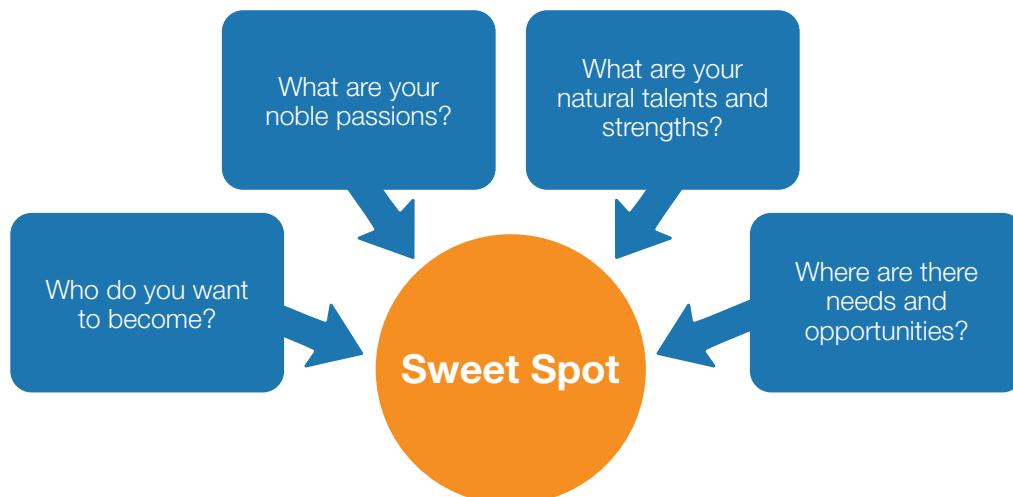


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THERE ARE FOUR KEY IMPORTANT CONSIDERATIONS TO EXAMINE TO HELP YOU MAKE YOUR OPTIMAL BUSINESS OR CAREER DECISION:

- Who do you want to become?
- What are your noble passions?
- What are your natural talents and strengths?
- Where are there needs and opportunities?

WHEN YOU FIND SOMETHING THAT FITS WITHIN EACH FOUR CRITICAL FACTORS TOGETHER – YOU ARE BEGINNING TO DISCOVER YOUR BUSINESS OR CAREER SWEET SPOT.



WHO DO YOU WANT TO BECOME?

Today, most people believe that who they are is fixed or set. In other words, their intellect, personality, talents, and other traits are unchangeable. Furthermore, they believe they are simply a by-product of the environment, genetics or fate. This is understandable and regrettable. For many years scientists chased after theories that our physical compositions are set and define who we are. In fact, during the 20th century there was consensus among neuroscientists that the brain was relatively unchangeable after childhood. Rigorous research proved otherwise. Neuroplasticity has replaced the belief that the brain is a physiological static organ. We know that our brains change throughout our lives. Studies prove that changes and experiences can alter the brain's anatomy and physiology.



We can become who we truly desire if we do the right things that help us to become who we hope. There are a myriad of excuses we can use to keep from becoming who we desire. The truth is, you and I know the keys. The real reason that may be holding us back is, that we may not fully see and feel the pain of our current trajectory. Our desire or vision of who we hope to become may not be strong and persistent enough. Mistaken beliefs about our limits may be holding us back. It may be that we are not disciplined enough to follow-up on actions we need to take.

Your ability to create a better future is a function of your desires, beliefs, choices and actions. For good or evil, you determine who you become. Becoming the person you desire is not a function of chance. The key to your ability to become who you desire is to understand and adopt universal truths or natural laws. By understanding natural laws you begin to understand the laws of cause and effect.

James Allen the British philosophical writer wrote, "A noble and Godlike character is not a thing of favor or change, but it is the natural result of continued effort in right thinking, the effect of long-cherished association with Godlike thoughts." He says that "Ignoble and bestial character, by the same process, is the result of the continued harboring of groveling thoughts." He continues, "Of all the beautiful truths pertaining to the soul which have been restored and brought to light in this age, none is more gladdening or fruitful of divine promise and confidence than this - that man is the master of thought, the molder of character, and maker and shaper of condition, environment, and destiny."

