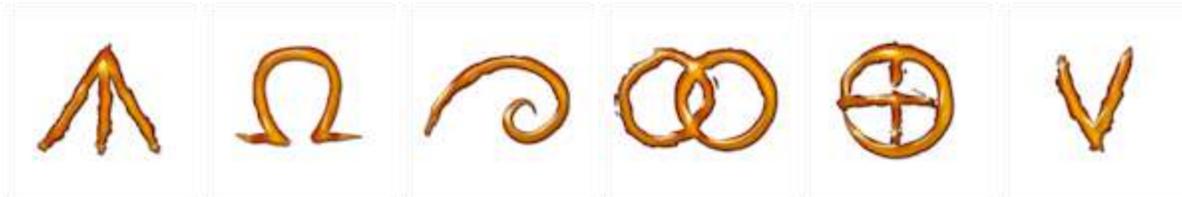


THE SIX POWERS OF PURPOSE™

A Summary





The Six Powers of Purpose

This document serves to summarize The Six Powers of Purpose™. I've written it to be an introduction to, or a simple reminder of, what they are, how they work together, and why it is so important for you to inject them into your life.

Most organizations don't make the progress they could because they don't know the single most important discovery for making progress: purpose, and how to use its power to energize and engage the workforce. As you read this document, it will become evident to you that the application of these concepts begins with the individual, and spreads through to the organization like a healing virus.

When your organization is injected with these ideas and practices, employee engagement soars, retention increases, productivity is multiplied and profits are the result.

There's only so much that can be squeezed out of an organization in cost reduction, productivity and profits before things begin to fall apart. The solution is not to force more out of the organization, but to allow the organization to flourish and grow of its own accord. To that end, and for you, dear reader, I've developed these concepts.

The first two powers, The Power of Who You Are, and The Power of Who You Will Become, act like a locomotive. They are the engine that drives you forward. Once you have gained clarity about your life in relation to these first two powers, you'll be amazed at the newfound energy and the possibilities that await you. Like that locomotive, you will become an unstoppable force that pushes its way through to your personal, clearly-defined future.

You will additionally see the world and your relationships differently. Once you have discovered your new self-confidence, value to others and focus, it will be difficult for you to keep your newfound knowledge and excitement to yourself. You will want to share it with others so that they can also benefit from your experience.

It really is a life-changing experience. Unfortunately, as this is a summary only, it doesn't carry with it the tools to help you in the self-discovery process. But that's not my intention here. This is meant to act as a general introduction or reminder resource only.

The other four powers, those of Capacity, Relationship, Spirituality and Concentration of Force, are the tracks for your locomotive. They keep you on course. They aid you along the way to stay focused, continue growing, remain healthy, and be free from distraction.

Everything you do - or choose to do - becomes subject to your unique map, the map that takes you from who you are to who you want to become. If it doesn't fit on your map, it's not for you. Things that don't fit will be immediately evident to you. The things that don't fit will include some people, books, foods, short-sighted goals, and even negative ways of thinking. If it doesn't fit on your map, it's easy for you to say, "no." This newfound ability leaves you with 100% of your energy, gifts, and assets to be focused in one direction: your own future. But this is not a future that is focused solely on you. It's a future that commands you to bring others along, to help them discover their own journey, and to guide them along their way.

Confidence is multiplied, life becomes more clear and focused, decisions come much more easily, and time wasted on useless projects becomes a thing of the past. Because so much waste is scraped away from your life, you find time for what's really important. You become the driver, not the driven.

The Six Powers of Purpose is unlike any other methodology used for making progress. Rather than reducing your life down to goals, objectives and tasks to be accomplished, it begins and ends... with *you*. Current philosophy teaches the steps necessary to reach goals. But what good is any of that if you end up having accomplished everything you wish, only to discover too late that you were on the wrong track all along?

The Six Powers of Purpose is a defense against the misguided methods of goal achievement that we've been taught. Rather than looking forward to a life we want to live, The Six Powers helps you to define the legacy you want to leave. Starting from the end and looking back over one's life is the key to creating the most compelling goal possible, the future you.

So here we have the structure for discovering one's ultimate purpose, a structure which also provides the pathway to achieve it.

Below, I've given some very basic definitions about The Six Powers, and how each will be important to you, your future, and to the lives of those around you.



The First Power: The Power of Who You Are

“Your greatest strength is found in who you are.”

