

THREE BIG QUESTIONS

○----- THAT -----▶◎

EVERYONE ASKS SOONER OR LATER

DAVE PHILLIPS

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Library of Congress Cataloguing in Publication Data

Phillips, Dave

Three Big Questions That Everyone Asks Sooner or Later/Dave Phillips

ISBN 0-7795-0138-1

1 Self Help 2 Motivational I Phillips, Dave, 1959 II Title

Printed and bound in Canada

Designed and illustrated by Rethink, www.rethinkadvertising.com

For information about purchasing additional copies of this book, contact Dave Phillips at info@dphillips.com or visit www.bookstream.biz

Chapter One can be downloaded from Dave's website: www.dphillips.com

IF FOUND, PLEASE RETURN TO:

This book is dedicated to Nelson,
Liam and Michela.

Our children are our future as they
live purpose-filled, mission-driven,
vision-directed, virtuous- and
values-centred lives of significance.

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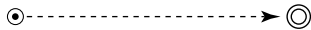
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FORWARD



Every aspect of my life has been radically transformed.

Not by seeking happiness, pursuing success or even by breaking world records. Not because of a great career that I love, or a great family that I love even more.

Quite simply, my transformation stems from taking the time to know, understand and clearly define my personal, overarching purpose in living out my life. My Statement of Purpose now serves as a foundation for every aspect of what I do and think. It underlies every goal that I pursue, every relationship that I have, every action that I do and every dream that my mind and heart can possibly formulate.

Having a foundational life purpose that drives everything I do essentially means that I know unequivocally that I am focussing my life on the things that I have determined are most important to me and the most natural extensions of who I was created to be. I play from my strengths, not my weaknesses. When I say “yes,” I know that I have made a

commitment to the right thing; to something that I believe is worthy and significant to my purpose on this earth. There is no more wasted time or energy.

I don't write lightly about "knowing who I am" or the concept of "knowing who you were meant to be." As a world-class athlete who spent much of my life pursuing success and fulfillment on the ski slopes, I was more than familiar with the idea of having a clear purpose and leading a goal-driven life. This purpose-oriented mindset ultimately led me to become a member of Canada's National Freestyle Snow Ski team, and then to coach that team at the 1988 Olympic Games in Calgary. Later on, I established two Guinness World Records for duration skiing (both on snow and in the water).

While pursuing these athletic endeavours, I met Kathy Kreiner, a member of the Canadian National Alpine Ski team and the lady who would eventually become my wife. In 1976, Kathy struck serious gold by winning the Giant Slalom at both the World Championships and the Olympics Games in Innsbruck, Austria.

Kathy and I were world-class athletes. We had experienced fulfilling careers, faced world-class competitors and travelled the world to do what we loved most. Our lives had focussed on purpose, goals, dedication and hard work. So when we settled down into married life and away from the rigours of competitive skiing, we weren't seeking any particular kind of happiness. We truly enjoyed being together, and the birth of our first son Nelson brought untold joy into our lives. We owned a home in a nice area, had good friends and family

relationships, and attended a wonderful church. I worked as the Managing Director of a real estate and hotel company, and had a great office in the heart of Vancouver. Life was great; everything was going well.

But all of that still couldn't keep one nagging cliché from floating through my mind—something was missing from my life.

That was when Tom Howse, from an organization called The Navigators, invited me to join a group of men who met weekly to create and discuss mission statements. As I attended each successive meeting, it became increasingly clear to me that these discussions were life changing. It was the first time that many of us had even considered the value of life-guiding statements, let alone focussed on creating one. Yet even as I began to more clearly define my own mission, it became just as clear that my soul was still seeking answers to questions that ran far deeper than that.

The most obvious question that demanded an answer was, “Why?”

Why should I perform this mission?

What is my ultimate purpose in doing this?

I discovered that there needs to be a reason (purpose) to do what I'm doing, as well as a plan (mission) to get it there and a future (vision) for it.

That is, building a satisfying and fulfilling life mission statement only became possible when I first determined my purpose for living. Once I knew that, my mission statement

became a much truer expression of what I wanted to do. And once I answered questions about purpose and mission, my life vision began to quite naturally shape itself. After that, setting goals and making choices became a remarkably easy and rewarding process—all because I knew who I was, what I wanted to do and where I wanted to go!

It's a simple, fundamental and life-changing concept.

All of my questions about life have not been answered. But my level of comfort about life-long decisions has grown, my sense of fulfillment in what I do has increased and my sense of direction has clarified. A sense of peace now underlies all that I strive for and all that I do.

How about you?

How many times do you receive calls asking you to get involved in a business, charity or volunteer organization? And how many times do you agree, and end up merely putting in time, without experiencing any personal sense of fulfillment or accomplishment?

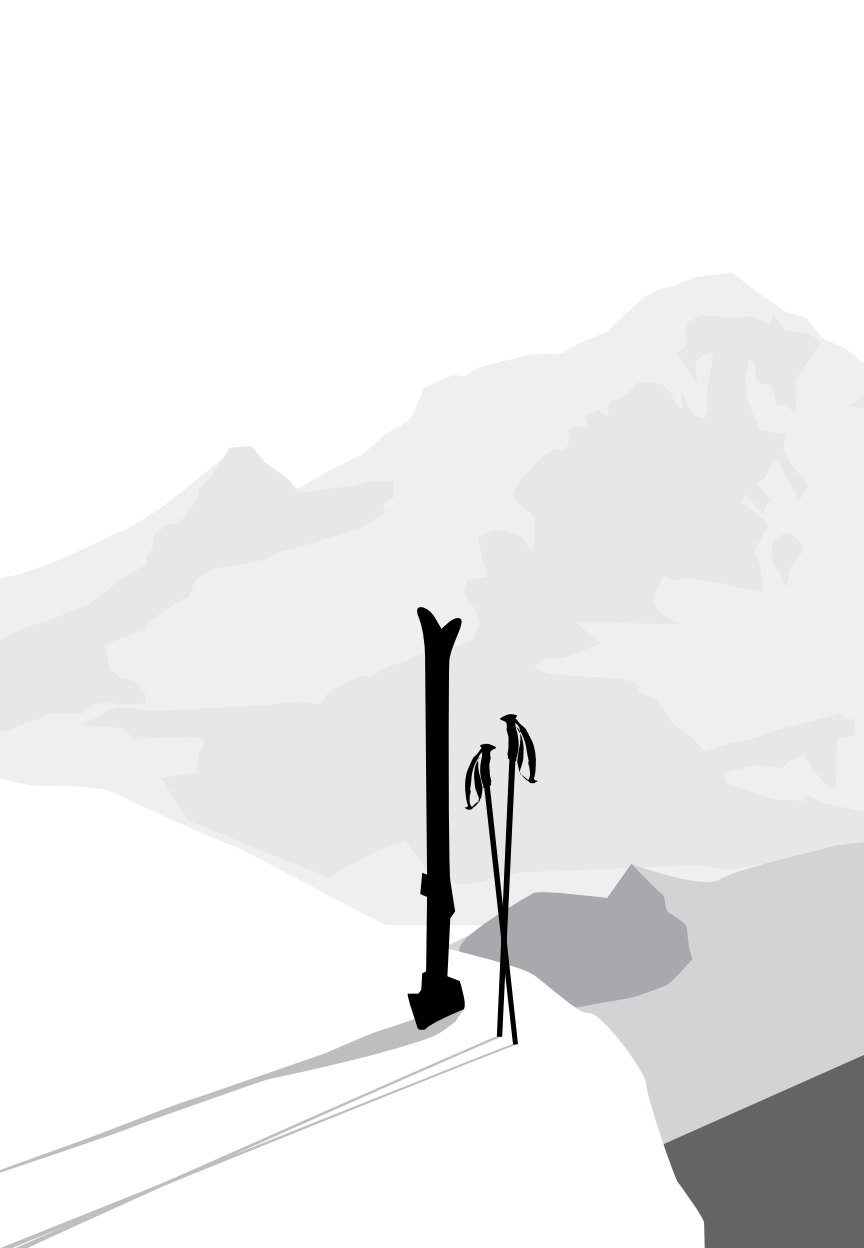
If you are anything like I was, your response likely has more to do with who is asking for your involvement than how you truly feel about the opportunity, whether you really have the time for it, or even if you are equipped to do the task. It's always great to help out others, but when you take on any non-strategic involvements, you are living out other peoples' missions and goals, not your own.

So isn't it time for you to stop letting circumstances and others dictate who you will be, what you will do and where you will go?

And isn't it your responsibility to choose your own journey, and to live out your own purpose, mission and vision as you walk that path?

For more than 25 years, I have used my experiences from the sporting and business world to encourage and motivate others to live a life that makes a difference. You can live that kind of life if you commit to joining me on the journey outlined in this book. The principles presented herein can lead you to achieve a purpose-filled, mission-driven and vision-directed life. Why not make a commitment now to discover your own purpose—and to see where that can take you as you work out your mission and vision?

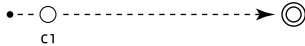
Life is an adventure, and it is meant to be lived to the fullest, to the utmost and to the best. Keep reading and prepare to discover all that life has for you!



CHAPTER ONE

FINDING YOUR PATH

IT ALL STARTS WITH
THREE ESSENTIAL QUESTIONS



If you don't know where
you're going, any road
will get you there.

—ALICE IN WONDERLAND

There I was, standing on a mountaintop, staring down a steep slope and preparing to risk my life for the sake of a sport.

My master plan was to hurtle my body down the Inrun, a world-renowned freestyle ski run in the French Alps. After travelling through a 150-foot track of snow with a pitch of about 28 degrees, I would hit a jump at 70 kilometres per hour, and then throw myself into the air to fly through space for another 150 feet. The grand finale would be to land on the ground with all body parts intact.

Hopefully.

Back then it was all in a day's work. But even as I contemplated what was to come, I couldn't help but ask myself, "Why?"

Why am I doing this? Wouldn't it be easier to sell shoes or vacuums or, at the very least, to get a desk job?

IS IT TIME FOR YOU TO ASK THE THREE BIG QUESTIONS?

Everyone has moments when they begin to ask themselves some interesting questions about what they are doing with their lives. Freestyle skiing maneuvers can be quite efficient in provoking thoughts about the deeper meaning of life, but chances are that most of you will be prodded to this confrontation by some other means or event. Life circumstances, a particular stage of life, hardships, or even a celebratory, mountain-top experience can all drive you to shout the age-old question, "Why?"

It doesn't really matter what the specific circumstances and situations are. In all my years of coaching individuals,

I have realized that the one common denominator that links them all is a deep, inner desire to find the answer to life's three essential questions:

What is my purpose for living?

What will be my mission in this life?

What will be the vision for my life?

These are the three big questions. At some time or in some circumstance, these three questions will find each of us and, when they do, they will consume our every thought, word and action. Suddenly, we will experience an unspoken desire for a life of purpose, an innate need to do something that matters and a deeply-held dream that will constantly percolate within our hearts and minds.

Have you now come to that point? Are you ready to answer the three big questions that everyone asks sooner or later?

If so, then you're about to embark on a life-changing process that has the potential to lead you into a myriad of different life adventures. As you honestly evaluate and answer these questions, you will begin to more fully experience the journey you are presently on, or perhaps even find yourself taking the first steps of a new journey that will bring unimagined and incomparable meaning to everything you are, everything you do and everything for which you hope.

