



# *HOW TO CREATE A SUCCESSFUL CAREER OF PURPOSE*

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# *HOW TO CREATE A SUCCESSFUL CAREER OF PURPOSE*

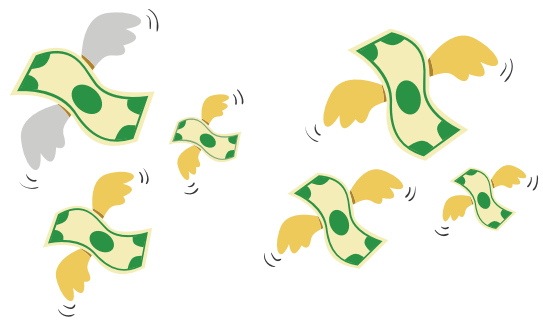
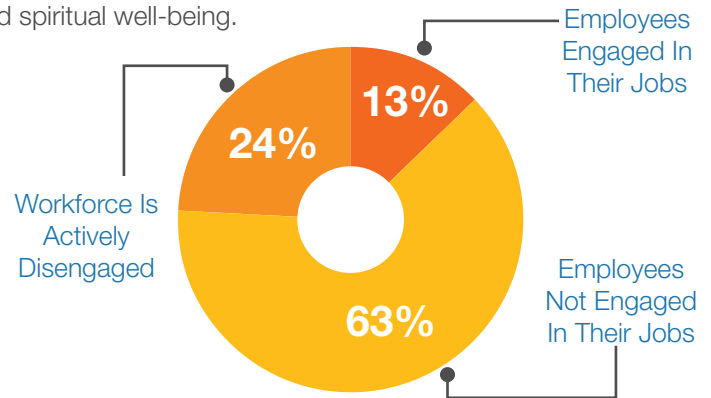
**How to create a career of purpose doing  
what you are most passionate about and  
where you can make a real difference**



## PRISONERS AT WORK AND SLAVES TO A PAYCHECK

You and I spend the prime of our lives and the prime of our days focused on making a living. What most people fail to recognize is just how much their work plays a significant role in how they feel about themselves and the kind of person they become. I believe that what you focus on to make a living is vitally important to your physical, emotional, mental and spiritual well-being.

According to an ongoing study by Gallup involving over 25 million employees in 195 different countries, only 13% of employees are engaged in their jobs. That means that only one in eight workers feel they are making a positive contribution and are committed to their job and organization. 63% percent of employees are not engaged in their jobs. In other words, they have "checked out." They are not motivated. They do their jobs but not with passion and energy. 24% percent of the workforce is actively disengaged. These workers are extremely unhappy at work. They are even hostile to their organizations. There are almost twice as many employees who are actively disengaged as there are employees who are engaged in their jobs. Gallup estimates that the cost of active disengagement within the U.S. alone costs the US between \$450 to \$550 billion dollars per year.<sup>1</sup>



**\$450 to \$550 billion**

Few things are worse than feeling like you are a prisoner at work and are a slave to a paycheck. It is miserable being in a political and cut throat environment where no one genuinely cares about you. It is frustrating and even painful when your opinions don't matter. It isn't helpful when you struggle in seeing any real meaningful purpose in your organization. Being in such an environment is toxic to how you feel about yourself and the kind of person you want to become. Many times we simply hang-on hoping for a better future. The unfortunate truth is, ***if you wait and hope that your career will improve with your current employer, the probability is that it won't.***

Let me ask you some important questions. Are you worn out with being in a miserable environment? Are you emotionally drained from the frustration and pain of feeling that your opinions really don't matter? How can you feel good about yourself in a toxic environment? I'm not suggesting that you just quit your job. What I am suggesting is that you plan for a brighter future and then work intelligently to make that plan a reality.



## TWO OF THE MOST POWERFUL MOTIVATIONS THAT LEAD TO CHANGE

Research shows that those who are most successful in overcoming addictive behaviors are those that are internally motivated to change (e.g., see long-term consequences of their behaviors) and who have found something they are truly passionate about and that deeply motivates them (e.g., fulfilling relationships, spiritual strength, new career).