James emphasized that, "When he (man) begins to reflect upon his condition, and to search diligently for the Law upon which his being is established, he then becomes the wise master, directing his energies with intelligence, and fashioning his thoughts to fruitful issues. Such is the conscious master, and man can only thus become by discovering within himself the laws of thought; which discovery is totally a matter of application, self-analysis, and experience."⁶ This law or absolute truth governs the universe.

DEVELOP CLARITY AND CAPABILITY

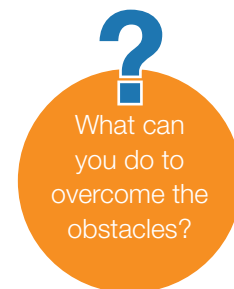
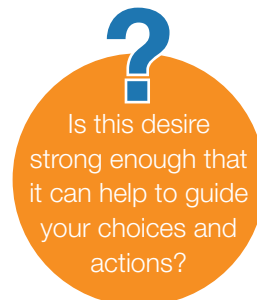
Remember that what the world desperately needs are people who understand the challenges and opportunities ahead, hold and cherish high values, have courage to stand for what is right, and are willing to develop the capacity to address the challenges. Determine that you will become extremely capable in an area that can significantly help others.

As you find your ideal sweet spot and develop and maintain a powerful vision for yourself, your anxieties and worries will increasingly disappear and be replaced with hope and ultimately the realization that your dreams will become true. As you develop clarity on who you want to become, what you stand for, where you want to go, and how you will get there, you will develop a growing sense of stability.



QUESTIONS

- What kind of person do you deeply desire to become?
- What do you really want to contribute?
- Is this desire strong enough that it can help to guide your choices and actions?
- How can you become that better person?
- What is the best way to get there?
- What could hold you back?
- What can you do to overcome the obstacles?



WHAT ARE YOUR MOST NOBLE PASSIONS?

By focusing on your most noble passions, you increase the chances that you will become the kind of person you yearn to become.

As we learned, Viktor Frankl found that those who survived the horrors of the Nazi concentration camps weren't the young, strong and healthy. They were those that had meaning in their life. Viktor himself survived by helping others to find their purpose in living.

To learn more about noble passions, let's go back in time and look briefly at George Washington. On June 15, 1775 he had just been commissioned as

commander-in-chief of the Continental Army – just two days after the Boston siege. To outsiders, this appointment could have been seen as an honor. George wrote to his wife Martha saying, “far from seeking this appointment, I have used every endeavor in my power to avoid it, not only from my unwillingness to part with you and the family, but from a consciousness of its being a trust too great for my capacity....it has been a kind of destiny that has thrown me upon this service.”⁷

George was nervous and worried – for good reason. George Washington had been retired from military life for fifteen years, during which he had not even drilled a militia company. His only prior experience had been in backwoods warfare—a very different kind of warfare—and most notably in the Braddock campaign of 1755, which had been a disaster. He had never led an army in battle, never before commanded anything larger than a regiment. And never had he directed a siege.⁸

General Washington knew he wasn't prepared to take on the impossible assignment of leading the Continental Army to victory. He probably had a realistic idea of how immense that responsibility would be. For such a trust, to lead an undisciplined, poorly armed volunteer force of farmers and tradesmen against the best-trained, best-equipped, most formidable military on earth—and with so much riding on the outcome—was, in reality, more than any man was qualified for.

What would have happened if George Washington would have declined, ran away from, or approached his responsibilities without hope and faith in a brighter future? There is no question that he wanted to be with his family and on his beautiful and peaceful farm at Mount Vernon. Why sacrifice everything?

George Washington decided to focus on the most noble of his passions. He chose to focus on helping a young country to provide and protect the privileges of life, liberty and the pursuit of happiness.

The whole world could be a different place today if George Washington would have shirked his responsibility. Instead of enjoying the blessings of democracy, we may still be the victims of aristocracies, caste systems or autocracies.



THE WORLD NEEDS YOU

The world desperately needs you, whether or not you know it or they know it. The world desperately needs people who understand the challenges and opportunities ahead. It needs people who hold and cherish high values and who focus on noble passions. It needs people who have courage to stand for what is right, and are willing to develop the capacity to address challenges.