INTEGRATION IS THE KEY

You may have already prepared a purpose or mission statement, and may already have a vision of the direction that you want for your life. There are plenty of books that discuss each of these concepts and can quite capably lead you on a process to create a distinct purpose, mission and vision statement. But treating each statement as a separate commodity isn't enough to unleash the very real and transforming power that exists in knowing your life purpose, mission and vision.

That's why this book will lead you through an integrated and interactive process of discovery. You will consider each of these questions as separate yet highly-integrated queries, and your answer to one question will inform, honour and impact your response to the next. Answering these three questions in relation to one another is the only way to achieve a truly balanced, satisfying and fully-integrated life.

This process necessarily begins with understanding your distinct sense of purpose. If you know that purpose, then developing a clear mission statement that describes what you love and what you do well is a natural process. And, once you know your purpose and mission, a clear vision will often spontaneously take shape, thereby leading you to your future path.

Conversely, a vision or mission statement that hasn't been considered in relation to purpose is functionally irrelevant. If one's vision hasn't been informed by one's life purpose and the meaning that underscores one's life, then

the resulting statements can contradict one another and produce a non-focussed, disparate approach to life. No one can function at their best if they are attempting to achieve something while an unanswered inner voice is whispering doubts about why they are even doing it.

It is thus imperative that the ideas of purpose, mission and vision inform one another. That's why this book has been designed to lead you through a process of thinking through each of these questions independently, while never losing sight of the reality of their inter-connected nature and purpose.

**WHAT TO EXPECT WHEN YOU'RE
EXPECTING . . . A TRANSFORMED LIFE**

One of three things will occur in your life as you work through these questions:

1) *Some of you will uncover* that a life purpose, mission and vision is already operating, at least to some extent, in your lives. You may already be very close to living the life that you have been designed for, but you may not even be aware of that good fit. If so, these exercises will validate what you may already know or suspect to be true.

2) *Some of you will recover* a purpose that you once had for life, but has since slipped away. When you are in touch with “who you are meant to be” and actively living out your life purpose, it's easy to get passionate about what you are doing. Conversely, it's easy to lose your passion if you aren't doing “what you were meant to do.” If you have lost your

passion, this process can help to restore your focus on what is most important to you.

3) *Some of you will discover the concepts of purpose, mission and vision for the first time and will be moved to embrace the passion that burns deep inside of you. As you do, you will move towards living the purpose-filled, mission-driven and vision-directed life that you've always dreamt of.*

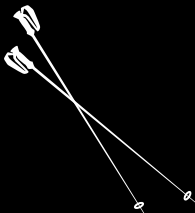
THE PATH AHEAD

This process begins with the discovery of purpose, then provides the basis for clearly expressing one's mission and then, ultimately, culminates in the creation of a clear and over-arching vision. As you reflect upon and draw closer to answering these three questions, you will find that hope will replace any sense of hopelessness you may now feel, and direction will replace any restlessness or aimlessness. In fact, you may even gain some confidence and motivation for the path ahead by taking time now to consider the purpose, mission and vision of this book:

The purpose of this book is to give you hope by telling you that your life is important and that you can make a difference in ways you have not yet imagined.

The mission of this book is to give you a process and tools that will help you to answer the three questions, so you can begin an adventure that will shape everything you do.

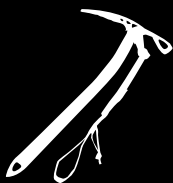
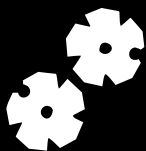
The vision of this book is to help millions of people—just like you—to know a deep sense of meaning for their lives that clarifies everything they do.



CHAPTER TWO

VIRTUES AND VALUES

THE THINGS YOU'LL
CARRY WITH YOU



To be free is to put justice, truth, and service to others over and above our own personal gain or our need for recognition, power, honour and success. When we cling to personal power and success, when we are frightened of losing social status, then we are in some way denying our humanity; we become slaves to our own needs, we are not free.

—JEAN VANIER

I have a lot of friends with a lot of unusual stories. But Susan is the only one who can get away with telling stories about washing sperm and playing with ovaries. She's also the only one who can answer a career-related query by stating that she used to "make babies for a living."

Susan has had an unusual career path, to say the least. She used to be a very successful medical researcher at an infertility clinic. She was credited with having a role in a world-first discovery about ovulation and published a host of papers in scientific journals. In short, she was very good at doing her job.

But she still had a knot in her stomach when she went to work each day. Her heart and mind were filled with nagging concerns about the ethics and morality of some of the technologies that were employed daily in an attempt to give every couple a child of their own.

In response to her questions about ethics, one scientist told her that she could only survive in her research field by shutting off her mind to what she was doing each day . . . that is, to just do it and don't think about it.

Shortly afterwards, she left her position.

YOU NEED TO BELIEVE IN WHAT YOU DO

Her story illustrates how absolutely necessary it is for people to know that what they are doing is ultimately good and falls in line with the values that they want to underlie the work that they do. Susan wasn't ever convinced that her work as an infertility researcher was good—so it didn't

matter how good or successful she was in doing it. You can't wholeheartedly pursue something if:

you don't believe in it,

you don't believe in its ultimate goodness, or

it doesn't support the values that you have deemed important to your life and work.

That's why the first step to developing one's purpose, mission and vision begins with making choices about what values and virtues we want to uphold through all that we do.

THINKING ABOUT VALUES

The term "values" is commonly heard and discussed, but also commonly misunderstood. Conversation often suggests that values are definitive concepts that identify groups or even nations. But the truth is that values are highly relative and individual in nature, and they include a host of ideas, concepts and attitudes that influence individual behaviour. As such, values are essentially personal choices about what is most important to an individual—and what one individual values may be very different than what is valued by another.

Thus, there is no clear consensus on what values are good, and sometimes individuals can find themselves pursuing values that are less worthy or pursuing good values in the wrong way. For example, there is nothing wrong with a

man being drawn to the idea of having adventure as a value that guides his life. But that value loses its goodness if he leaves his wife and four kids behind every weekend to pursue adventure on his own.

This relative nature of values demonstrates why they cannot and should not be used to establish moral standards for society or, for that matter, to make any determination about what is best for society at large.

The reality is that most of us never take the time to identify the values that, knowingly or unknowingly, truly shape who we are or what we do. But as demonstrated by Susan's story, we can only successfully determine—and live out—our purpose, mission or vision if we have first identified the values that are most important to us and then create a purpose that is consistent with those values.

Jason was a client of mine who had grown up in a family that had, for generations, placed a high value on decency and “doing the right thing.” His family prided itself in being decent, and both his grandfather and his father had encouraged him to always follow that value.

But as Jason considered his own life purpose, he came to realize some of the things that he did weren't necessarily the right thing. Thus he became aware of an inner conflict of principles that was robbing him of experiencing fulfillment in his life.

The more he reflected on his family's value of decency, the more he recognized that being decent was also central to who he was, and that he had been ignoring an almost-innate

desire that made him want to “do more right things.” In fact, he eventually realized that decency needed to be his primary purpose in life, and determined that his life purpose was to “reflect all that is decent.”

That’s what values are—they are a natural extension of what you believe in and actions that come most naturally to you.

THINKING ABOUT VIRTUES

While values reflect personal preferences, virtues refer to the transcendent values that are universally recognized as good and beneficial to society. Most of the great philosophies throughout history agree that the virtues are essential elements of positive human behaviour that are needed for the continuance and flourishing of society. They also generally agree on what constitutes virtue. In other words, we don’t get to choose for ourselves what is “good or bad” and “right or wrong” behaviour.

Virtues are characteristics that individuals can have, but the standard of that characteristic typically lies beyond what is expressed by each individual. For example, society recognizes the moral virtue of courage, but some individuals more fully exhibit that virtue than others.

A society benefits and becomes more civil as its members strive to be more virtuous—that is, to have more courage, or wisdom or justice. Conversely, as the individual recognition and pursuit of virtue diminishes, society becomes little more than a collection of barbarians whose sole purpose is survival.

In the absence of virtue, culture is dominated by greed, theft, prejudice, injustice, intolerance and dishonesty. Most of us have an innate list of what behaviours we will tolerate and what things are so unjust that we simply cannot allow them. Unfortunately, we now live in a society where fewer and fewer things fall into the latter category.

For example, we may frown upon the young person on the bus who doesn't even think of standing for an elderly person—but how often do we act on that concern? In contrast, we are consumed by feelings of injustice and the desire to do something when someone hits our car in the parking lot and then drives off.

It is important to remember that we live out our purpose and mission within a society. That means that everyone benefits when we have a purpose, mission and vision that goes beyond doing what is beneficial only to us and considers what will bring about greater good to society.

VIRTUE IN ACTION

The courageous acts of the townspeople in Le Chambon, France, during World War II provide one of the most profound and moving examples of virtue in our modern times.¹ Le Chambon was a small town of about 3,000 people in the mountains of southern France, and during the war it became a haven for Jews in German-occupied territory. Over the course of the war, the town saved the lives of more than 5,000 Jewish children.

Philip Hallie, a philosopher who studied Nazi cruelty towards the Jews during this period, was moved to tears

when he came upon a brief account about the town. In his book, he later recounted the following summary of the situation, “The Holocaust was storm, lightening, thunder, wind, rain, yes. And Le Chambon was the rainbow.”²

Hallie notes that the townspeople were known for their stubborn courage that was rooted in their faith and in their own historical experience of persecution. Although other French citizens were deceived by German propaganda, the people of Le Chambon did what they inwardly felt they had to do—they sheltered and saved their neighbours, the Jews, from danger. To them, it was nothing extraordinary. It was simply what had to be done.

Hallie says that residents consistently shrugged off any praise that was offered to them for their heroic deeds. They simply said, “We were doing what had to be done. Things had to be done, that’s all, and we happened to be there to do them. You must understand that it was the most natural thing in the world to help these people.”

It was the most natural thing in the world. Can you imagine living in a community where the common understanding of virtue was so deep that the entire town acted in sync . . . simply because it was the right thing to do?

That’s what virtue is—when a group of people have an instinctual agreement about what is “good and right.”

EXERCISE ONE.

WHAT DO YOU VALUE?

Identifying and aligning your most deeply-held values will create a starting point for determining your purpose and mission in subsequent chapters of this book. So it is important for you to now take time to determine what it is that you value.

I encourage you to set aside anything that will distract you or prevent you from an honest, in-depth evaluation of the values that you care deeply about. That may include setting aside things like the expectations of others about what you should value and the expectations of others about what you should do or be.

1) Read through this list of values:

risk	taking a gamble	experimenting
speculation	daring	adventure
attractiveness	grace	radiance
poise	control	advocacy
helping others	encouragement	music
love	caring	personal warmth
physical touch	energy	coaching
influence	stimulating change	emotions
happiness	being present	sensing
being observant	being perceptive	holiness
religion	guiding others	governing
strength	creating alignment	building
inspiration	development	imagination
touch	discernment	wholeness
legacy	laughing	rules
modelling	empathy	security
sensuality	amusement	learning
serving	facilitating	ministering
growing	supporting	c o n n e c t i n g

entertaining	entertainment	being an example
directing	excellence	p l a y
being the best	family	f r i e n d s
bondedness	sensitivity	t e a c h i n g
accomplishment	winning	b e i n g g o d l y
passion	devotion	i n d e p e n d e n c e
financial stability	integrity	h o n e s t y
vulnerability	intimacy	

2) Mark the characteristics that you consider to be very important. Think about the things that you do that make you feel vibrant, relevant, alive and fully present. What is the value that is revealed?

3) Add any other values that come to mind.