How many times in your life have people told you to just “be yourself?” “You’ll be great if you’ll just be yourself!” “Aw, c’mon... people will love you if you’ll just be yourself.” It’s a mantra that is repeated to us time and again, and as you’ve likely found, “being yourself” isn’t nearly as easy as it sounds. And worse, sometimes we’re ashamed to just be ourselves.

Our entire culture is built around telling you that you are not good enough. You are too fat, too thin, too tall or too short. Your breasts are too small, you are going bald or your teeth aren’t white enough. You don’t know enough, you have a poor vocabulary, or don’t have enough confidence. In short, who would ever want to be you?! Our economy would fail if companies were suddenly unable to convince you that something was wrong with you.

So who would ever want to be you? You should, that’s who. There are a couple of reasons for this. The first is because you are the only person you will ever be. The second is that trying to be someone else is just nuts.

So here we have a real tragedy: you are told to be yourself, the same person whom our culture has said over and over again, is worthless.

The First Power helps people to understand, enjoy and accept fully – who they are. Assessments are helpful, but the key to the First Power is the discovery of how cool you really are. The First Power identifies your gifts, your strengths and your uniqueness and helps you to accept the real value that you bring to the world.

The discovery of who you are is done through the perspective of three legs of a stool or a tripod: Your *intellect* (it’s not just intelligence), your *inclination* – (the way you are naturally inclined to do things), and your *intuition*, (the whole of your experience, judgment, biases and emotional selves).

If you are to discover yourself, to gain confidence in and truly love yourself, it’s critical that you take time to do that discovery.

Knowing who you are - and frankly, who you aren’t - is the beginning of your trip.

Some keys to The Power of Who You Are:

- Discover why people appreciate you
- Appreciate the uniqueness and strengths of others
- Focus on what you do well
- Strive to understand the depth of your knowledge, your unique methods and your biases
- Accept your humanity: you will make mistakes. Learn, rather than be crippled, from them



The Second Power: The Power of Who You Will Become

“The most powerful goal you will ever have...is you.”

Take a good look at the list of your goals. Think about why you do everything you do. Why have you set those goals? What is the ultimate purpose of your actions? Some people would go so far as to ask, “Why am I here?”

This ubiquitous question is often considered to be un-considerable. It’s too big. It’s impossible to answer. A typical response is either to shrug it off as rhetorical and unanswerable, or to throw out some fuzzy retort that is so broad as to defy the question with an even more broad and unspecific response.

The fact is that there is an answer. I don’t know it, but you do. That’s because the only correct answer is *your answer*. And figuring it out is not as complex as you think. All you need in order to discover the answer is to go through a simple thinking process. Rather than brush off the question, you can actually answer the question for yourself. Determine your purpose for being here. Define the reason for your existence. It’s not complicated; it just needs some of your time and attention.

This is the process of creating your own Omega Statement™. Your Omega Statement is your personal and thoughtful answer to the question of why you are here. Yours is the answer to the following – The Omega Question™:

“At the conclusion of my life, what attributes do I want to embody, what accomplishments do I want to have made, and what assets do I want to have acquired? All of this to determine who I want to become.”

In a world of The Omega Question, assets, the things we most often think of when talking about our future, take on a very different meaning. A new or bigger house, boat, retirement investments, a larger bank account: these are where our minds typically go when we think of assets. In the world of The Six Powers of Purpose, assets are not acquired solely for “mansion building,” but for the singular purpose of supporting your other two goals.

Attributes are the adjectives that describe the type of person you want to be. And while accomplishments include everything from schooling to volunteerism to career-building, the most important accomplishment is typically the development of wonderful relationships.

You see, we’ve been taught to ask the wrong question: “What do I want to do with my life?” “Why am I here?” What I’m suggesting is that you ask another question. It’s a question that looks backward on your

life, instead of forward. It's a question that considers your life from its end. This question asks, "What do I want to have done with my life?"

There's a big difference.

At life's finale, the things we spend most of our time on today are of little consequence. What concerns people from that perspective is not what they did, but what they didn't do. Where we spend most of our time building careers and assets, people who reflect on their lives from its end consider these to be of little value. Understanding this viewpoint is so important that I've built my entire teaching around this one concept: "What do I want to have done with my life?" From that perspective, the answers are very different, and much more satisfying.