Noble passions stem from our deepest values and are what can motivate us most. To be noble is to possess high moral principles and ideals. A passion is an intense emotion or enthusiasm for something. To have a noble passion is to have a strong emotion for a cause that builds others. Passions focused on integrity, honoring and building others, are constructive and noble. Noble passions are based on genuine love. They strengthen, elevate, and help others. They inspire others to enjoy more happiness, to be more compassionate, and become more capable.

Passion focused on personal fame, wealth and selfish indulgences can be damaging. Passions that deprive others of their honor, dignity and freedom are destructive. Selfish passions are ego based, competitive, controlling, degrading, focused on damaging short-term pleasures, manipulative and dishonest.

WHY FOCUS ON NOBLE PASSIONS?

By focusing on your noble passions you'll find greater joy. You will better understand who you are and can become more courageous and willing to make meaningful sacrifices that will improve the lives of others.

WHAT ARE YOUR NOBLE PASSIONS?

What noble passions touch your heart most?

What hurts your soul most?

What are the biggest problems that you like to help solve?

What passion are you most willing to sacrifice for?

If you could dedicate your life to helping and building others, what would you do?

How motivated would you be to spend the remainder of your life dedicated to this cause?



HOW TO DISCOVER YOUR TALENTS

Tom Rath wrote in StrengthFinder 2.0 that, “Unfortunately, most of us have little sense of our talents and strengths, much less the ability to build our lives around them. Instead, guided by our parents, by our teachers, by our managers, and by psychology’s fascination with pathology, we become experts in our weaknesses and spend our lives trying to repair these flaws, while our strengths lie dormant and neglected.”⁹ Peter Drucker, a management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation said, “Most Americans do not know what their strengths are. When you ask them, they look at you with a blank stare, or they respond in terms of subject knowledge, which is the wrong answer.”¹⁰

Each of us have talents that we can discover and develop. Each person’s talents are enduring and unique. Our greatest potential for growth is in the area of his or her greatest strength. When developed and used, a talent can bring us deep fulfillment and joy.

WHAT IS A TALENT AND WHY IS IT IMPORTANT?

A talent is an innate ability and a blessing you have that allows you to do something with little or no practice, training or experience. Usually talents come so easily to us that we don’t recognize them as talents. We assume everyone can do the same things.

Tom Rath and Gallup defined a talent differently. They said it is a “naturally recurring patterns of thought, feeling or behavior that can be productively applied.”¹¹