4) Review the list a second time. Narrow your list of values by circling the top ten.

5) On the following pages, write down your top ten most deeply-held values. You can use one-word descriptions or group words together to create short phrases. Keep the list as short as possible, focussing only on the most significant and relevant values.

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MY CORE VALUES THAT NEED TO BE HONOURED BY MY LIFE ARE . . .

EXERCISE TWO.

WHAT VIRTUES ARE IMPORTANT TO YOU?

The following list is not exhaustive, but it lists core virtues that need to be reflected in our statements of purpose, mission and vision. Remember: Virtues are not a matter of personal choice; they are essential ingredients to a civil and successful society.

A selection of virtues:

humility

justice

moderation

courage

wisdom

honesty

integrity

goodness

mercy

grace

peace

faith

hope

charity

1) *Take time now to consider how these virtues are specifically played out in your day-to-day life.*

2) *Take one last look at the list to ensure that your most deeply-held values reflect these important virtues.*

LOOKING AHEAD

Identifying our most deeply-held “virtuous values” is a necessary first step on the journey to determine our life purpose, mission and vision. So before you move on to Chapter Three, please take the time to honestly and earnestly consider what is most important to you—whether it be obvious or hidden. If you find that some of your values coincide with the virtues stated above, then you’re on the path to success!

¹ Guinness, Os. *The Call*. Word Publishing, 1998. pp. 96-98.

² Hallie, Philip. *Lest Innocent Blood be Shed: The Story of the Village of Le Chambon and How Goodness Happened There*. Harper Collins Publishing, 1994. p. 303.

CHAPTER THREE

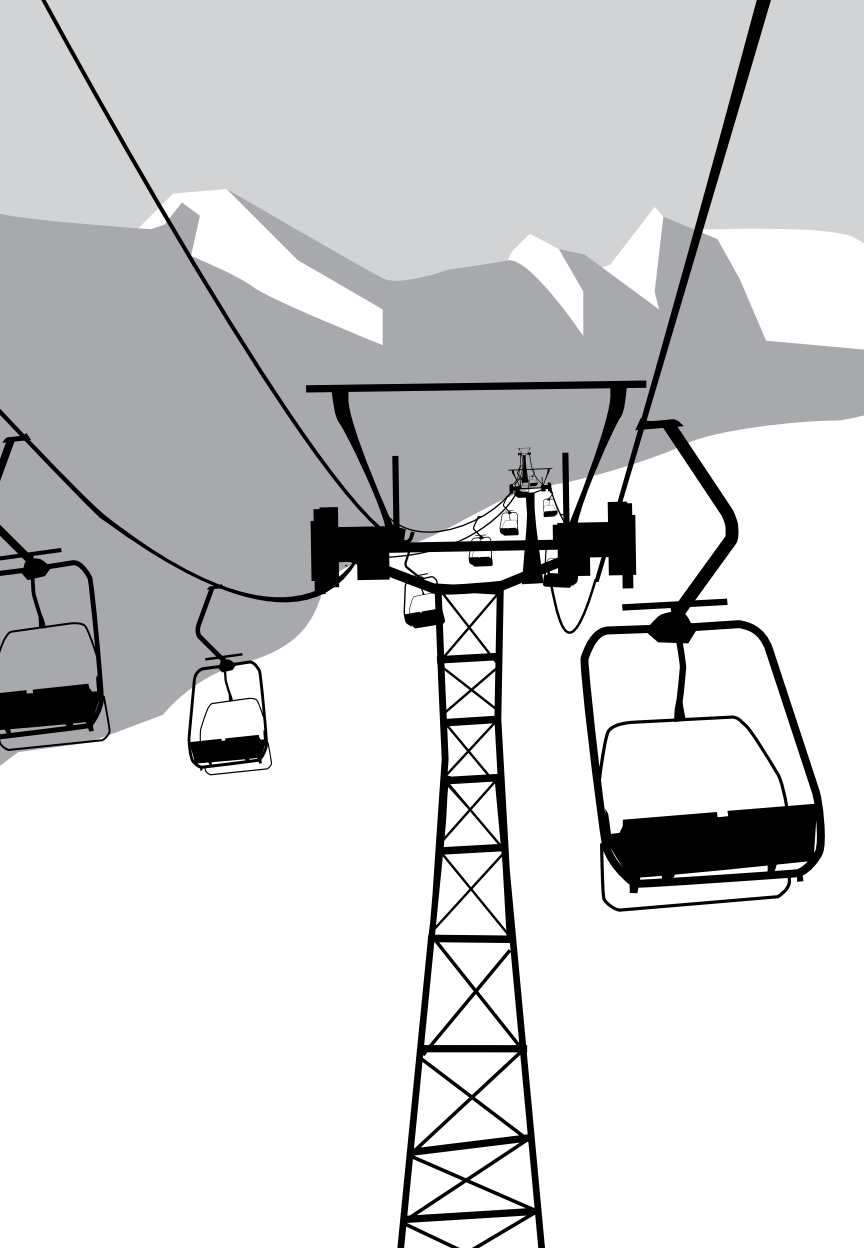
PURPOSE

UNCOVERING THE REAL
REASON YOU'RE HERE



c3





The unexamined life is not worth living.

—SOCRATES

A funny thing happened to me on the way to a world record . . . I found my purpose.

Actually, there was nothing funny about it. My moment of serendipity didn't come about during a time of wild celebration or quiet meditation—it arrived during one of the most frightening moments of my life.

I was waterskiing on Vancouver's Burrard Inlet, just off the Pacific Ocean. It was the middle of the night (not exactly my normal ski schedule), and I was engulfed in darkness and solitude. Except for the low rumblings of the boat motor, the howling wind drowned out every sound that could have brought some comfort or support.

I felt very much alone, even though I was skiing alongside my friend and fellow record seeker, Ralph Hildebrand. We had already skied 1600 kilometres, and were now just over 500 kilometres short of establishing a new Guinness World Record for Water-Ski Duration.

As we hurtled forward, the boat ahead was our only source of light. It was minimal at best, covering a small circle of water about 100 feet ahead of us. So Ralph and I were essentially left in the dark, straining to focus our eyes on the water, in search of wood or other objects that might float across our path. (Hitting an obstacle at 50 kilometres per hour—in the dark—would have been extremely dangerous, even life threatening.)

For a long time, my intense focus made it seem as if the rest of the world no longer existed. But then I realized that we were not alone. Something was lurking in the darkness just 20 feet away and it was huge! As it took shape, I realized that this thing was about 100-feet high and 400-feet long.

At that moment, an incredible adrenaline rush seemed to push my heart into my mouth and I gave an audible gasp. I suddenly felt very small, very helpless and very alone. Time stood still as I moved toward it, coming to the rather panic-stricken realization that it was a giant oil tanker being pulled through the Inlet.

Obviously, I survived! But for a few frightening moments, the only things that existed were my innermost thoughts. When confronted with fear, my mind became consumed with two important truths that have since been etched into my memory and guided every aspect of my life.

To be or not to be,
that is the question . . .

—WILLIAM SHAKESPEARE

LIFE'S DEFINING MOMENTS

My first thought was the stark reminder that life is not lived alone. As a goal-driven athlete, always reaching for and achieving things that many would find impressive, there's a constant temptation to project an image of being strong, invincible and independent. There's an unspoken expectation that athletes can accomplish anything through sheer strength and will-power.

Yet I now found myself overwhelmed by thoughts of weakness, not strength. Each wave was punishing, and served as a constant reminder that we had pushed our bodies beyond their capacity to withstand the elements. At 800 kilometres, the pain in my ankles and knees reached a maximum. At least that's what I thought . . . until the pain hit a whole new level at 1600 kilometres!

In that quiet and painful place, I didn't find out how strong I was—I found out how weak I was. I was reminded of how desperately I needed my family and friends around me, supporting me and loving me. I discovered that my real source of strength was love, not determination.

My second thought was about purpose. As conditions worsened and body parts screamed, I started searching for some darn good answers to the question, "Why?"

"Why am I doing this?"

It's a valid, obvious and practical question to consider as one skis toward an oil tanker at 50 kilometres per hour. But that night, my mind wouldn't accept any shallow responses, and so my questions continued, carrying me deeper and deeper into my soul.

These are the questions that ran through my mind during that life-defining moment:

Why am I doing this?

To break the World Record and to do something no one else has ever done. That was my goal, and I was determined to achieve it. Not good enough. So. . .

Why is that important?

To gain prominence, to do good work in my community, to raise money for Cystic Fibrosis (CF) and to bring attention to this disease. Nice, but still not good enough. So. . .

Why do you want to do that?

So others will recognize the importance of contribution and helping those who can't help themselves. Yes, it's important—but not important enough! So. . .

Why is that important?

To help those who suffer from CF and their families by raising funds for researchers to find a cure. Still a little distant, and probably not good enough. So. . .

Why am I ultimately doing this?

This question may seem similar to those above, but it explores a much deeper level. In fact, it was only as I asked myself this fifth question that I found my real answer to the very first question.

PURPOSE

It sent my thoughts back to the beach, where two little girls with blonde hair, compelling smiles and life-giving spirits waited for me to complete my task. Joan was four years-old and Allison was about six, and they both have CF. Perhaps that's why they seem to look at the grass, smell the fresh air and enjoy each small moment more than most of us.

I thought about the overwhelming love that would compel their parents to hang these precious children upside down each morning, and literally pound their fists into their tiny backs—releasing the life-threatening fluids that had built up in their lungs. The girls would protest yet, time after time, day after day, month in and month out, their parents would faithfully perform this task, and then force them to down handfuls of enzyme pills that would help them digest their food that day.

Interesting. When things got tough for me, I didn't think about breaking a world record or getting my name in the record books. Instead, I thought about Joan and Allison, and the disease that threatened to take their lives. My desire to achieve my own goals and gain prominence had diminished in the dark, wet isolation of Indian Arm.

A single, deep, abiding sense of purpose came over me with remarkable peace and intense power when I came to the realization that these girls were my motivation. Something deep inside of me was renewed as I realized that *they* were my ultimate purpose!

THE IMPOSSIBLE BECOMES POSSIBLE

Once that single purpose was identified, I had the strength to go another kilometre, to tolerate even more pain and to continue to press on in the face of seemingly impossible odds. It was like adding fuel to an empty tank or giving food to a starving person. It propelled me forward to do something that had never been done before and, with over 500 kilometres to go, the impossible once again became possible.

This story identifies a key principle of this book:

The seemingly impossible becomes possible if we know why we are doing something, and if that purpose drives us to accomplish our goals.

If knowing my purpose pushed me to ski 2140 kilometres in 57 hours, then how much more important is it to have a purpose for the rest of my life? And what else will that purpose push me to accomplish with my life?

PEOPLE OF PURPOSE

Many years ago, there lived a man who was driven to lead his country to conquer other nations. He eventually conquered most of the civilized world and became its renowned leader at a very young age. His name evoked both fear and respect, and it is still found on monuments and cities throughout the world. He achieved every goal he set, and he had all of the possessions, power and prestige that one could ever attain.

PURPOSE

Yet, despite all of this, Alexander the Great died a hopeless alcoholic at just 33 years of age.

What happened? How could he die in such sorrow and despair, even while surrounded by the greatest riches of the world?

Because he fell into the same trap that many of us still do today.

Alexander the Great had no purpose beyond his immediate goals. His goals to conquer the world were his sole purpose for living; once he completed them, he had no purpose for the rest of his life.

