



1

.....

Discovering Your Purpose— and Passion

In the introduction to this book, I told you about a life-changing experience I had in 2003. It was then, during a simple team-building exercise, that I actually discovered and defined my purpose in life. Since that day, I have accomplished more personally and professionally than I ever dreamed possible. When we acknowledge and pursue our passion, when we pull our purpose into razor-sharp focus, we do more than just leverage bits and pieces of our past. We begin to plan our daily actions with the pursuit of passion and the achievement of purpose in mind. A simple seven minute exercise made my life different; that experience proved to me that, in an instant, change could happen.

This chapter helps you gain a clearer picture of your life's purpose, so that you can take the first steps toward monumental change. A clear statement and understanding of your purpose will form. You also will understand how the goals, dreams, choices, priorities, beliefs, and strengths you hold within you can help—or hinder—your pursuit of that purpose. Once you truly discover your purpose, life will never be the same for you; it will only grow better with each passing day.

The Power of Purpose

Sir Ernest Shackleton, one of history's most daring navigators, was a man whose purpose was to lead explorations of the earth's unknown areas. In pursuit of that purpose, Shackleton determined that he would lead an expedition to explore the Antarctic. He knew that the area held a wealth of important scientific information, and that such an expedition would be both historically and scientifically significant. He had a vision, he had a purpose, and he had a burning desire to accomplish things that no man had ever accomplished.

Shackleton and a crew of 26 men (and one stowaway) set sail from Plymouth, England, on August 1, 1914, aboard the *Endurance*, a ship named for the Shackleton family motto "By Endurance We Conquer." After sailing around the tip of South America, the ship slowly made its way through the thickening ice of the Atlantic Ocean until the crew could see

the Antarctic continent before them. Then, on January 19, 1915, the ship stopped completely as the huge ice floes that clogged the sea trapped it.

With no other perceived options, Shackleton decided to wait until the spring thaw. Throughout the long, dark Antarctic winter the ship was locked in place, the men stranded. As a leader, Shackleton knew that he must keep the crew's spirits high or they would never be able to endure the horrible cold and loneliness of this desolate situation. He led the men in games of football and hockey on the ice. They celebrated holidays, sang patriotic songs, and raced their dog sleds in what they called the Antarctic Derby.

After ten long months, the ice floes began to shift; but instead of freeing the *Endurance*, they slowly crushed the ship and dragged her to the bottom of the ocean. The crew unloaded as many supplies as they could, salvaging food, lifeboats, sled dogs, and supplies, then made camp on the ice floe that had crushed their ship. If you have ever felt trapped by circumstances beyond your control, adrift, or crushed by the shifting changes of the world around you, you might have some concept of the challenges facing Shackleton and his crew during these agonizing months.

Again, Shackleton stepped forward as a leader. He gave his men his word that he would return every one of them safely to England. He did not allow them to consider the possibility that they would fail. Shackleton assigned daily rotating duties

to the men, to keep them all engaged and actively at work on achieving their purpose. He reminded the men frequently of their return voyage, and he kept their dreams of home always vivid in their minds. He asked the men to describe their homes; the counties where they lived; their wives, children, parents, and friends. He treated the idea of a successful voyage home as a foregone conclusion, and made the goal of achieving that dream the driving force behind every crew member's work and purpose.

On April 12, 4 months after the breakup of the *Endurance*, the ice floe on which the men were camped broke free and drifted within 30 miles of tiny Elephant Island. In a courageous dash, Shackleton and his crew boarded their three tiny lifeboats and sailed for the relative safety of the island. Amazingly, all three boats landed safely. Although they were able to shelter in the inhospitable place, the only source of food on the island was its flocks of penguins. Shackleton knew that without vegetables, he and his men would contract scurvy and die, and he was determined to avoid such a horrible conclusion to their venture.

So, in a 22½ foot lifeboat named *The James Caird*, Shackleton and five of his men set out to make the whaling station on South Georgia Island, a 25-mile-long strip of land 800 miles away, across the open and stormy sea. With nothing more than a compass to guide them, Shackleton and 5 other crew members accomplished one of the greatest navigational

feats in history and landed on the southern coast of the Georgia Island on May 10, just 17 days after launching.