The two most powerful motivators that move all of us to improve and succeed are pain and happiness. This seems basic and so simple in theory, but few tap into these motivational forces successfully to help them succeed and enjoy a happier life.

Our nature as humans is to ignore, deny or to refuse to think about pain. We hope and we pretend that the future will be better – even though we aren't sure what we want and how to get there. We often ignore or sometimes even deny the future impact of our current actions and circumstances because it is too uncomfortable or even painful for us to think about. Putting our head in the sand doesn't work.

Both pain and happiness are intended to help you. Careful thought and reason are powerful, however alone they can't lead us to the results we desire.

Pain is a powerful motivator. It can be a blessing if you use it right. Pain helps us from seriously hurting ourselves. It tells us when we have a sickness or injury that needs treatment. It teaches us important lessons. It motivates problem-solving, creativity and resourcefulness. It helps us to develop empathy for others. Most importantly, pain can motivate us to change and to become better.

A dream of happiness can be the most powerful motivator if we allow ourselves to tap deeply into it. It can deeply inspire you. The right vision of hope and happiness is one that deeply resonates with your soul in a way that you can't fully explain to others. It is a vision that becomes so real that you can see it, you can hear it, and you can feel it. It is a vision so powerful that it indeed motivates you to action and to improve.



## SO HOW CAN YOU FULLY TAP INTO THESE POWERFUL MOTIVATORS TO HELP YOU SUCCEED?

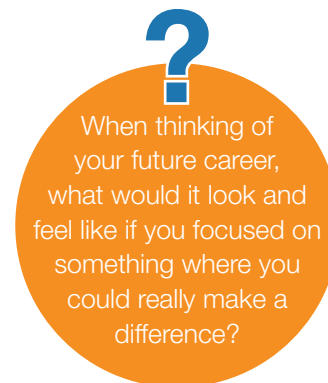
Let's start with pain. When we associate massive pain to a potential outcome, we avoid it at all costs. It is easy to not think about the outcomes of our current direction. But if you do, it can bless you. Take the time to think about where you are headed, and what the results will look like. The clearer you can paint a picture in your mind of the outcome, the more vivid and real it will be for you. The more descriptive you can be about the pain you see and feel, the more it will influence you.

Please think about the questions below and write down your responses:



To have a vision of the pain we will experience if we do not change, is powerful but it is not enough motivation to sustain the growth we need and want. A vision of happiness is what can inspire and sustain us in the long-term. It is something that we are willing to sacrifice and dedicate ourselves to.

Please begin to create a vision of happiness for yourself. Think about the questions below and write down your responses:





## DETERMINE TO BECOME AN AGENT FOR YOURSELF

Today, many people believe that their intellect, personality, talents and fate are fixed. They believe they are simply a by-product of the environment, genetics or fate. We are not fixed. That is a destructive and false mindset.

How many cynics have robbed people of dreams that could have been realities? Do not allow yourself to be a victim to the limited mindsets of others and even yourself.

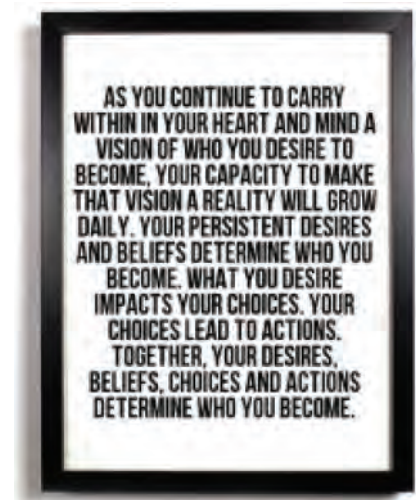
We each have written programs in our hearts and minds about ourselves. These programs tell us who we can become and who we can not become. Our internal programs are impacted by the experiences we have and they too often try and tell us who we are and should be. Often it is the negative experiences that we remember most. For instance, you may remember and feel anger, sorrow and hurt from how you were treated. You may have been a victim of hate and physical, mental and/or emotional abuse. You can't allow these experiences to define you. Instead, you can look at how these experiences helped you to become more understanding and compassionate of others.