In other words, he did the right things to accomplish his immediate goals, but he never did the right things that would lead him to find the enduring riches of a fulfilling life.

Purpose must be part of something much bigger than merely accomplishing goals—no matter how big those goals are! In fact, the greatest men and women with the richest purposes for living have all uncovered one secret that changed them from good people to great people. They discovered purpose—and they understood that to be truly great people, their purpose must be much larger than themselves or their goals.

Mother Teresa, Joan of Arc, Martin Luther King and Winston Churchill are examples of great men and women who were driven by a grand life purpose. Their actions make it clear that their mission was to make a virtuous contribution to society, not to serve themselves. Further, as a foundation to their mission they all had a real, energizing, full, rich and enduring purpose for their lives.

It was this kind of overarching life purpose that fueled William Wilberforce’s mission to abolish slavery and drove Abraham Lincoln to persist in his mission to treat all men equal. Each of them was able to face moments of great despair and uncertainty in accomplishing their mission because they were driven by purpose, not by goals.

Purpose invariably involves serving others in some way. The secret of the great men and women of history is that they looked beyond themselves to see how they could serve the greater good. They believed that in filling others, they too would be filled.

On the other hand, when we spend our time, money and energy to serve only our own needs and wants, our souls eventually pull away from the world and shrivel up. We then become a collection of grumbling, moaning grievances who demand that the world make us happy.

I can’t imagine that anyone would intentionally want to live his life in such a selfish manner. That’s why one of the most difficult, yet fundamental questions that every honest soul must answer is, “What is my purpose for living?”

When first confronted with this question, I have found that some people reach out to justify their action—or inaction—by the shallow promises of fate. That is, they attempt to attribute to fate every good or bad thing that happens, believing that what they do will have no impact on the overall result.

It you have such thoughts, I urge you to consider the comments of G.K. Chesterton, one of the most influential writers of the 20th century, who said, “I do not believe in a

PURPOSE

fate that falls on men however they act; but I do believe in a fate that falls on them unless they act.”

Consider also the life of Mother Teresa, a nun who dedicated her life to soothing the pain of thousands of the poorest, most downtrodden people in the world, as they lay dying. Many times, it must have seemed like what she was doing had no impact. The number of dying only increased; there was no end, healing or improvement in sight. Yet, when asked how she dealt with the constant stream of human suffering and death, she replied, “They die one at a time, so we save them one at a time.”

And that’s how she made a difference—one person at a time. Every person whom she touched was profoundly impacted by her decision to make a difference. One by one, she changed how the poorest people on earth experienced life and death.

PURPOSE IS ABOUT WHO YOU ARE AND WHO YOU WANT TO BE

1) *Purpose reflects your core values and core roles.* A purpose statement is a powerful statement of who you are and what is most important to you. As such, it needs to be properly framed by your values and core roles, as you have already determined through the exercises in Chapter Two. For example, your core roles may be as a parent and spouse, then as an employee, a member of an association or a church. Your values may include honesty and integrity.

Each of these will inform your purpose, which is to *be* someone and something!

2) *Purpose is more than what you do.* Kenneth Blanchard,

renowned business writer and author of *The One Minute Manager*, writes: “The first principle of ethical power is purpose. By purpose, I mean your objective of intention—something toward which you are always striving. *Purpose is something bigger. It is the picture you have of yourself—the kind of person you want to be or the kind of life you want to lead.*” (Emphasis mine.)

It’s important to keep in mind at all times that *purpose is more about who we are than what we do*. It is a common mistake to consider mission or doing/action statements when thinking about purpose, but when we do so, we run the risk of becoming goal- and task-oriented, to a fault. That is, we allow our tasks and goals to become our purpose for living. As aptly demonstrated by the life of Alexander the Great, a purpose based on goals can easily become a life that no longer has a purpose.

Far too often, I’ve heard people say, “I’ve been successful in my business and made a lot of money. I just wish I knew why. Accomplishment and money promised to bring meaning and purpose to my life, but they didn’t. It was a lie! And now I don’t know what to do. I’ve lost myself.”

Such despair stems from spending a lifetime chasing a deception that the world screams at us—that we exist only to conjugate three essential verbs: to *have*, to *do* and to *be*. That is, if we *have* all the stuff (money, cars, houses, etc.), we will be able to *do* all the wonderful things we desire (go on vacations, join elite clubs), and *then* we can *become* the person that we always wanted to be.

But that model is backwards.

A far better model for life is if we first choose to be, we can then become.

From my experience in leading others through the process of uncovering purpose, it is abundantly clear that we must first discover “who we are” in light of our primary roles and values. Then we will feel released to think through “what we should do.” Finally, once these two things (our purpose and our mission) have been clearly established, resources will be spontaneously released to us and we will be able to have the things that we truly need—and be satisfied with what we have.

3) *Purpose is foundational.* It is the reason that we do what we do. It’s the world’s most powerful motivator, and it’s the best place to start if you want to experience all the fruit of a life well-lived. By first identifying your purpose, you will not only give meaning to your mission, but you will also gain the impetus that is necessary to carry it through.

4) *Purpose is satisfying and fulfilling.* More than 2000 years ago, Aristotle, the great philosopher and teacher, described the Four Levels of Happiness experienced by man. As stated in the following outline, Aristotle believed that performing acts which produce a sense of immediate gratification only create a fleeting sense of happiness (Level One). In contrast, the greatest, truest and most lasting sense of happiness (as described by Level Four) can only be attained when we perform virtuous acts that contribute to the ultimate good of society.

KNOW YOUR FOUR LEVELS OF HAPPINESS

LEVEL ONE

description: immediate gratification—do something to feel good now

distinctives: self centred—often employed to make us feel better about ourselves, to avoid something or to subdue fears

benefits: immediate

problems: doesn't last—leaves us emptier

LEVEL TWO

description: gratification through achievement

distinctives: better than self promotion, power and control

benefits: short-term gain

problems: tend to become isolated, lonely, fearful, contemptuous, jealous, afraid to fail, cynical

LEVEL THREE

description: doing good for someone or something else

distinctives: acts of love, service, self-sacrifice and justice that focus on others

benefits: gratification lasts much longer—can appreciate Level One and Level Two happiness more

problems: can be done with Level One needs and desires, but as humans we still long for something more

LEVEL FOUR

description: concerned with ultimate good and becoming the kind of person who spontaneously uses their signature strengths to make a contribution in a virtuous fashion

distinctives: transcendental—living as an extension of ultimate truth, justice, purpose and beauty. Love, joy, peace, patience, kindness, goodness, faithfulness, gentleness and self-control.

benefits: peace, joyous gratification and a sense /connection to the transcendent and Eternal

problems: tough to get to because the road is not direct.

Need living virtue that comes from good character which takes discipline. No short cuts to character.

PURPOSE

All of this is highly instructive as you formulate your purpose statement. Aristotle's theory makes it clear that:

Pursuing goals like money (that will help you to feel good now) will only result in a sense of immediate gratification or Level One Happiness.

Pursuing achievement will create some short-term gain (Level Two Happiness), but any sense of gratification will ultimately be overwhelmed by fear, jealousy and loneliness.

Pursuing goals that are founded on sacrifice, justice and service to others will create a much more prolonged sense of gratification (Level Three Happiness)—but will still leave you longing for more.

Pursuing virtuous goals that contribute to the ultimate good of society will produce a lasting sense of happiness, as described by Level Four Happiness.

You or I could write a purpose statement that will attain any of these levels of happiness. But only a purpose statement that is written to attain the goals of Level Four Happiness will bring you the greatest measure of happiness and the greatest sense of fulfillment and gratification.

So—what is *your* purpose for living?

Your soul demands an answer, and this book can lead you to discover the answer to that all-important life question. Will you join me now and take the first steps into living a fulfilled, purpose-filled life?

I always wanted
to be somebody,
but I should have been
more specific.

—LILY TOMLIN

THE DISTINCTIVES OF A PURPOSE STATEMENT

A purpose statement answers the question, “What is my purpose for living?” As such, it is unique and will fulfill the following statements:

It will start you on the path to answer questions such as, “Who am I serving?” and “What is most important to me?”

It will connect with some desire or longing that exists deep inside of you.

It will honour your core roles as a father, mother, spouse, child, etc.

It will reveal “who you are,” underneath the veneer of “what you do.”

It will motivate and empower you.

It will honour your core values such as honesty and integrity, and reflect the virtues you want to guide your life.

It is different from a mission statement. Your mission answers the question, “What am I best suited to do during my life.”

It is different from a vision statement. Your vision expresses your hope for the future as you live out your mission.

It will support your mission statement.

It will out-live your mission and the completion of your goals.

It will transcend time and circumstances. Your mission statement may change over time, but your purpose statement will not.

It will be simple and straightforward, so it can easily be understood by a 12 year-old.

It will be easy to memorize and repeat when things get tough.

EXERCISE ONE.

THE FIVE WHY'S OF PURPOSE

Your purpose statement should begin with the phrase, “My life purpose is to be. . .” How you ultimately finish that sentence is up to you.

The following five questions are designed to help you isolate and identify your purpose. They are called The Five Why's and, if you recall from the beginning of this chapter, they are the five questions that led me to discover my real purpose and motivation for breaking the Guinness World Record for Duration Water-Skiing.

They not only motivated me to complete my task that night, they have also transformed my life and the lives of a host of others who have sought to uncover their purpose for living. They can be no less transforming in your life—provided you take the time to consider and honestly answer them.

The following is a simplistic example to help you to understand the flow of this concept:

why do I perform my mission or do the work that I do?

to make money.

why is it important to make money?

to feed my family or myself.

why is it important to eat?

so that I can survive.

why is it important to survive?

because I value my life.

why is my life important?

because it is a gift that we must honour.

This process doesn't have to stop after the fifth question; you can keep asking the "why" questions until you can't go any further. At that point, you will either find, or be very close to finding, your ultimate purpose for living.

Go through The Five Why's listed above and answer the questions on the following pages. Start with your current occupation or primary interest, and then continue to seek your purpose as you go through the questions.

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THE FIVE WHY'S OF MY PURPOSE:

1.

2.

3.

4.

5.

EXERCISE TWO.

WHAT IS MY PURPOSE FOR LIVING?

The following list presents some statements of purpose that others have discovered as they have gone through this exercise.

Your first reaction to reading their statements may well be, “That’s it?” But as I review my own statement and those of others, it’s obvious that it is the simplicity of a statement that evokes its greatest depth and meaning. As you read through the list, consider which ones have been written to achieve a Level Four Happiness.

My life purpose is to be:

rich

**a reflection of all that
is good**

fun-loving

one who glorifies God

**one who is effective and
efficient in all that I do**

a lover of God and people

one who lives a full life

a loving person

one who leaves a legacy

**a dwelling place for, and a
reflection of, virtue**

**an advocate for those who
cannot defend themselves**

a servant to others

**a humble, gracious,
courageous leader**

one who grows always

**a person of contribution
and joy**

**one who will realize
my potential**

a person of integrity

**one who demonstrates my
core values of. . .**

Narrow down your core purpose to a clear purpose statement that is meaningful to you. You may prefer to write one or more supporting statements under your purpose statement, as this can provide more clarity until both time and repetition have created a single statement that resonates with your heart and mind.

Once you have created a first draft of your Purpose Statement, you can move on to answer the second essential question for your life.

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MY LIFE PURPOSE IS TO BE . . .

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PURPOSE

Dave's purpose statement:

My life purpose is to be a lover of God and people.