Leading his tiny crew over uncharted mountains, through an icy rushing stream, and down the 30-foot drop of a waterfall, Shackleton successfully reached the whaling station within 36 hours after landing on the small island. Then, after 4 months of repeated efforts to return, Shackleton successfully sailed back to Elephant Island and rescued his remaining 22 crew members. When he landed back on the island, 105 days after leaving, he was amazed to find that all of his men remained alive. As Shackleton had promised, he and his men realized their dream; all of them returned to their homes in England. These were ordinary men with the same dreams and fears we have, but, by sharing the deep and passionate purpose of their leader, they persevered in the pursuit of an incredible achievement. Shackleton and his crew formulated common goals, and made sure that every choice they made and every action they undertook specifically moved them closer to those goals. They drew upon their strengths to survive throughout enormous hardship. Shackleton's core belief in a single, powerful dream guided them.

This story of courage and survival teaches so many lessons. What circumstances are crushing you? Are you making concrete plans to overcome them? Are you reaching out to your "crew" for encouragement? Are you willing to do whatever it takes to make it back alive? One of the most telling

parts of Shackleton's story is his family motto, "By Endurance We Conquer." Too many people simply give up. Take courage, persevere, and never be afraid to follow your dream.

Acknowledging Your Goals

Your purpose tells you what you want to do with your life and how you want to serve others. As you learned in the story of Ernest Shackleton, your goals closely link to your purpose in life because they describe what you want to accomplish in the pursuit of that purpose. When you have a clear vision of your goals in life, you are one step closer to fully understanding and fulfilling your purpose.

Goals can be personal or professional, tiny or grand; achieved tomorrow or aimed at achievements extending past your span on earth. Consider, for example, the variety of my own goals:

- Personal goals—I want grow in my faith. I want to spend more time with my children, my husband, and my parents. I want to take more pictures of my family.
- Financial goals—I want to be debt free, contribute a set amount to savings each month, and increase my income significantly, all within the next year.

- Small goals—I want to clean my kitchen drawers and clear my closets of clutter, donating clothes we no longer wear to charity.
- Far-reaching goals, as well—I want to spread the message of hope and growth to millions of people. I want my workshops and books to touch so many lives that Oprah Winfrey invites me on her show.
- Vocational goals—When I’m at work, I want to work. I want to attract a very specific type of client, and I want to build a stronger reputation in the community and industry. I want to help people become better stewards of their financial resources, so they can enjoy life more and worry less about their money.
- Health goals—These are straightforward: I lost 11 pounds after my 44th birthday and I want to maintain my weight.
- Goals for leaving a legacy—I want to fund an endowment through contributions to a local university, to help reduce the tuition costs and other expenses of students with limited financial resources.

Micro-Action: Writing a Daily Goals List

Acknowledging your goals is essential to understanding your purpose, but it’s only the first step toward achieving them. In his book, *Goals—How to Get Everything You Want*

Faster Than You Ever Thought Possible, Brian Tracy encourages readers to do three things:

1. *Write down your goals.* It's not enough just to have a vague idea of what you want to achieve; you need to develop specific goals and write them down.
2. *Make plans to achieve your goals.* For every written goal, you need to determine three or four specific actions that will help you reach that goal.
3. *Work on those plans every day.* Most goals cannot be achieved by sporadic and occasional effort, but require daily attention and action.

Tracy's book lays the groundwork for one of the specific Seven Minute Ideas I want you take away from this chapter:

.....

Your goals in life reflect and help fulfill your purpose.

.....

To support that idea, I encourage you to adopt this micro-action:

Micro-Action

.....

Spend 15 minutes every day writing down your list of goals and two or three specific actions for achieving them.

FIGURE 1.1

Example of Allyson's daily goals
<u>Personal Goals</u>
1. I spend quality time with my husband & my children.
2. I plan ahead to make memories.
3. My children want me to "Be" with them, not just "doing" things. I enjoy just spending time "Being" together.
4. My house is clean & free of clutter.
5. I take more pictures of my family.
<u>Health Goals</u>
1. I weigh 117 pounds.
2. I enjoy eating healthy & nutritious foods.
3. I exercise 30 minutes 3 times a week, & I enjoy the time.
<u>Financial Goals</u>
1. I carefully review my income & expenses on a regular basis & make sure I am living within my means.
2. I reduce all debt outside of my mortgage.
3. I enjoy giving a percentage of my income to my church & other charities.
(Cont.)