It is often these programs or beliefs about ourselves that hold us back and need to be reprogrammed.

The most powerful lesson that you can learn is that you can choose to be your own agent for change and not a victim. You literally can become the kind of person you want to become. This is not only your privilege, but I believe ***it is your right and responsibility to create your future.***

You may want to memorize this powerful truth, burn it into your soul, and remind yourself frequently of its importance.

***As you continue to carry within in your heart and mind a vision of who you desire to become, your capacity to make that vision a reality will grow daily. Your persistent desires and beliefs determine who you become. what you desire impacts your choices lead to actions. Together, choices and action determine who you become.***



Please return back to your vision that you began to work on and ask yourself these follow-up questions:

What beliefs about yourself and others do you want to have?

What limiting beliefs about yourself and others do you want to eliminate?

How can you successfully reprogram your beliefs so that you can succeed?

## RENEW DAILY

It is easy to slip back into our old mindsets and habits. Too often we allow ourselves to slip into a cycle of self-pity and anger. One of the simplest and most effective ways to overcome these inclinations is to do one simple thing. Make time every day to renew, to remind yourself of your vision. Make it a point to diligently search how you can achieve the vision you desire, become the kind of person you want, and develop the right kind of action plans that will get you there. Each time you do this, you are making your dream that much more of a reality. It is becoming more and more etched in to your soul. As you do this on a regular basis, you begin to create a momentum of success.



## THE WORLD DESPERATELY NEEDS YOU

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 capacities needed to address the challenges.





## START WITH YOUR NOBLE PASSIONS

The best thing you can do to make a real difference is to identify and focus on your most noble of passions. In fact, the more noble passions you acquire, the better you will be able to help others. I will discuss this topic in more detail in the next chapter and will ask questions to help you find those passions.

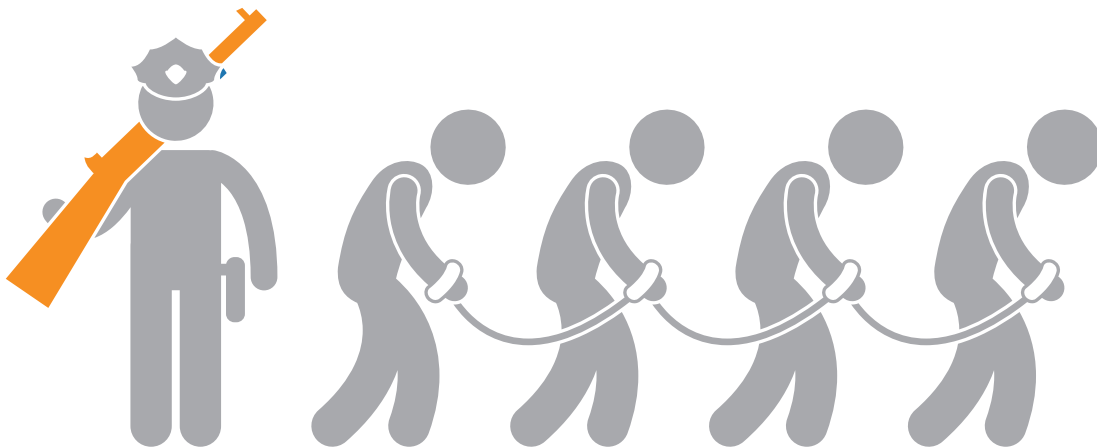
You and I have an urge and need to find and live a life of meaning. Viktor Frankl lived in Nazi concentration camps. He was a surgeon and a psychiatrist. He believed that the young, strong and healthy would be the ones who would survive the horrors of the camp. While in the camps, Viktor interviewed and helped his fellow prisoners. What he learned was that the key to survival was not youth, strength and health. This surprised him. Those that did survive shared a common strength. ***They all had something to live for. They had meaning in their life. This insight changed Viktor's life.***