My statement of purpose is rooted in my faith as a follower of Jesus. It may seem trite or even shallow at first, but it took me considerable time to clearly articulate and understand my real purpose for living. My supporting statement for my purpose statement is:

“I believe that the universe was more than just a random accident and was created by a personal, knowable God. I believe He created us to have a relationship with Him. Through Jesus Christ that relationship became a reality for me.

“The most exciting thing I can think of is that the source of power that created the universe wants to know me. If that’s so, then I want to know and love Him with great thanks and adoration.

“His highest creation that I know of is His people placed on this earth, in whom He finds inestimable value even with all our warts and blemishes. I have been endowed with a natural love for people, which I want to express in my life purpose as a way of saying thank you to a loving, personal God.”

My Purpose Statement is what gets me out of bed in the morning! It may sound crazy to you when you read it—and that’s fine. But remember, this book comes directly to you from my purpose statement, my mission statement and my life vision.

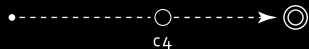
(COAST MOUNTAINS)

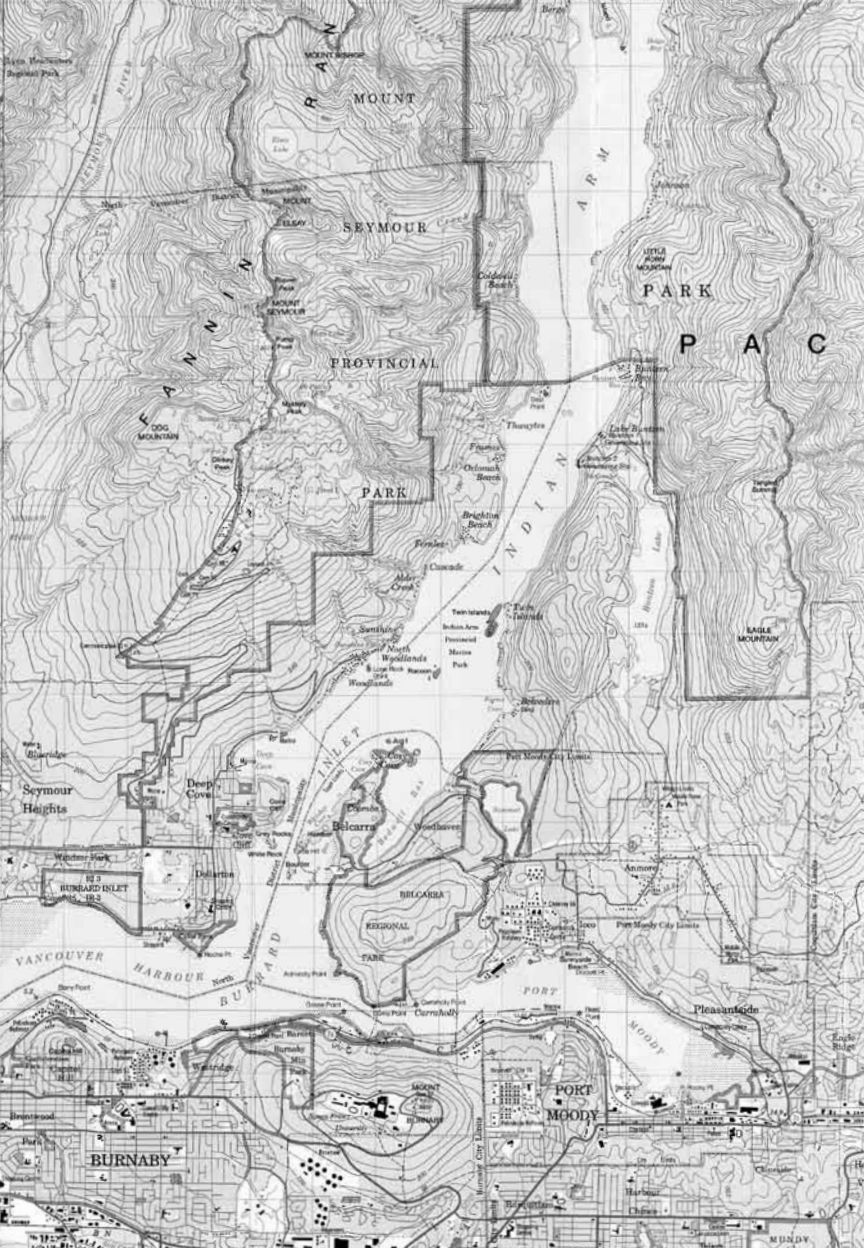
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CHAPTER FOUR

MISSION

YOUR ROADMAP FOR LIVING





Once we are aware of
unfulfilled desires,
we begin to feel a sense of
mission and destiny.

—UNKNOWN

Imagine skiing or running down a very steep slope. You're leaning back and gathering dangerous speed. You're starting to lose your balance, the adrenaline is coursing through your veins and the trees are approaching. . . fast!

Freeze frame!

Let's pause. Intellectually, you know what you have to do and it's very simple—get your balance back. So you say to yourself, "I must regain control by bending my ankles and knees, getting my hips, knees and shoulders up over my feet and moving my hands out in front for steady balance." It sounds good, but by the time you say all of that to yourself, the game's over and you're lying in a steaming heap picking pine needles out of your teeth.

The situation described above isn't unique to novice skiers. But the difference between a novice and a professional is how you handle the approaching disaster!

Athletes respond in situations like this by using something called *cue words* or *phrases*. A cue word is one specific word that is designed to trigger a physiological response that will cue you to do a number of things at once.

I faced this situation during a World Cup mogul competition, and handled it with one cue word—"hands." When I said "hands" (actually I usually gave it an adrenaline-fueled shout), my body was trained to give an immediate response. My hands would shoot out in front of me, enabling me to reclaim control and avoid great peril.

But that wasn't all that happened. My cue word also triggered a physical chain reaction moving all the other

MISSION

important parts to fall in line. Right on cue, my shoulders, hips, knees and ankles would follow my hands, increasing my balance and boosting my performance.

A mission statement is very similar to a cue word. It will keep your life in balance (and on track) by reminding you, in one very short statement, of activities that are important to you. It will also have an emotional anchor that will trigger you to a mission-centred response when you are in high-pressure situations.

THE PROCESS OF DISCOVERING MISSION

Years ago, I was travelling, opening new businesses and managing existing ones. Frankly, there really wasn't much reason or even time to think about anything else. Yet I still had nagging doubts—was this really what I was designed to do?

I was having a good time, but I couldn't tell whether it was because I was well suited to the job or just optimistic about my prospects.

In the real estate business, there is a land development term known as the “highest and best use.” I remember thinking at that time that if it is always important to get the “highest and best use” from a piece of land, how much more important is it to get the “highest and best use” from my life?

The first step is to ask yourself—are you doing the very things that you have specifically been designed to do?

It's an important question to consider, because your mission in life is very much about what you do and it is

designed to ensure that you do those very things. The truth is, we all have activities that fill us with energy and passion; that leave us refreshed and eager, not exhausted and defeated. The trick is to identify those things—and do what you can to make them a primary focus of your life.

Are you spending your life doing things that you know are not “the highest and best” use of your time? Do your activities leave you empty or with a sense of meaning and satisfaction?

We are not permitted
to choose the frame
of our destiny, but what
we put into it is ours.

MISSION

The process of determining your life mission involves answering a series of questions with one-word descriptions and short phrases that depict concepts, ideas or activities that you consider important. The questions cover nine essential areas:

- 1) What are your unique personal gifts and abilities?
- 2) What is your unique personal passion?
- 3) What is your unique personality?
- 4) What are your unique personal responsibilities?
- 5) What are your unique personal experiences?
- 6) What is your unique personal education?
- 7) What is your unique personal network?
- 8) What are your unique personal resources?
- 9) What are your unique personal allegiances?

The questions are designed to be answered as if you were in a brainstorming session, so write down the first things that come to mind. You already know the answers—this process will only help you to access them.

The next step will be to collect the words and concepts that you have identified as unique to you, and then fashion them into a statement of your personal life mission. Don't worry about creating the perfect statement the first time around. This process can take anywhere from 20 minutes to a lifetime.

Before you start, set this book aside for just one minute and provide an end to this statement: “If anything were possible, I would . . .”

You didn't take that moment
did you? You just kept on
reading! So let's do it again.
Finish this statement:
"If anything were possible,
I would . . ."

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IF ANYTHING WERE POSSIBLE, I WOULD . . .

EXERCISE ONE.

WHAT ARE YOUR UNIQUE PERSONAL GIFTS AND ABILITIES?

Each of us has gifts and abilities that we demonstrate on a daily basis, often without even thinking about it. Some people are natural athletes, students, musicians or even artists. I have one friend who has a wonderful artistic gift. He rarely uses it, but when he does it is still abundantly clear that he is gifted in that area.

So what unique gifts and abilities do you have? What kinds of things come naturally or spontaneously to you? What are you successful at? Think about the kinds of compliments that you receive—what gifts do they imply that you may have?

The following list offers some ideas of common gifts and abilities. Look through the list, think about each word and then choose those that match your own. Feel free to add others to the list. Use a thesaurus if you cannot find the right word or descriptive term. Circle your selections or write them in the space provided. There's lots of room, so make a mess, scribble notes all over the page, have fun and "let 'er rip." (Remember: Only write down single words or simple phrases as answers.)

My unique gifts and abilities include:

music

playing/appreciating/teaching

art

creating/appreciating/teaching

planning

clear thinking/vision/an ability to look ahead

writing

creative/business/technical/other

sales

a natural seller and promoter of ideas/things/concepts

communication

a great ability to connect with people

public speaking

teaching

what?/to whom?

building

organizations/houses/ideas

task oriented

an enhanced ability to get things done

management style

high energy/relaxed pace/efficient

organization

people/things/concepts/details

math

understanding numbers/accounting/concepts/finances

work ethic

consistent behavior and work patterns/methodical/strong

analysis

situations and circumstances/finances

adaptable

easily grasp concepts/learn quickly

A series of horizontal dashed lines for writing.

MY TOP THREE GIFTS AND ABILITIES ARE:

1.

2.

3.

EXERCISE TWO.

WHAT IS YOUR UNIQUE PERSONAL PASSION?

“When I run, I feel God’s pleasure.”

That feeling of absolute, transcendent satisfaction is described by World Champion runner Eric Liddell in the movie *Chariots of Fire*. Do you have anything that you do that creates a similar passion or innate sense of satisfaction in knowing that you are doing exactly what you were born to do?

At 52 years of age, Ray Kroc was a man with health problems and a job as a multi-mixer salesman. That is, until he got passionate about some simple things that everyone else took for granted: hamburgers, French fries and milkshakes. Kroc was perceptive in identifying popular trends and he sensed the public was ready to shift from a structured menu, cutlery and restaurant environment to an identifiable chain of restaurants that offered a menu that focussed on hamburgers, friendly service, low prices and . . . no cutlery.

In 1961, he took sole control of the idea and, just two years later, more than one billion hamburgers had been sold and the 500th McDonald’s restaurant opened. The chain now covers most of the civilized world.

Ray Kroc didn't just create a successful chain of restaurants—he also created a massive cultural shift in how society viewed food and eating out.

The point is, passionate people like Ray Kroc and Eric Liddell draw a crowd. They are naturally attractive to others and exciting to be around. Even the most introverted person becomes capable of creating unparalleled momentum when he finally chooses to speak a dream out loud or to share his passion with others.

As it has been said, “If you don't have something worth dying for, what do you have worth living for?”