FIGURE 1.1 (continued)

<u>Vocational Goals</u>
1. Our business increases by 30% this year.
2. We work from a process & system that help us understand our client's needs & is built on trust.
3. New clients call us regularly because we provide quality service to their friends.
4. We continue to attract large clients & we build friendships with them.
5. We focus on our strengths.
<u>Legacy Goals</u>
Family:
As the age of 85 I will have fulfilled my purpose when my husband still holds my hand in public, when my children know I love them & when my grandchildren think life is better for having me as a part of their lives.
Education:
I would like to leave a legacy for scholarships for student athletes at the collegiate level.
Faith:
I want to always be remembered as a person of faith, hope, encouragement & joy.

That's 15 minutes of work on your written goals, every day. If you could adopt this one micro-action, and take time daily to articulate plans for working toward your goals, what kind of changes might you make in your life? How might this single micro-action serve to differentiate you from your competitors? Statistics say that only 3 percent of Americans have any kind of written goals at all. Most of us talk a good talk. We *say* we want to be more knowledgeable, lose weight, clean up our house, or bolster our financial condition, but we *do* nothing to accomplish these goals. Just by the single daily act of acknowledging and affirming your goals, you vastly improve the likelihood that you will actually accomplish the goals you have set. Of course, you might find that your goals change over time, but that's okay; you can gauge your growth and progress by the changes in the goals you set for yourself.

Buy a notebook to record your top 10 or 15 goals. List the goals that will help propel you forward toward your purpose. Then use the list as a starting point for the daily micro-action of rewriting your listed goals, along with two or three specific steps for accomplishing them. Who do you want to help? Who do you want to serve? What do you want your legacy to be? Be specific in describing your goals and try to complete this list within 15 minutes.

FIGURE 1.2 My Daily Goals

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Aligning Your Choices, Priorities, and Dreams

In the process of pursuing my purpose in life, I've come to know that my success is decided by the choices I make, by the priorities I set, and by the dreams I cherish. The next Seven Minute Idea I want you to take with you is this:

• • • • •

By aligning your choices, priorities, and dreams, you direct your actions toward achieving your goals and fulfilling your purpose.

• • • • •

Feel the power in this idea. Every micro-action you take to support this idea will change you in meaningful ways and make you different tomorrow than you are today.

Micro-Action: Evaluate Your Choices

Right now is the time to consider—and even reconsider—the choices you have made and are making in your life. I know that our responsibilities dictate some of the choices that we make; we must earn a living and we must care for and nurture our families. Within those relatively broad boundaries, though, we make a wealth of other choices about how we live our lives. We choose what we eat, what time we go to bed and get up, who we hang out with, how we spend the money we earn, and how we spend our days. We choose how much and

what kinds of television we watch, what we read, and where we get our information about current events. We even choose how we feel about ourselves.

Whether or not we acknowledge it, we also choose how successful we are in our jobs—how much we develop our skill sets, education, and training, and how far we grow as individuals. If you take time to learn how to use the latest technology that is available for your business, you have chosen to make yourself more valuable to your customers and in your workplace. If you leave work at 5:00 PM so you can catch your daughter's soccer game, rather than work late so you can have uninterrupted time at your desk, you've chosen to demonstrate your love and loyalty to your family. If you pass up the cookies and snack on raw vegetables instead, you've chosen to eat fewer calories and improve your nutrition.

Until you really acknowledge the choices you are making and the daily habits you choose to follow, you cannot fully appreciate the potential for change that your life possesses. You might feel that you are a prisoner of your responsibilities and that you have very little free time or freedom to choose. Yet if you consider the power of micro-actions and understand that even small changes can make a monumental difference in your life, you begin to realize just how much power your daily choices incorporate.

Use this micro-action to help become more aware of your choices and how these choices reflect your life's purpose and goals:

Micro-Action

.....

Take seven minutes right now to review the goals you just listed and to record choices you will make, or have recently made, that reflect each of those goals.

Many of those choices will take the form of simple micro-actions. For example, when one of my goals was to lose weight, I chose to take the micro-action of joining Weight Watchers. If one of your goals is to save for your future, you might choose to take the micro-action of asking your benefits coordinator to increase your monthly 401(k) contribution by 1 percent. These tiny choices make a difference.