Viktor wrote

***“the men who walked through the huts comforting others, giving away their last piece of bread. They may have been few in number, but they offer sufficient proof that everything can be taken from a man but one thing: the last of human freedoms—to choose one's own attitude in any given set of circumstances—to choose one's own way.”<sup>2</sup>***

Frankl survived the incredible ordeals and humiliation of the Nazi camps by dedicating himself to helping other prisoners develop their sense of purpose and to avoid suicides – which were common. Frankl held on to his vision of one day being reunited with his wife, and of standing in front of a classroom again and teaching the powerful lessons he was learning.



## COURAGE

It takes courage to dream and then to make our dreams a reality. We each face fears, stress and anxieties. It takes courage to become who you want to become. It takes courage to help create a positive future for the world. Courage doesn't just happen, it is developed. Courage is mental and emotional preparedness. It is the ability to confront fear, pain, intimidations and danger.

As we develop our courage, we become stronger. It takes real courage to overcome the fear of being rejected by others who may intentionally or even unintentionally be dragging us down.

Winston Churchill struggled in school and failed the sixth grade. He was defeated in every election he ran in for public office. He felt very alone. He saw what Hitler was doing and tried warning others about Nazi Germany. No one wanted to listen. Winston's warnings put him out of favor with the people. The people wanted to ignore what Hitler and Mussolini were doing.

Neville Chamberlain, the Prime Minister before Winston Churchill, seemed to want to simply appease Germany's Hitler and Italy's Mussolini. Neville was determined to avoid war no matter what it took. The British people supported Chamberlain. It meant less pain, less sacrifice, less worry, and more of the same – or so they hoped. Consequently, despite the danger signals, the British were not prepared as they should have been for war and suffered tremendous consequences – over 450,000 casualties.

At the ripe, old age of 62, Winston Churchill finally became the Prime Minister. Winston refused to consider defeat during World War II. This was extremely difficult in the early days of the war when Britain stood alone. And despite the fear of his own speech impediment, it was Churchill's courage and his speeches and radio broadcasts that kept the British people inspired until victory was won over Nazi Germany.

Winston taught that

***“Courage is the first human quality because it is the quality which will guarantee all others.”***



## CREATE HOPE IN YOURSELF - DESPITE YOUR TRIALS

Trials and difficulties can seem like curses, but they can prepare us with the grit needed to really help others. Consider the example of Abraham. He was born dirt-poor. His schooling was very limited. He had no choice but to toil hard to support the family. His mother was a deeply religious person and she impressed upon him the importance of education.

Abraham's mother died when he was nine years old and his sister Sarah was eleven. They were heartbroken. To make matters worse, during these hard times they were left alone for several months. Their father left the children to find a new wife. Abraham and his sister thought they were abandoned. When their father returned, he brought with him his new wife and her children. Abraham desperately needed love, and when he first met his new mother he rushed up to her and buried his face in her skirt. He loved his step-mother. She loved him dearly and supported and encouraged him in his love of learning as best as circumstances would allow.



When he was 21, Abraham moved away from home and worked to haul freight, worked as a shopkeeper and as postmaster. He was a business partner in the shop, and unfortunately the business failed – and he spent years paying off the debt. He decided to start a business later on and failed again. During this time, he decided to try and run for public office but lost.

Abraham fell deeply in love. Unfortunately, his sweetheart died and this broke his heart. The pain was too much for him. He had been through too much. He had a nervous breakdown and was in bed for six months trying to recover.

Abraham continued to have a passion for learning, wanted to better his life, and hoped and believed he could make a difference. He had a friend who loaned him law books. He studied these books and he taught himself the law. He later took and passed the bar examination. This opened the door for him and he was able to work as an attorney. He developed a good reputation for being honest, courageous and deeply valuing democracy and nationalism.