The power of this question is that your answer becomes the most compelling goal of your life. Rather than creating goals and slogging through life working hard to achieve them, discovering who you want to become defines a goal that is gravitational; it *pulls* you toward your future. No more pushing and forcing your way forward. Your new future actually grabs you by the collar and drags you toward it. Your confidence increases geometrically with every step. Your choices become much easier. Life is much more simple and fulfilling, knowing the power of your final destination. Life is no longer just a list of things you want to do before it ends. Life becomes a journey to create a supremely satisfying world that brought - and brings - joy to you and to everyone else in your life.

This is the power of who you will become. And once you know who your future self will be, everything else just falls into place.

Some keys to The Power of Who You Will Become:

- Use The Omega Question workbook or workshop to clearly define the full person that you want to become
- See your life from its end, not from the "now"
- Specify the legacy that you want to leave
- Write it down
- Keep your Omega Statement in front of you daily
- Consider every decision you make against that statement

"It's not about the life you are living; it's about creating a life you want to have lived."



The Third Power: The Power of Capacity

“Capacity is created when opportunity meets human potential.”

This, the first of the four powers that keep you on track, is all about growth. It’s not just about your growth, but about growth of everyone – and every thing – with which you come in contact. Capacity is learning, overcoming fear, creating change and the ability to manage it. It’s preparation for the future, developing and encouraging others, and most of all, it’s about building capacity all around you that will buoy you up as you move toward your ultimate goals.

Capacity is built in numerous ways. Some of it is the confidence that comes from having gone through the thinking processes of discovering who you are, and who you want to become. Capacity is derived from focus, continuous learning and development of new challenges.

Its roots are found in the desire to create change, freedom from minutia, and a strong desire to empower and invest in the lives of others around you.

Your capacity to grow is limited only by your dreams. Most people build those dreams on the wrong foundation. They live in relative isolation and believe that the shortest route to success is by way of their own hands. Their dreams are limited, indeed. Those who discover the Power of Capacity realize that the biggest dreams come through the empowerment of others. To these dreams there is no limit.

When you consider the significance this power plays in the individual, imagine what it will do for your organization. With the philosophy of unlimited capacity on the part of the individual, you can project the outcome of the power unleashed when the thinking is expanded through your organization. Rather than managing people, wouldn’t you prefer managing the challenges of newfound growth?

Some keys to The Power of Capacity:

- Commit to a personal program of scheduled, continuous learning
- Invite others to participate with you
- Empower and invest in the growth of others
- Do not limit the potential of others to their job description
- Create change constantly. Make change that is always progressive; sometimes scary
- Seek out followers whose Omega Statements will be served by your organizational goals



The Fourth Power: The Power of Relationship

“Engagement happens where the interests, goals and desires of the employee intersect with the purpose of the organization.”

There’s one particularly interesting thing about being human: you can’t do it by yourself. Humanity is nothing without its relationship with others.

The people with whom you work are not job descriptions. They are not cattle. They are people who – just like you – seek respect, find joy in being helpful, benefit from recognition, appreciate appreciation, seek to learn, want to succeed, have more to offer, and wish to make a difference.

Do you treat them as you would like to be treated yourself? (Where have we heard *this* before?)

Relationship happens when all of the pretense falls away. Organizations are made up of people, people who respond to two sides of the same coin: *people* and *position*. You may lead through power and authority (position), but the most effective leaders lead through relationships (people). Position and authority are best served when the person in authority adopts a nature of service. Whom would you choose to follow: a manager or business owner who plays with your livelihood like an eggshell in their hands, or someone who counts on your skills, abilities and accumulated knowledge to move everyone forward?

Not only is there a relationship among employees, but if an organization is to succeed – especially in today’s economy - *there must also be a relationship between the purposes of the individual and the goals of the organization*. The greater the overlap, the stronger the organization. The challenge for management is to help each employee to discover their own purpose, then to seek intersections at which the employee’s purpose can be furthered by the purpose of the organization.

Today, people call this “employee engagement.” But too often, the term is defined by making employees happy and productive. My definition differs significantly. One cannot *make* employees be anything. True employee engagement happens only where the interests, goals and desires of the employee intersect with the *purpose* of the organization. This is where engagement begins and ends. When both are fed, magic happens. When only one is fed, the outcome is at most, mediocrity.

Engagement and retention are greatly enhanced by The Power of Relationship.

Relationship serves. Relationship invests. And while some may scoff at the mere mention of the term, relationship loves.