What are you passionate about doing? Your passion is not simply about what you like or don't like. It's about the one or two things that “burn in your belly” and make you come alive when you think of them or do them. They energize you, and give life to you and those around you.

Everyone has a passion, however deep and hidden it may be. Dig deep to find yours—the discovery is well worth it. After all, Ray Kroc would probably tell you something like, “Don't wait until you're 52, do it now!” or “If you're past 52—what are you waiting for?”

What are you passionate about? Consider the following ideas and list new ones that identify your particular passion.

Circle your selections.

My passions include:

playing an instrument (even the stereo)

drawing, painting, sculpting or creating

meditating, planning and dreaming

writing

selling

connecting with people

helping and investing in others

public speaking

teaching

building things or taking them apart / what kinds of things?

getting things done / what things?

moving fast in all that I do

organizing things and people

understanding numbers

being consistent and methodical

playing sports

working

investing in others

rolling around in the mud

travelling

A series of horizontal dashed lines for writing.

MY TOP THREE PERSONAL PASSIONS ARE:

1.

2.

3.

EXERCISE THREE.

WHAT IS YOUR UNIQUE PERSONALITY?

What are your distinctive personality traits, qualities, temperaments, characteristics or dispositions? Is there something that makes you stand out from the rest of the crowd? What do people say about you when they describe you? What are some words or phrases that specifically describe your personality?

Consider the above questions as you go through the list below. Circle any words that describe your personality, and write down any others that come to mind.

My personality is best described as:

laid back and relaxed / excited / excitable

cheerful / pensive

outgoing and energetic / withdrawn and quiet

direct or indirect

distinctive and unique / similar to others

thriving in big groups or small?

thriving in environments that are exciting or calm?

thriving in environments that are risky or secure?

WORK AREA

CHAPTER FOUR

→ 82-83

MORE WORK AREA →

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MY TOP THREE PERSONALITY TRAITS ARE:

1.

2.

3.

EXERCISE FOUR.

WHAT ARE YOUR UNIQUE PERSONAL RESPONSIBILITIES?

Every person has someone or something that depends on him/her for some reason. It is important to identify any such responsibilities, whether it be a partial or complete dependency.

You may sense a responsibility to your work or some other role you currently have, but this may not be a unique personal responsibility. Take this time to identify only those responsibilities that no one else can take on, and upon which you place great value.

Consider the above as you go through the list below. Circle any words that describe you, and write down any others that come to mind.

My unique personal responsibilities include:

business

community

friendships

mentoring relationships

husband or wife

parents

children

siblings

monetary responsibilities

A series of horizontal dashed lines for writing.

MY TOP THREE PERSONAL RESPONSIBILITIES ARE:

1.

2.

3.

EXERCISE FIVE.

WHAT ARE YOUR UNIQUE PERSONAL EXPERIENCES?

Everyone has a unique set of experiences. We often consider these experiences to be relatively ordinary or common, but the reality is that no one has followed your exact path in life.

I once spoke to an Olympic athlete who had enjoyed a successful career, and attended several Olympic Games. But along with her success, she had suffered some great personal tragedies. When I asked her about her unique experiences, she shrugged her shoulders and said something like, “I haven’t really had anything out of the ordinary occur in my life.” The moral of the story is that many of us take for granted the great gift of our unique experiences, whether they are fabulous or tragic, or related to international or local events.

To get you started thinking along these lines, I have listed below what I consider to be my own unique and pivotal experiences: husband and father, athlete and coach on the Canadian Freestyle Ski Team, small-business owner, holder of two Guinness World Records (for both water and snow ski duration), business manager for others, ski show owner and performer across the country, stunt man in movies and

on TV, international motivational speaker, announcer for World Cup Skiing events on three continents, and personal business coach in a wide variety of circumstances.

Everybody has a rich and unique collection of experiences. What are yours? Look at the following list to get more specific ideas. Some of these may not be completely unique to you, but they may have a special significance to you. Brainstorm your ideas and write them out all over the following pages.

My unique personal experiences include:

work experience

recreational experiences

sports

personal travel – where? / why?

hobbies

meaningful retreats with life-changing results

general interests

specific interests

A series of horizontal dashed lines for writing.

MY TOP THREE PERSONAL EXPERIENCES ARE:

1.

2.

3.

EXERCISE SIX.

WHAT IS YOUR UNIQUE PERSONAL EDUCATION?

When asked about education, most people instinctively think of traditional venues such as schools, colleges and universities. These are important and should be included in your list, but I also encourage you to step outside of the “typical education” box and recall the many other ways that you have been schooled. Your most meaningful or useful educational experiences may have come from life experiences, courses, conversations, mentoring or counselling.

What educational experiences have provided the greatest value to you? Where did you learn the things that have become most important to your life? Circle any items in the list that apply to your life and add in any others.

My unique personal education includes:

grade and middle school

list specific experiences that were meaningful

high school

list specific experiences / extra-curricular learning

university, graduate or doctoral studies

what degrees or designations do you hold? / how did they shape what you do?

personal or work-related courses

non-traditional learning experiences

personal development courses

technical development courses

leadership education

retreats

church

mentors or people

A series of horizontal dashed lines for writing.

MY TOP THREE EDUCATIONAL EXPERIENCES ARE:

1.

2.

3.

EXERCISE SEVEN.

WHAT IS YOUR UNIQUE PERSONAL NETWORK?

You likely have a unique network of contacts that may be able to assist you in achieving your mission. These are individuals who could potentially impact what you do, how you do it and even how you get there.

Can you name someone you know (or have known) who could potentially assist you in your mission? How about any personal and professional relationships that could assist you? Circle appropriate contacts below, and add your own. It may be appropriate for you to group your networks geographically, by interest or by some other means.

My unique personal network includes:

family

friends

church, synagogue or place of worship

community centre

business contacts – suppliers / customers / peers

networking groups

associations – business / sport / community

volunteer organizations

activity and special-interest clubs

A series of horizontal dashed lines for writing.

MY TOP THREE PERSONAL NETWORKS ARE:

1.

2.

3.

EXERCISE EIGHT.

WHAT ARE YOUR UNIQUE PERSONAL RESOURCES?

Each of you has access to a number of unique resources that can be beneficial in helping you to accomplish your mission in life or in helping others to accomplish their mission. Such resources may include money, buildings, properties, networks, access to financing or building supplies, etc. It could even be a series of ideas or concepts.

Review and circle any resources that may be unique to you or to which you may have access. Feel free to add to the list.

My personal resources include:

volunteer organizations

an aunt with an island

symbiotic interests

access to others with similar interests who have time, money or other resources that may be available to you

money

access to financing from the bank/wealthy friends/relatives/
business associates

A series of horizontal dashed lines for writing.

MY TOP THREE PERSONAL RESOURCES ARE:

1.

2.

3.

EXERCISE NINE.

WHAT ARE YOUR UNIQUE PERSONAL ALLEGIANCES?

Two thousand years ago, a woman named Ruth pledged allegiance to her mother-in-law Naomi by saying: “Don’t urge me to leave you or to turn back from you. Where you go I will go, and where you stay I will stay. Your people will be my people and your God my God. Where you die I will die, and there I will be buried.”

This is a living example of a strong life-long allegiance. Not every allegiance may be that strong, but personal allegiances refer to unique loyalties or obligations that you may have to some thing, some cause, some organization or some business that you feel strongly about. An allegiance reflects your personal philosophical, religious and personal ideas and causes. For some, this allegiance could be to a church, synagogue or God. For others, this may be a club, society or association.

Do you have unique allegiances to someone, something or some cause? Choose from the examples that follow, or write your own.

My personal allegiances include:

family business

church

synagogue

God

club

association

friends or someone in need

A series of horizontal dashed lines for writing.

MY TOP THREE PERSONAL ALLEGIANCES ARE:

1.

2.

3.

MISSION

You now have a collection of words and phrases that are both meaningful and instructive to what you want to do with your life. Some people will stop at this point, thinking that they have a clear picture. But when individuals or even large corporations fashion a mission statement that has too many words or too much information, it can become very confusing and open to misinterpretation.

If the corporate mission is not clear, employees will offer little more than a blank stare when they are asked what their company does. In contrast, a mission that is composed of a few concise, well-chosen words brings focus and clarity to employees, businesses and individuals.

EXERCISE TEN.

WHAT WILL BE MY MISSION IN THIS LIFE?

Your mission statement will meet the following requirements:

represent clearly what you want to do

be less than 20 words

be easily understood by a 12 year-old

be exciting and energizing to you

be easy to memorize

keep you on track, and steer you away from distractions / activities that do not fulfill your own mission

mean more to you than to anyone else on the planet, but it will still be understandable to others

It's now time for you to evaluate your Top Three lists, consider what is most important for you to do in your life and then tie it all together in one concise, simple mission statement. The following steps will help you to accomplish this task.

- 1) Review your Top Three lists for each of the nine questions. Don't take any longer than 10 minutes to review them, and then narrow that list from 27 important concepts to 15 descriptive words, concepts or short phrases.*

- 2) Mark 5 to 10 of the most important points, words and concepts, then group them together and summarize them to get the greatest meaning from the fewest words.*

- 3) Transfer these 5 to 10 words, concepts and phrases to a word processor, sheet of paper or the following pages.*

REVIEW OF MY TOP THREE LISTS . . .

A series of horizontal dashed lines for writing.

MY TOP 5-10 WORDS FOR MY MISSION ARE . . .

4) Review your entire list one last time to be sure that you are transferring only the most important ideas.

5) Place these concepts, words or phrases into groups.

6) Write a single statement that includes all of this summarized information that you have gathered. You may write several supporting statements initially, but keep working at it until you have condensed it into a final statement that is no longer than 15–20 words.

A series of horizontal dashed lines for writing.

MY LIFE MISSION IS TO . . .

DAVE'S TOP THREE LISTS:

I have reduced 10 years of struggling through mountains of information to just one page of paper that supports my personal mission statement. This page includes my Top Three lists from each of the nine exercises:

1) my unique personal gifts and abilities

to speak, teach, listen, lead, love and coach

2) my unique personal passion

to invest in peoples' lives; to help them find authentic fulfillment and meaning

3) my unique personality

outgoing, energetic, caring, listening, loving, contemplative

4) my unique personal responsibilities

Kathy (wife and best friend), Nelson, Liam, Michela (children), Wally and Marion (parents), Margaret (Kathy's mom)

5) my unique personal experiences

performer, speaker, teacher, coach, athlete, businessman

6) my unique personal education

the school of hard knocks, running businesses, and various business/communications/coaching/personal development courses. Perhaps most importantly, I have gained much from watching an unusually large number of lives up close and personal.

7) my unique personal network

sport, business, friends and faith community

8) my unique personal resources

courage, access to good friends, business and support networks, the gift and attitude of encouragement and an ability to create wealth and redistribute it

9) my unique personal allegiance

to my faith in God and helping people to reach and achieve

WHOSE MISSION DO YOU WANT TO LIVE?

It's important to remind yourself that just as you have been designed to make a unique contribution to this world, you've also been designed to discover what that contribution is meant to be.

Don't be discouraged if you now realize that many of the things in which you are currently investing your time and money are not related to your life mission. The important thing is that you have had the courage to set your deepest longings down on paper and made the choice that you will now pursue them.

There comes a time when you simply need to decide what your mission will be, and do it. So press ahead. If you get bogged down, seek wise counsel or find someone whom you know and respect to help you through this process.

Dave's personal mission statement:

To coach and speak to people, giving them hope and courage to live purpose-filled, mission-driven, vision-directed, virtuous and values-centred lives.