If you cannot remember a choice that supported an individual goal, can you remember a choice that actually worked against that goal? When you understand how often your choices support or undermine your goals and purpose, you become more aware of the power and possibilities of the small choices you make every day.

Micro-Action: Identify Your Priorities

Take a moment to consider your priorities, the things to which you are most willing to devote your time, energy, and attention. You can consciously choose your priorities and determine your actions based on them, or you can let unconscious actions and unexamined habits create priorities for you.

Some of those “accidental” priorities might be positive and worthwhile, many others will not be. By setting specific priorities, you take another important step toward aligning your actions with the goals you have set for fulfilling your life’s purpose. As you work to bring about meaningful change in your life, remember this Seven Minute Idea:

.....

*Your priorities reflect in the ways you spend the hours
of your days.*

.....

For example, if your health is one of your most important priorities, your choices and actions should contribute to good health. Are you going to bed and getting up at times that enable you to be well rested? Do you exercise and eat a healthy diet? If finding happiness in your professional life is an important priority, your actions should reflect that. Do you feel organized and capable of remaining on top of your work schedule? Do you manage your workday or is your life at the office in a constant state of chaos? Whether in your personal or professional life, your actions do determine your priorities.

Establishing priorities is a big step, but it actually involves a simple task. Try this micro-action, which can have big implications for your life:

Micro-Action

.....

Grab a blank sheet of paper and make a short, simple list of your life’s priorities. Arrange them in order, beginning with the most important.

Ask yourself, “What things are most important in my life?” Here, for example, is the list I came up with:

1. Faith and spiritual growth
2. Family
3. Friends
4. Personal growth
5. Health
6. Vocation
7. Finances
8. Hobbies

As you can see, I did not take time to dig deeply into specific actions associated with these priorities. I simply took a few minutes to consider and list the things that I feel are the most important to me in my life. Now, complete the micro-action of listing your own priorities on the next page.

FIGURE 1.3 My Priority List

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Now, hold the list in your hand, then look inside your heart, your calendar, and your checkbook and see if you are actually living a life that matches your priorities. Our priorities become the broad brushstrokes that form the outlines on the canvas of our lives. The choices that we make and the small micro-actions that follow those choices fill in those outlines with the color that paints the picture.

Acknowledging Your Dreams and Illusions

Dreams are amazing gifts. Our dreams can sweep us away to the farthest reaches of our imagination. Dreaming helps us to conceptualize our goals, so we can implement daily steps that draw us closer to realizing them. With the same power, however, our negative illusions can limit our lives and throw obstacles in our path toward growth and change. Consider this Seven Minute Idea:

• • • • •

*Our dreams influence our actions and therefore help
form the blueprint of our lives.*

• • • • •

The brain is a mysterious force. The pictures we vividly place in front of our minds on a continuous basis often become self-fulfilling action plans. Our dreams are one of the strongest positive tools we have working in our favor—if we can dream it, we can become it. By taking just a short time to acknowledge the positive dreams we hold for our future, we strengthen our ability to achieve those dreams.

Micro-Action: Positive Dreaming

You can explore this idea by taking seven minutes (or five minutes, or a morning, or an entire weekend) just to dream about what your life could be like from this moment on.

Through dreaming, you form a clear mental image of your ideal life, and the things you do and experience within it. Take this simple micro-action:

Micro-Action

.....

Spend five minutes a day positive dreaming.

You will condition yourself to think and plan and act in ways that support the life you dream. Here is a simple exercise that can help you get started in this life-changing practice:

Close your eyes for a moment and imagine a large, blank wall, eight feet tall and ten feet wide and completely white. The room is perfectly clean and in the back of the room is the most comfortable chair you have ever seen. See yourself sinking into its warmth and comfort as you pull a footstool under your feet. Take a few deep breaths, then begin to project a mental image on that clean, white wall of the life you want to be living in five years. What does the picture look like? Are you continuing to grow and learn more every day? Can you see yourself with new sets of skills and abilities? What is your family life like? Are you a home-room mom or the coach of the soccer team? Those vacations you always talked about, do you plan and take them? What kind of relationships do you have with your friends?