***Abraham ran for office three times and lost each time, until he finally ran for congress and won one term but lost the second term. He ran several more times for public office, losing each time.***

Finally, Abraham ran for and won the highest office in the United States – the President in 1860.

Abraham Lincoln led the nation during the bloodiest war in the history of the U.S – the Civil War. It was a time of political and moral crisis. Despite overwhelming pressures, he charted a course that abolished slavery and preserved the Union.

With the promise and relief of victory on the horizon, Abraham and Mary went to Ford's Theater to enjoy a comedy show. John Wilkes Booth slipped into the presidential box and shot Lincoln in the head.

Today, Abraham Lincoln is regarded as one of the top most significant figures in the history of mankind.



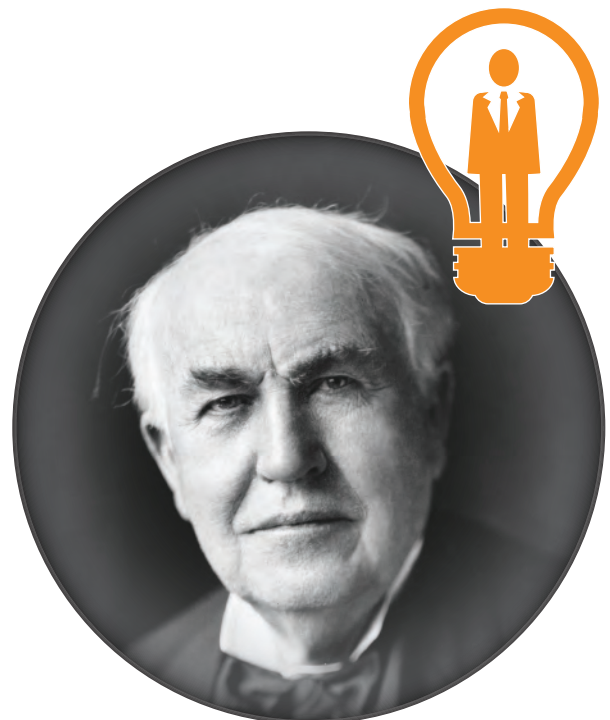
## DEDICATION TO CONSTANT LEARNING

A constant dedication to learning is key to being able to make a difference. Few imagined that Tom would amount to anything. He grew up in Ohio and was the last of seven children. His father, Samuel, had various vocations – e.g., splitting shingles for roofs, tailor, and tavern keeper. Samuel was also an exiled political activist who had escaped from Canada into the U.S. Tom's mother was a school teacher who died when Tom was 24 years old.

As a child, Tom was hyperactive and easily distracted. He went to public school for a total of twelve weeks. He was told he was “addled” or essentially too stupid to learn anything. Tom's mother pulled him out of school; determined to teach him herself. Her love and persistence inspired him to love learning. Her dedication to Tom deeply motivated him, gave him hope, and he determined that he would strive not to disappoint her. Tom credited his mother for believing in him when others didn't.

By the time Thomas was twelve, he had lost most of his hearing. Instead of getting discouraged with life, he continued to move forward.

Because of Thomas Edison's unrelenting dedication to learning and experimentation, he ended up acquiring 1,093 patents. His inventions included the phonograph, motion picture camera, and a long-lasting electric light bulb. Thomas Edison's discoveries changed the world.





## WHY “NOW” IS THE IDEAL TIME TO CREATE YOUR FUTURE CAREER

Now is the best time to plan for your new future. Why waste your career doing something that you can't really be fully engaged in? I encourage you to determine not to waste the prime of your day and your life somewhere doing something that doesn't inspire you.