If you don't decide
on your mission. . .
the world will provide one,
because you have no defense.

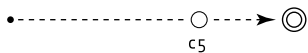
—DAVE PHILLIPS



CHAPTER FIVE

VISION

KNOW WHERE YOU'RE GOING



A man's vision should
exceed his grasp or
what's a heaven for?

—ROBERT BROWNING

Not very long ago, a 10-year-old girl living in northern Ontario sat in her living room, watching home movies of Nancy Greene flying down the ski slopes to win a Gold Medal for Canada at the 1968 Olympic Games in Grenoble, France. She was mesmerized as she saw Nancy step to the top of the podium with her face unforgettably aglow and then bend forward to have the Gold Medal placed around her neck. Nancy had reached the pinnacle of achievement for any athlete.

The little girl watched it again and again. And each time Canada's national anthem played and the Maple Leaf was raised high above all other flags, the seeds of desire were planted in her heart. She couldn't explain it and it was years

before she told anyone, but that scene transformed and defined her life. In that moment, she captured a vision of her own as she quietly said to herself, “I’d like to do that one day. I want to stand on the podium and feel the weight of an Olympic Gold Medal against my chest. I want to hear the Canadian anthem and see the flag go up. . . I’d like to do that one day.”

Now, be honest. What would you really think if a 10 year-old told you that she was going to win an Olympic Gold Medal? Your first reaction would likely be to say something like, “Don’t dream so big. You’ll be disappointed. You’re far too young for that. You have no idea how big that dream is.”

But no one told her she couldn’t dream that dream, so she just started making her 10-year-old plans to ski at her local club, to work hard and to make the zone, provincial and national ski teams. Just four short years later, she was Canada’s youngest competitor at the 1972 Olympics in Sapporo, Japan. In all the excitement, though, she became ill before her event. She came home discouraged, but she still had an Olympic dream in her heart and she wasn’t about to give up on it.

Four years later at the 1976 Olympic Games in Innsbruck, Austria, an 18-year-old Canadian stepped into the start gates. Standing behind her was the supposedly unbeatable German skier, Rosi Mittermaier. Rosi had already won two gold medals, and both the media and crowds were hoping that she would win her third gold that day. But in all the hoopla over Rosi, nobody knew that the Canadian skier had

VISION

a childhood dream to fulfill and was prepared to ski the race of her life and challenge the entire world to do it.

She thought back to that home movie of Nancy Greene, and she focussed her thoughts on her vision to stand on the podium with an Olympic medal around her neck. She placed her confidence in her dream and in her years of hard work, practice and dedication.

Thousands of Germans in the crowd chanted, “Rosi, Rosi, Rosi.” But they weren’t part of the dream, so she pushed them out of her mind and kept her focus on her cue words. Over and over, she would say, “Outside ski, look ahead.” She heard nothing else; she thought nothing else. She only visualized the perfect performance, the perfect race and a dream come true.

It worked. She ran a perfect race, and came in 0.13 seconds ahead of Rosi to win Canada’s only Gold Medal in the 1976 Olympics!

That woman was Kathy Kreiner, and she quickly became Canada’s sweetheart on the slopes. I know every detail of her story because I married her, and she is now a Gold Medal wife and the mother of our three children.

So let me ask you the question: Where did Kathy win her Gold Medal? Was it when she crossed the finish line that day in 1976? Or was it when she was 10 years-old, and first determined that she would win Olympic gold?

MAKING BIG DREAMS HAPPEN

Her dream may have seemed impossible to many, but Kathy

is a living testament to the powerful statement, “dreams really do come true.”

What are your biggest dreams?

Do you have a vision for your life? Even one that is buried so deep within that you may have forgotten it? Perhaps there was a dream that started when you were 10, or on a trip, or during a meeting or even while singing in the shower. If so, don't give it away. Don't give up. It still belongs to you.

It's been said that, “Most people spend their entire lives indefinitely preparing to live.” Well, now's the time to get off that treadmill and make your dreams become reality.

Set aside those voices in your head that tell you to settle for second best and to compromise on becoming who you know you've been created to be. Imagine a life where you bounce out of bed every morning, excited to love your family and friends, and barely able to contain your excitement about doing the work that you were designed to do.

You don't have to wait any longer. You can live that life now, but it all starts with a vision or a dream.

Take time now to pause and reflect on your vision. Think about the future and begin to dream like a 10-year-old girl who didn't know any better—and didn't know any limits.

Think about Roger Bannister, the first man in history to run a four-minute mile. People told him that it was impossible; and despite all the attempts over all the years—no one had managed to do it. Medical doctors even told him that that if he ran that fast, his heart would pound so hard that it would explode in his chest!

You know the ending. He didn't listen to the nay-sayers. He persevered and reached out to take hold of his dream. Remarkably, the year after Roger achieved this goal, 37 other men also broke the four-minute barrier.

Think about Colonel Sanders. At 65, he took one look at his first Old Age Security check and said, "I can't live on this." All he had was a pretty good chicken recipe and . . . a dream. So he asked every restaurant owner he could find if they were willing to share the profits if he allowed them to use his recipe.

How many times do you think he heard "No" before he got his first "Yes"? You may think, well, he's an older, retired guy without much energy, so perhaps he might have asked 50 restaurants. But he was determined enough to ask close to 1000 restaurants, and that's how the successful Kentucky Fried Chicken chain was born.

He had a recipe and a dream. The rest is history.

Think about Ray Kroc, who took his dreams of fast, sit-down service and started McDonalds Restaurants when he was 52!

I could tell you story after story of people whose dreams propelled them past the rest of the crowd and enabled them to do something that had never been done before. They turned off the voices in their heads that said, "That's too big" or "You could never do that." They believed in their dreams—and that changed their lives and the lives of millions of others, forever.

OVERCOMING DOUBTS AND FEARS

I once asked my friend Valerie if she had ever thought about slalom water-skiing. She replied, “You don’t understand, Dave. People like me don’t do those kinds of things.”

That same day, I convinced Valerie to give it a try. I skied beside her, holding tightly to the back of her ski vest for stability. Then I asked her to just lift up one ski and see if she could still balance. At first, she wouldn’t do it and, frankly, she looked at me like I was crazy.

We continued to discuss this while travelling at 40 kilometres per hour, and then she finally and very tentatively lifted her ski. As she did, something in her started to believe. Suddenly the tip of her ski caught in the water, and the ski was jerked off her foot. I steadied her only slightly as she managed to slip her now free foot into the back harness.

A few moments later, I released the back of her life vest and Valerie became a slalom water skier, something that “people like her just don’t do.”

Do you have a voice telling you that same lie? More importantly, are you ready to shut it off?

A few years later, I stood at the top of Couloir Extreme on Blackcomb Mountain, one of the most frightening ski runs in Western Canada. A small cornice provides a platform for you to look down through the tips of your skis to the bottom of the run more than a thousand feet below. Overwhelming? Indeed.

That particular day, I was with a client who desperately wanted to conquer her fear of this run. Her skiing skills could easily handle it, but fear gripped her so completely that she vacillated from laughter to tears and back again. With the help of some relaxation techniques and psychological skills, she started off, made the first turn and then froze . . . but only for a moment. She kept going, through another turn and then another. It wasn't long before her mind caught up to her body, gaining confidence and overcoming her fear. From then on, she did a beautiful sequence of linked turns without stopping—even during the most difficult area of that run. When I met her at the bottom, it was as though a heavy weight had been lifted from her shoulders. Her countenance was radiant and she had a smile that I won't soon forget.

That may have been a small dream, but it still took courage to dream it. She had to first have the courage to decide that she would face her fears by recognizing their irrationality and then doing what was necessary to overcome them.

Do you dare to dream big? Will you have the courage to dream something that is just a little bit frightening or something that seems impossible right now?

Big dreams will make you gulp . . . hard. But you'll join a cast of many who have reaped the enormous benefits of doing so—including a 10-year-old girl, Ray Kroc, the Colonel, Roger Bannister and Valerie.

Are you starting to get the picture?

Let's look at your life and start to get a little more

specific. During this next section, you will go through a series of questions that are designed to get you away from where you are right now and move you to a place where you can think of the future.

EXERCISE ONE.

LIFE AT 80

“Happy 80th Birthday to you!”

Can you imagine a throng of friends and relatives shouting out these words as they surround you on the occasion of your 80th birthday? It’s a day filled with presents, singing, lots of hugs and plenty of cake. Everyone will celebrate you and the life that you’ve led. Right?

But—are you sure? What exactly will they be celebrating? And what are you doing now to make sure there is something to celebrate on that day?

The following exercise is a powerful tool that is designed to help you think of what you want your life to be. All you have to do is imagine that it’s your 80th birthday party and you are looking back over the last eight decades of your life.

Take a few minutes to describe what that party will be like by answering the following 10 questions. Don’t underestimate the power of this exercise—it could change your life and legacy forever.

VISION

1) Who will be with you at your party? (Husband/wife, children, grandchildren, great-grandchildren, friends, relatives, career associates, etc.)

2) What will be the quality of each of these relationships? (Be specific for relationships like your spouse and children, and more general for less-significant relationships.)

3) What will your health be like at 80? Will you be healthy and able to travel? Will you live independently?

4) What will your regular activities be when you are 80?

5) Will you have a sense of purpose and meaning? In other words, will you still have a reason to get out of bed every morning? How will you spend your time?

6) What will people say about you as they stand up to speak about you? What will they consider the most significant accomplishments of your life?

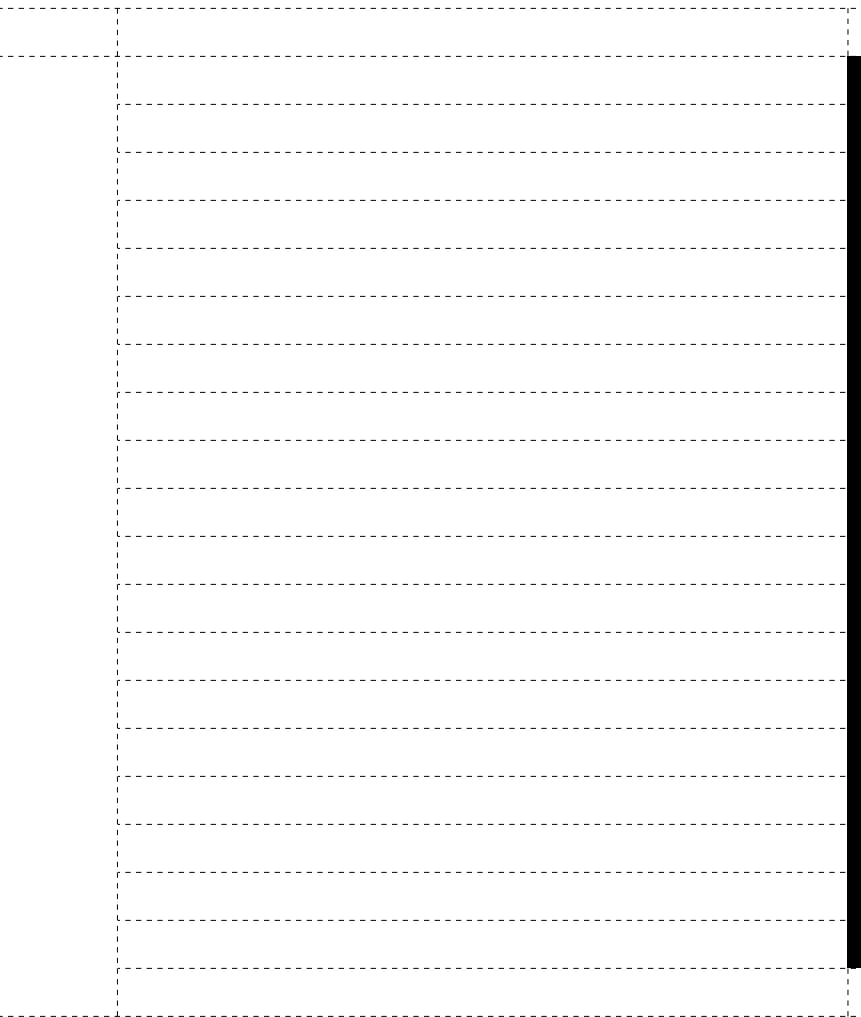
7) What will your spiritual and emotional life be like? Will you have a sense of how you fit in the universe and of the contribution that you have made during 80 years of living? Will love, joy and peace be prevalent at 80? What will be your view of God and life-after-death?