TALENTS

TALENTS

TALENTS

TALENTS

TALENTS

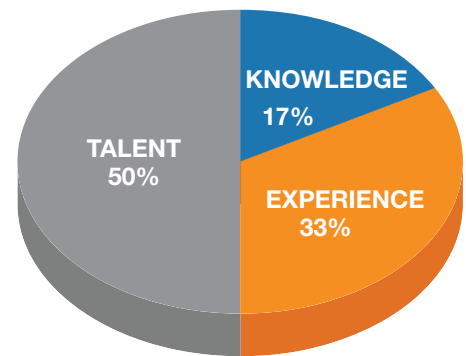
TALENTS

TURNING A TALENT INTO A STRENGTH

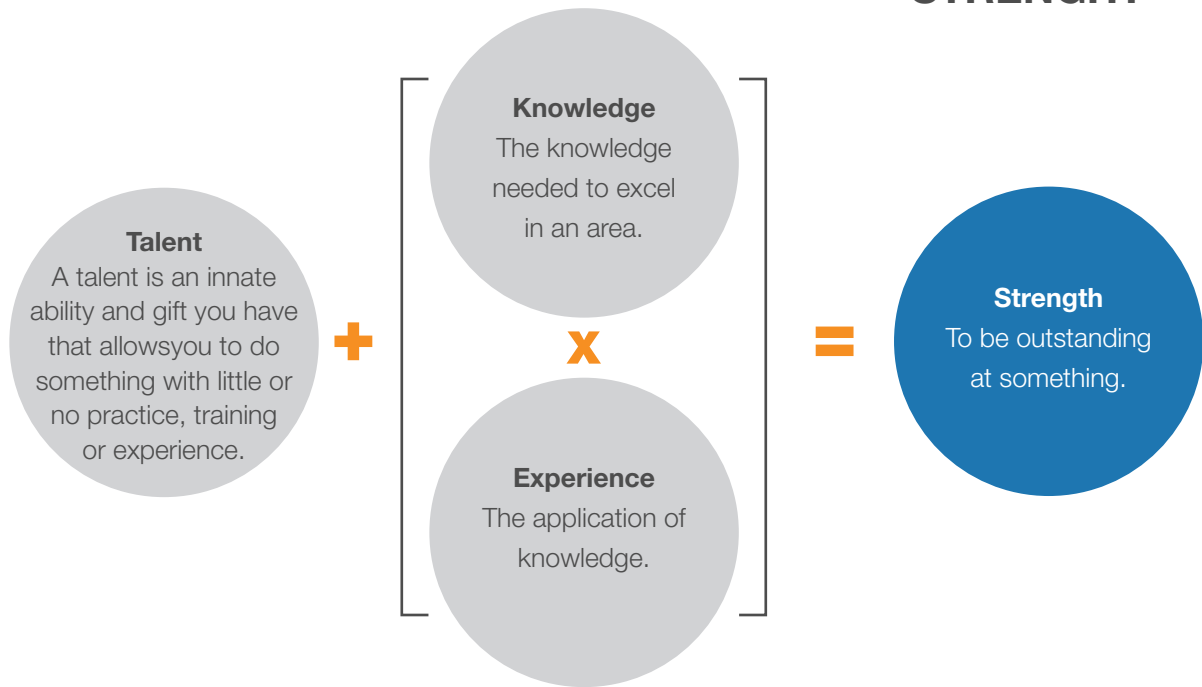
A talent is turned into a strength as it is developed. A strength is developed as one gains knowledge and experience. This diagram suggests talent constitutes 50% of a person's capability in a given area. Experience along with knowledge constitutes the other 50%.

Another way of looking at a strength is as follows:

TALENT + KNOWLEDGE X EXPERIENCE = STRENGTH



STRENGTH



TALENT INVENTORY QUESTIONS

What noble yearnings do you have?

What topics and/or skills do you learn most quickly and thoroughly love learning?

What types of things give you the most joy and sense of fulfillment?

Are there things that you love doing so much, that you easily lose track of time when you are doing them?

What are they?

What natural abilities do you have today?

STRENGTHS - INVENTORY QUESTIONS

Which of your natural talents do you believe you've built into strengths?

How can you fully develop and leverage your natural talents so that you can grow and contribute exponentially?

What is your plan to do this?

REMEMBER THAT TALENTS AND STRENGTHS ARE NOT SET

Our talents and strengths can also become a source of weakness for us if we become arrogant or prideful about ourselves. How many celebrities have we seen who started their careers humble and grateful, and later turned into narcissistic monsters?

Some people take talent too far – as though they are fixed. As we have learned, you and I are not fixed mentally, emotionally, spiritually and physically. We know that changes and experiences can alter our brain's anatomy and physiology.

Interestingly, our weaknesses can become our strengths. Why is this? Because our desire to develop in an area may grow significantly. Also, when we are weak at something, we are humbler and more willing to dig in and learn. We can choose to be more determined to turn the perceived weakness into a strength.



Carol S. Dweck, Ph.D. is a well-known Professor at Stanford University and one of the leading researchers in the field of motivation. Carol earned her Ph.D. from Yale University and taught at Columbia University, Harvard University, and the University of Illinois before coming to Stanford. In her research, she found students that have a belief that their intelligence is fixed, spend more time trying to look smart and avoid at any cost looking dumb. These students struggle. They dread failure because it shows what their limitations are as a human being. They avoid situations that stretch and challenge them. Students, on the other hand, that have a growth mindset, believe that their talents and strengths can be developed through effort, good teaching and persistence. Students with a growth mindset are happier, are more likely to continue at something despite setbacks.¹²

Persistent desires and beliefs lead to choices and actions and ultimately mold our character. The following are well-known examples of people who succeeded despite the fact that others felt that they didn't have enough talent to succeed in their occupation:

- Oprah Winfrey was fired from one of her first jobs because she was "unfit for TV"
- Walt Disney was fired by a newspaper editor because "He lacked imagination and had not good ideas."
- Before J.K. Rowling had any "Harry Potter" success, the writer was a divorced single mother on welfare struggling to get by while also attending school and writing a novel.
- Before landing "I Love Lucy," Lucille Ball was widely regarded as a failed actress
- After his first audition, Sidney Poitier was told by the casting director, "Why don't you stop wasting people's time and go out and become a dishwasher or something?" Sidney went on to win an Oscar
- Steven Spielberg was rejected from the University of Southern California School of Theater, Film and Television three times
- Stephen King received 30 rejections for his book "Carrie." Today, King is one of the best-selling authors of all time and "Carrie" is on its second movie re-make
- Michael Jordan was cut from his high school basketball team. "I have failed over and over and over again in my life. And that is why I succeed."
- Steve Jobs was a college dropout, a fired tech executive and an unsuccessful businessman

TALENT RELATED TOOLS

The following are tools that you can use to help you find your talents and strengths.

STRENGTHSFINDER

To help people discover their talents, Gallup developed an online assessment tool. The assessment helps you to find which 5 of 34 possible themes best match for you. To get access to the tool, you need to purchase a copy of Strengthsfinder 2.0. In addition to taking the online assessment, Gallup in their own words below, suggests that you also consider:

Yearnings can reveal the presence of a talent, particularly when they are felt early in life. A yearning can be described as an internal force, an almost magnetic attraction that leads you to a particular activity or environment time and again.

Rapid learning reveals other traces of talent. In the context of a new challenge or a new environment, something sparks your talents. Immediately your brain seems to light up as if a whole bank of switches were suddenly flicked “on” – and the speed at which you anticipate the steps of a new activity, acquire a new skill, or gain new knowledge provides a telltale clue to the talent’s presence and power.

Satisfaction is psychological fulfillment that results when you take on and successfully meet challenges that engage your greatest talents. Pay close attention to the situations that seem to bring you these energizing experiences. If you can identify them, you will be well on your way to pinpointing some of your dominate talents.

Timelessness also can serve as a clue to talent. If you have ever become so engrossed in an activity that you lost all track of time, it may have been because the activity engaged you at a deep, natural level – the level of great talent.

Glimpses of excellence are flashes of outstanding performance that have been observed by you or others. In these moments, the task at hand has tapped some of your greatest talents and directly displayed your potential for strength. ¹³

DISCOVER YOUR STRENGTHS

The website [FreeStrengthsTest.Workuno.com](https://www.FreeStrengthsTest.Workuno.com) offers free online assessments to help you discover your strengths.

MYERS-BRIGGS PERSONALITY TEST

The Myers-Briggs Type Indicator assessment is a questionnaire that measures preferences in how people perceive the world and make decisions.

What's Your Personality Type?

Use the questions on the outside of the chart to determine the four letters of your Myers-Briggs type.
For each pair of letters, choose the side that seems most natural to you, even if you don't agree with every description.

1. Are you outwardly or inwardly focused? If you:

- Could be described as talkative, outgoing
- Like to be in a fast-paced environment
- Tend to work out ideas with others, think out loud
- Enjoy being the center of attention

then you prefer

E
Extraversion

- Could be described as reserved, private
- Prefer a slower pace with time for contemplation
- Tend to think things through inside your head
- Would rather observe than be the center of attention

then you prefer

I
Introversion

2. How do you prefer to take in information? If you:

- Focus on the reality of how things are
- Pay attention to concrete facts and details
- Prefer ideas that have practical applications
- Like to describe things in a specific, literal way

then you prefer

S
Sensing

- Imagine the possibilities of how things could be
- Notice the big picture, see how everything connects
- Enjoy ideas and concepts for their own sake
- Like to describe things in a figurative, poetic way

then you prefer

N
Intuition

3. How do you prefer to make decisions? If you:

- Make decisions in an impersonal way, using logical reasoning
- Value justice, fairness
- Enjoy finding the flaws in an argument
- Could be described as reasonable, level-headed

then you prefer

T
Thinking

- Base your decisions on personal values and how your actions affect others
- Value harmony, forgiveness
- Like to please others and point out the best in people
- Could be described as warm, empathetic

then you prefer

F
Feeling

4. How do you prefer to live your outer life? If you:

- Prefer to have matters settled
- Think rules and deadlines should be respected
- Prefer to have detailed, step-by-step instructions
- Make plans, want to know what you're getting into

then you prefer

J
Judging

- Prefer to leave your options open
- See rules and deadlines as flexible
- Like to improvise and make things up as you go
- Are spontaneous, enjoy surprises and new situations

then you prefer

P
Perceiving



[Click for information on the test](#)

[Click for free version of assessment](#)

[Click for common careers for personality types](#)

HERMANN BRAIN DOMINANCE INSTRUMENT

The Hermann Brain Dominance Instrument is a system designed to measure and describe thinking preferences in people.