There is another reason you may want to begin to develop and implement a new plan for your future. Companies typically staff up with temps during a recovery and convert them to permanent workers as conditions improve. That hasn't been happening. According to an article in Forbes written by Elaine Pofeldt, “currently about 20-30% of the workforce in Fortune 100 companies is made up of ‘contingent’ workers: that percentage is expected to swell to 50% by 2020.”<sup>3</sup> As of 2013, the number of temporary jobs rose more than 50 percent since the recession in 2009.

The use of temporary employees has expanded into all sectors (e.g., lawyers, doctors). U.S., Adecco predicts that the “rate of growth in contingent workers will be 3-4 times the growth rate of traditional jobs and will soon comprise at least 30% or more of the global workforce.”<sup>4</sup>

Tammy Erickson, in a Harvard Business Review blog article titled “The Rise of the New Contract Worker” cited the benefits of contingent talent:



### **Cost flexibility:**

Companies don't need to invest in full-time employees,



### **Speed and agility:**

Getting the right talent to meet new needs,

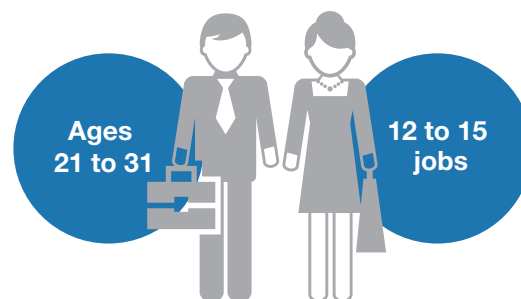
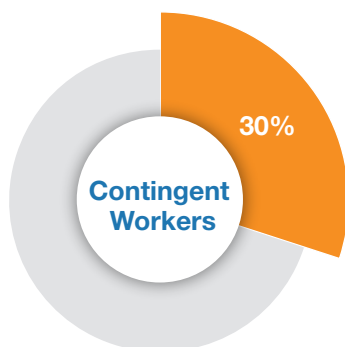


### **Innovation:**

New knowledge and fresh ideas.

These temporary employment trends are symptomatic of a more basic dynamic. Companies do not last as long. Fortune started tracking Fortune 500 companies in 1955. Of the 500 companies on that list, only 71 were still there in 2008. Also, “a full one-third of the companies listed in the 1979 Fortune 500 had vanished by 1983...”<sup>5</sup>

It is not certain that this trend towards temporary and contract work will continue. However, unless businesses and the economy stabilizes, this trend will likely continue. One thing is certain. To assume the economic environment will be the same as when our fathers or grandfathers had long-term and even life-time jobs – isn't wise. It is estimated that workers today between the ages of 21 to 31, will likely have between 12 to 15 jobs.

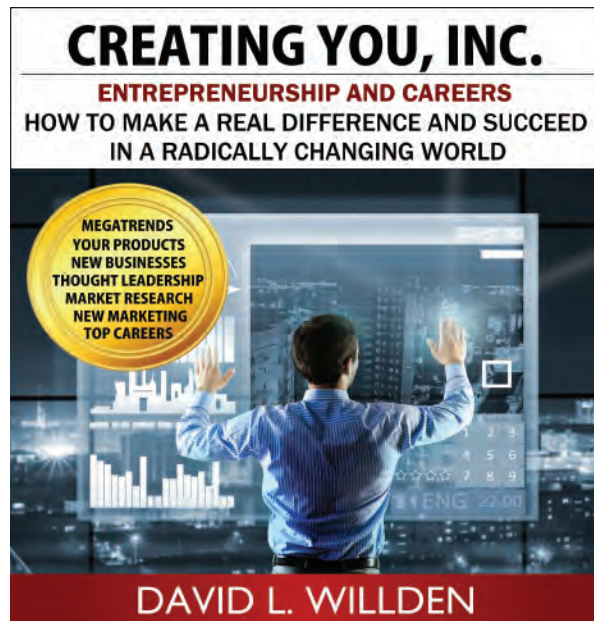


## ADDITIONAL RESOURCES

- ♦ HOW TO DISCOVER YOUR IDEAL SWEET SPOT
  - ♦ 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

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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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