8) *What about your finances? Where will you live? Will you be financially secure? How long will your resources last, and where will they come from?*

9) *What will your values be? Will they be the same values that you currently have? If you think they may change, please explain why.*

10) *At the end of the party when the room is quiet, someone stands up and says, "We've heard some interesting and wonderful things about you tonight, but I probably knew you as well as anyone. Let me tell you what I think was your most important contribution, because it best describes who you are and who you have been throughout your life." What would they say?*

A series of horizontal dashed lines for writing.



VISION

Congratulations! This isn't an easy exercise to complete, but when you think of how you would like your life to be at 80, you create an image in your mind and heart that can become a vision for your life. As the saying goes, "If you don't know where you're going, any road will get you there." The few minutes that you have invested today will help you to "know where you're going" and will encourage you to start building a bridge to your future.

You are now ready to take the next step in your adventure toward a changed life.

PREPARING TO WRITE A VISION STATEMENT

This is the fun part; a time when you can create something that does not yet exist by dreaming the impossible dream. This is the time when you become a leader in your own life; a time when you can put on a different set of glasses and see what unexpected adventure will unfold. This is the time to remove the boundaries of what you do or what you have done, and focus instead on becoming the person that you were designed to become. (I know you're in there!)

Are you ready? Prepare to go where you may never have gone before.

You have already done the most powerful preparation for developing a life vision by establishing a foundation of purpose and the structure of a mission for your life. In other words, you should know who you are and what you are designed to do before you decide where you want it to take you! When the realizations of these two things come alive, a vision is often spontaneously birthed. For some, it's like fireworks in their soul; for others it's harder to recognize. But I urge you to listen carefully as this vision slowly starts to

take shape in your heart and mind.

Can you see yourself in the middle of your vision? There is truly genius in the courage to take the first step and write down what you may think your craziest thoughts and dreams are. After all, if not you, then who? If not now, then when?

Dreams do come true.

—KATHY KREINER-PHILLIPS

1976 Olympic and World Champion

As you dream, you will draw nearer to your vision. After all, if you merely think about things as they are, you are likely to create more of the same. Conversely, if you think of the way things could be, you will more likely create more of what could be. So what do you want to think and what visions do you want to hold?

In my experience, most people choose not to have a bold vision because of a fear of failure, false humility and a host of other reasons. But you have been created for a reason, and you can either choose to believe that or not. Your abilities are far greater than you currently believe they are.

Your vision may not only be about what you want; it is also a responsibility you have to be all that you can be for yourself, your family, your friends, your community and your country. I have heard it said, “Your life is God’s gift to you. What you do with that life is your gift to Him.”

So determine now to accept the challenge to dare to dream big dreams like a 10-year-old girl who challenged the world. . . and won!

Cherish your visions and
your dreams as they are the
children of your soul; the
blueprints of our ultimate
achievements.

—NAPOLEON HILL

EXERCISE TWO.

RECORD YOUR PURPOSE AND MISSION

1) *Before we get started, re-write your statements of purpose and mission in the space provided.*

2) *Review your life purpose with vision in mind. Remember who you are and the reason you were created. You were not just a random accident. You are here for a reason, and to do something that no other person alive can do. Then reflect on your mission and what you will do with your life.*

3) *Now let's head for blue sky. If you had all the money you needed and all the support that was required, where would you go with your powerful purpose and meaningful mission? How would the future be changed by your dream?*

MY LIFE PURPOSE IS TO BE . . .

MY LIFE MISSION IS TO . . .

EXERCISE THREE.
THREE STEPS TOWARD VISION

STEP ONE.

*Think about how your purpose and mission
would be lived out in the future:*

Where would your vision occur?

When will it happen?

Who will perform it with you?

What are the core activities of your vision?

Who/what would you reach or impact through your vision?

What is the result of your vision?

STEP THREE.

Finish the following statements:

If I had:

Then I would:

Imagination is everything.

—ALBERT EINSTEIN

EXERCISE FOUR.

WHAT WILL BE THE VISION FOR MY LIFE?

Now is the time to reach into the unknown and dream, just like Ray Kroc, Colonel Sanders, Roger Bannister and Kathy Kreiner.

Combine your answers from Steps One through Three to write a first draft of your Personal Life Vision. Put it in your day timer, on your calendar, desk or even on the fridge. Most importantly, memorize it and review it often. Although this may not be your final statement, it's my hope that this will be the first draft of something that can be truly transforming for you and everyone who comes in contact with you.

As a man thinketh,
so shall he be.

MY LIFE VISION IS . . .

A large rectangular area defined by dashed lines, intended for writing a personal vision statement. The area is currently blank.

EXERCISE FIVE.

TESTING YOUR VISION

A truly powerful vision statement will be described by, or be an answer to, all of the following points. Review your vision statement with the following criteria:

It will:

make you gulp . . . hard (mine does)

be a little embarrassing to tell others because it seems so big

feel like it exceeds your grasp

be clear (dream in Technicolor)

be where you really want to go

be a statement of something that isn't yet reality

be easily understood by a 12 year-old

honour and extend your purpose and your mission

honour your core roles and values

be filled with virtue

Dave's life vision:

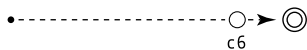
To empower all North American business leaders and children (ages 30-50 and 9-13) to change the world by giving them hope, courage, and a meaningful understanding of Life Purpose, Mission and Vision.



CHAPTER SIX

CONCLUSION

LET THE ADVENTURE BEGIN



We make a living
by what we get,
but we make a life
by what we give.

—WINSTON CHURCHILL

You're there! You've reached the mountaintop!

If you have diligently and honestly gone through the exercises in this book, then you now stand on top of the biggest mountain on earth. You stand at the ultimate peak . . . and all the adventure and fulfillment of a purpose-filled, mission-driven and vision-directed life lies before you.

Feeling a bit of fear? I hope so.

After all, you've laid out your deepest hopes, dreams and expressions of who you really are. Your life is about to change, and those changes have the potential to lead you into a myriad of different life adventures. You now have a purpose statement that is bigger than who you are at this moment, a mission statement that is the culmination of your greatest ideas and deepest desires, and a vision statement that will make you gulp . . . hard.

It took courage to get this far, and it will take a daily dose of courage and determination to live the life that you have decided is the best life for you and, for all the realtors reading this, "the highest and best use" of your life.

How are you going to maintain this momentum towards positive change?

ACCOUNTABILITY

I would strongly encourage you to reveal some of what you have learned of yourself to a trusted friend, mentor or family member. This is important for two reasons. First, once you have told someone else, a certain level of accountability and expectation begins as you realize that you have "let

the cat out of the bag.” You’ve spoken it; now it’s time to do it. Second, you will also find that having others know your dreams activates them, and you will begin to shape your life in a way that brings you great meaning.

Ask someone to call you on a monthly basis, and ask you these four simple questions:

Are you honouring your life purpose?

Are you working hard at your mission?

Are your activities keeping you directed toward your life vision?

Have you just lied to me?

If you don’t already have in your life a mentor, a close peer relationship, an accountability partner or someone whom you mentor, then I encourage you to take this step. As iron sharpens iron, so one will sharpen another. These kinds of relationships have great power to help you to achieve and live a life worth living.

SOME FINAL THOUGHTS

Life is an adventure that is meant to be lived to the fullest, to the utmost and to the best. The first steps of your journey have been taken and they are leading you to a life that will bring unimagined and incomparable meaning to everything you are, everything you do and everything for which you hope.

A purpose-filled, mission-driven and vision-directed life is yours—and it's now your responsibility to keep walking that path.

Enjoy it. Grow. Live well. Stay focussed on what you were meant to be and do. You only get one shot at life, so make sure you live the life you have been uniquely designed to live.

SUGGESTED RESOURCES

The following resources may be beneficial to you:

Developing the Leader Within You by John Maxwell. Nelson Books, 2000.

Establishing Your Purpose: Ministry in the Marketplace by Vision Foundation Inc. Knoxville, TN, 1993.

Find Your Fit: Dare to Act on God's Design for You by Jane Kise and Kevin Johnson. Bethany House Publishers, 1998. (for youth)

Fired Up for Life: How to Get and Stay Motivated by Greg. A. Gerrie. R.E.A.L. Publishing, 2001.

The Call by Os Guinness. Word Publishing, 1998.

The On-Purpose Person: Making your Life Make Sense by Kevin W. McCarthy. Pinon Press, 2001.

The Path: Creating your Mission Statement for Work and for Life by Laurie Beth Jones. Hyperion, 1996.

The Power of Vision by George Barna. Regal Books, 2003.

Total Life Management by Bob Shank. Multnomah Press, 1990.

What Color is Your Parachute? 2005: A Practical Manual for Job-Hunters and Career-Changers by Richard Bolles. Ten Speed Press, 2004.

ACKNOWLEDGEMENTS

I am grateful to the following for their considerable contributions to the publication of this book:

My wife Kathy and our children, Nelson, Liam and Michela. They have been very tolerant of my writing time and my efforts to work out these concepts in the life of our family over the past 10 years. Thanks!

Mom and Dad. The foundation for a life well lived was learned in your home and under your tutelage, even when things weren't always that easy. My book and my life will always be grateful.

My clients. Their names have been changed to protect the innocent, but many of the illustrations in this book have come from business leaders across North America. I have been surprised at both the commonality of their issues and the individuality of their many paths to a balanced, integrated and whole life.

Susan Martinuk (Sooooooyzy, as she's affectionately known). She is a remarkable gatekeeper who understands the power of words and can apply them clearly to difficult concepts. Without her keen attention to detail, content and conceptual flow, this book wouldn't have been nearly as clear or effective for readers.

My friends at Rethink. I'm unimaginably grateful for Ian's commitment to this project and the creative efforts of the Rethink Team. Lisa and Patsy managed the project with professionalism and kind persistence; while Dale and Tom watched over even the smallest details. I am thrilled with Jaime's concept development, graphic design and layout. The ideas of these creative people have made this book complete.



ABOUT THE AUTHOR

Dave Phillips believes that every person has been uniquely designed to live an extraordinary, purpose-filled life that makes a difference. For more than 20 years, he has encouraged and inspired business leaders and professional athletes as a motivational speaker and life/business coach. Dave is a world-class athlete who has been both a member and coach of Canada's national freestyle ski team, and currently holds two World Records for duration skiing. He lives in North Vancouver with his wife Kathy, an Olympic gold medalist and World Cup alpine skiing champion, and their three children, Nelson, Liam and Michela.