THERE ARE FOUR THINKING PREFERENCES

What do you believe is your most dominant color?

What is your second most dominant color?

Third?

What do you
believe is your
most dominant
color?

What is your
second most
dominant color?

Third?

[Link to more information](#)

360 DEGREE INPUT

Getting input from others on your strengths can be especially helpful. [Reachcc.com](https://reachcc.com) offers a 15 day free trial tool that allows you to send out requests to a large number of people to provide you anonymous input. People identify which attributes, skills, strengths and weaknesses best characterize you.

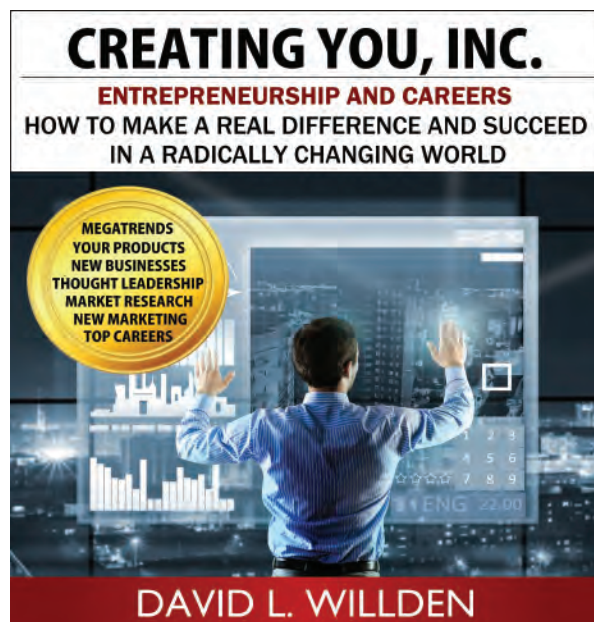


ADDITIONAL RESOURCES

- ♦ HOW TO CREATE A SUCCESSFUL CAREER OF PURPOSE
 - ♦ TRENDS REDEFINING THE WORLD
- ♦ KEYS TO BUSINESS SUCCESS MOVING FORWARD
 - ♦ WHAT CAREERS WILL BE IN HIGH DEMAND
- ♦ HOW TO BECOME A THOUGHT LEADER IN YOUR NICHE
 - ♦ MARKET RESEARCH TO FIND OPPORTUNITIES
- ♦ HOW TO DEVELOP YOUR COMPELLING PRODUCTS AND SERVICES
- ♦ HOW TO MARKET YOUR PRODUCTS AND SERVICES IN TODAY'S WORLD

Order your copy of **Creating You Inc.**, by David Willden which covers all of the above topics, from Amazon

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ABOUT THE AUTHOR



David's greatest passion is in helping people to discover and create their own career or businesses. He also enjoys helping organizations to reinvent themselves, and to develop and implement compelling strategies. He has helped organizations to generate over \$300 million in results.

David is currently the CEO of Breakthrough Practices, LLC., a firm that provides strategy development, product development and strategy execution consulting services. David has worked as a senior management adviser to top government officials and consulted extensively with federal organizations, Fortune 100 companies, small-medium sized businesses, and non-profit organizations. He has also worked as an executive for Larry H. Miller (owner of 100+ businesses including Utah Jazz NBA team), Cap Gemini Consulting and Franklin Covey where he led business turnarounds, managed 100+ consultants, and managed 100+ concurrent product development & other project teams.

Most recently, David led teams to plan, publish and launch books, website and a television program. The first book was an overnight bestseller - shattering sales records in the industry. Subsequent books continue to be top sellers in their niche and have won top awards. The television series became a local favorite that continues to be rebroadcast.

David recently chaired and inaugurated World Strategy Week 2014 - that brought together top strategy thought leaders, executives and professionals from around the world. He is also on the Board of Directors for the Association of Strategic Planning.

David has a M.S. from Johns Hopkins University and a B.A. from Brigham Young University.



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