Do they know you deeply and love you for the person you are? Take a moment to imagine your health. In your dream, do you maintain a healthy weight, exercise regularly, and eat the kinds of food that provide energy and strength? For a moment, dream about your job. Can you clearly see yourself in the promotion you always wanted? Can you envision how the dynamics of your leadership skills influence the future of your corporation? Consider your finances. Can you see yourself debt free and making more money than you are spending? Oh, it feels so good to have your finances back under control! Are you investing money for your future and giving to charity? It feels great to be helping other people and making a difference in their lives, doesn't it? Imagine all of these things as vividly as you can, and see yourself doing, being, and pursuing the life you want to have. When you have projected those pictures on the blank wall of your imagination, envision yourself standing up from your chair and walking toward them—becoming part of the life you have dreamed.

This blank wall is the canvas of your life and you are the painter. The brighter, the richer, and the more vividly you can paint this picture, the more likely it is to come true. If you practice this exercise regularly, your mind—both consciously and unconsciously—will guide you in making the decisions and taking the actions necessary to achieve your dreams.

Micro-Action: Breaking Free of Negative Illusions

Dreams represent our passions in life, and as such can propel us forward; negative illusions only serve to hold us back. I once read that the average person thinks over 400 negative thoughts about himself or herself every day. Our little brains go into motion and we think, “I am not smart enough. My hair looks funny. I cannot possibly do that. I am sure they will pick someone else for the promotion. I am too fat. I am too skinny. I don’t make enough money. I can’t. I shouldn’t. I am scared.” 400 times a day we beat ourselves up with these miserable thoughts. Subconsciously these fleeting ideas pop into our minds, destroy our self-confidence, and diminish our potential. These negative illusions might as well be called lies because they simply are not true. Other people do not share the negative illusions we have about ourselves, and those illusions do not come close to reflecting our gifts and talents. We just never give ourselves permission to explore how wonderful we really are. We need to look at ourselves from a different perspective and see ourselves in a different light.

Every day, I encourage you to explore this Seven Minute Idea:

.....

Your negative illusions do not define you.

.....

Try this micro-action to help take advantage of your uniqueness and reject those negative illusions you may have had all your life:

Micro-Action

.....

Set aside one specific time per day—for example while you are taking a shower or drying your hair—to concentrate on your dreams and the positive attributes you possess that will help you achieve them.

The negative illusions do not make you stronger and they will not help you grow, so they have no value to you as you work to make a difference in your life. Build instead on your dreams and strengths.

Differentiating Yourself through Your Core Convictions and Strengths

If I were teaching this chapter as a workshop on discovering your purpose, I would stop right here and ask the whole class what their core beliefs are about the work they do. Why? Because, your purpose in life ties to your core convictions about your life and work, and the strengths you draw from those beliefs.

Our core beliefs about our work must match our personal values. As a financial advisor, for example, I have these core beliefs:

- I can work with integrity.
- I can help people create comprehensive written financial strategies designed to achieve their financial dreams and goals.
- I can help people learn.
- I can do my work with honesty and joy and put my clients' interests first.

Core beliefs are important because we base them on our fundamental values, and those values form the foundation on which our future growth and success can thrive. In other words, we draw our personal and professional strength from our core convictions.

Micro-Action: List Your Core Beliefs and Strengths

Explore this Seven Minute Idea:

• • • • •

In our private lives, our core beliefs are what make us individuals; professionally, our core beliefs differentiate us from our competitors.

• • • • •

Micro-Action: Strengthen Your Competitive Advantage

Now, with that information in mind, how do you plan to *differentiate* yourself as an individual and your business within its marketplace? Please circle, underline, and highlight that question, because it leads to another incredibly important Seven-Minute Idea:

.....

*Differentiating yourself can propel you
to unimagined success.*

.....

Everyone is gifted with unique talents, but only when we use those gifts to differentiate ourselves from our competitors can we truly succeed and move forward in our career. If you are a pharmacist reading this book, for example, how can your core strengths and beliefs make you different from every other pharmacist in your market area? All pharmacists can fill prescriptions, but great pharmacists differentiate themselves by the individual care and attention they give their customers. By caring about the sick people who come to you, listening to their needs, and by making sure that their prescriptions are filled correctly, you clearly differentiate yourself from your competitors who rush through business as usual.

What if you are a financial advisor reading this book? Your clients can buy stocks and bonds from almost anyone in the

country. Many other advisors are well read, have a keen understanding of economic trends, and know how historical markets work. These are important strengths, but they might not be enough to convince clients to buy from you. Often, the strongest differentiators for a financial advisor are strategy and process. Great financial advisors are willing to take the time to use every resource at their disposal to research and discover products uniquely suited for their clients' interests, and they are confident that they will find those solutions. Beyond offering solutions to their clients, great financial advisors demonstrate confidence, and that confidence helps place the client at ease; every action of such an advisor helps increase his or her client's sense of financial security. Also, in any business, personal touches such as placing a follow-up call after a business transaction or providing regular progress updates regarding ongoing projects can make your service stand head and shoulders above that delivered by your competition. And some of the most meaningful and powerful differentiators for financial advisors have little to do with their business skills. These traits include trustworthiness, caring, compassion, and the ability to increase a client's confidence through education. Differences such as these may seem subtle to the individuals who offer them, but they shout loud and clear to the clients who benefit from them.

You can best differentiate yourself by expanding your strengths and improving your professional skill sets, whether they involve listening, researching, or learning new practices.

The first step toward this achievement can be completed in an instant.

Micro-Action

.....

Take a moment to list the areas you believe you can improve and strengthen your competitive advantage.

When you differentiate yourself through leveraging your important strengths and core beliefs, your clients sense those differences immediately. Understanding and using your core strengths and beliefs to set your services above others in the marketplace is another Seven Minute Idea that, through a series of micro-actions, moves you another step closer to being different tomorrow than you were this morning.

Unlocking Your Purpose through Action

If you needed proof that change can happen in an instant, I hope this chapter offered it. Consider for just a moment your latest accomplishments:

- You have acknowledged your passions.
- You have evaluated the important choices you make every day.
- You have set your priorities.
- You have examined your dreams and illusions, and learned an exercise for using your dreams to paint the canvas of your life.
- You have identified your important strengths and core beliefs.
- You have determined the unique skills through which you can differentiate yourself as a professional.

These actions can make fundamental differences in the way you see yourself, your life today, and the life you want to have tomorrow. Those differences now can serve as the springboard for even more growth, as you use the understandings gained to outline your purpose in life.

Micro-Action: Describe Your Purpose

For this chapter’s final micro-action, I encourage you to run through your own version of the life-changing exercise I described for you earlier in this book:

Micro-Action

.....

Take out a yellow legal pad, or use the space in Figure 1.4, and—giving yourself a set period of time—write down what you consider to be your purpose in life.

The ideas you have learned and the micro-actions you have accomplished in this chapter should make the process much easier for you than it was for me on that day back in 2003, but your result will be equally powerful. *Purpose is not about who we want to become, purpose is what we do for others.* Purpose is how you serve others with your gifts and talents. Keep this fundamental truth in mind as you write.

By outlining a clear and solid description of your purpose in life, you begin the process of fundamentally changing your attitude and approaches to your life—both at home and at work. Remember, “painting the canvas” is a process of discovering goals and determining what we want our lives to look like. What we do for others, however, defines our purpose in life. Deep within your soul drives your purpose, and

Embracing Change

We each have to take responsibility for our own destiny and do something different if we want to change it. You are not a prisoner of your past: Examine your choices, priorities, and dreams to help make decisions that can change your life forever. If your path is not working for you, change it. If you are in a job you hate, look for another job. If your marriage is faltering, do not just continue in misery; actively work together to understand and resolve the problems you face. If you are not the person you want to be, work to be different. As you strive to make meaningful changes in your life, be willing to step outside your comfort zone. If you want to make yourself more valuable within your profession, be willing to differentiate yourself by developing an area of expertise. Ask yourself what you need to do to develop expert skills in something that matters to you then make the decision to acquire those skills.

The surest way to achieve your dreams is to keep working toward fulfilling your purpose in life. Whether you realize it or not, your dreams are forever linked to your purpose. Now that you have a clear understanding of your purpose, you can begin to unlock that purpose through action. Though that task is monumentally important, it does not need to be overwhelming. In Chapter 2, you will learn a number of Seven Minute Ideas and micro-actions that will help you fulfill your purpose by understanding your goals, increasing your activity levels, improving your organizational skills, and devising specific

strategies for success. As you read the upcoming chapter, you will again learn that seven minutes can make a difference in your life, and that change truly does happen in an instant—when you make the decision to act.