Some keys to The Power of Relationship:

- See individuals as a whole person, not just someone who is a slave to the master of their job description
- Empower people; offer participation and set them free to succeed or fail
- Honor their attempts. Downplay mistakes as they are usually quite evident
- Lead by investing in others
- Believe in others; look for what they *can* be and coach them to achieve it
- Don't lead through power. Lead through service



The Fifth Power: The Power of Spirituality

“Seek well-being and unity in and through Spirituality”

These days, the term “spirituality” covers a lot of ground. To some it is “inner peace.” To others it is a matter of their faith. Still others consider physical health and wellbeing as all or part of their spirituality. The definition of spirituality for our purposes includes them all. It has to; only your definition is the right one, and you will need to create your own definition. For my purposes, I’m asking you to consider all aspects of this category. The goal is for you to find the right combination of elements that feed you.

Physical exercise, the practice of mindfulness or prayer, healthful eating habits, peace, exercise, time for reflection; these are all elements for you to consider. The point is that you need to pay attention to yourself. In order to do so, you must make a plan.

You wouldn’t be reading this if you weren’t motivated to grow and make positive change in the world. The trouble is that most people who are reading this, are also notoriously bad at taking care of themselves. They fill every moment. They run themselves (and the people around them) ragged. They are never satisfied with things the way they are.

I hope you don’t fit that profile. But if you do, The Power of Spirituality will help you to find yourself again.

You are made up of many parts: your brain, your body, emotions, and your soul (however you define it). One cannot be at peace unless all four are considered. Physical aspects are apparent: you don’t get enough rest, your sleep is troubled, you are over or under weight, you don’t have enough physical activity or your eating habits are not healthy. These are probably quite evident to you and you know what you can do about them.

Also of significant consequence, but not often considered, are the elements of the brain, emotions and the soul.

As humans, we are inclined to expend our brain power by living in either the future or the past. Rarely are we truly in the present. Human minds are either ruminating on past events or making plans for – or worrying about - the future. In this state, it’s difficult to be at peace. Living in the moment, through prayer or meditation of some kind, not only brings peace to the body, but also benefits your memory and ability to learn. Like your body, your brain needs a break; you must find time to be at peace.

Your emotional state plays a significant factor in how you see and respond to the world around you. It affects the way others see you as well. Emotions must be considered in at least two types: long-term habits and short-term fluctuations. Long-term habits show us as we typically live. Short-term fluctuations come and go as quickly as they start, and are usually a response to an unusual or

environmental circumstance such as a loss of a job, a death or some other significant issue that gives a jolt to the emotional system.

The brain, body, emotions and soul need your attention. If you wish to be of value to others, you must start by valuing yourself.

Some keys to The Power of Spirituality:

- Make time for yourself
- Create quiet time when you can live in the moment. Prayer, meditation and yoga are all ways to quiet your mind
- Consider your physical health: food and nutrition, exercise and regular physical examinations
- Consider your mental status. Are you learning? Burnt out? Mentally fatigued?
- Hire a professional to help you gain an outside perspective of your emotional well-being. On your own you can reflect on how you are feeling, acting and responding to others
- Make a plan. Keep it simple and start small
- Commit to your plan. Tell someone else who will help you to be accountable



The Sixth Power: The Power of Concentration of Force

“Fewer goals make greater progress.”

It’s an interesting fact that less is more. People like you who have big dreams and/or carefully crafted plans often forget about this little maxim. Less is more. You’d be amazed at the problems this perspective creates for people.

Let me give you an example. I’m thinking of three specific clients who deal with this challenge. Their stories are remarkably similar. And their problems are quite common.

For our purposes, I’ll wrap them all up into one character I’ll call Steve.

Steve is an amazing guy. He is very creative, talented and works very, very hard in his business. He makes friends easily and develops many wonderful relationships with friends and clients.

He’s not what you’d call a “success” by business standards, though. Steve has always had trouble keeping his head above water. He is constantly strapped for cash and vendors are forever snapping at his heels. Steve has some very big dreams, but it’s unlikely that he will ever realize them; he’s already stuck in a path to a future from which he may never break free. Why? Frankly, he’s too excited about his future, a future of many wonderful possibilities.

I don’t think he’ll ever see them come true.

Unless...

Steve is at the big end on the spectrum of wonderful ideas. While he has many, he doesn’t make much progress on any one of them. Like a small amount of butter on a large piece of bread, there’s only so much of Steve to go around.

Steve needs to do less to do more.

If Steve can look at all of his options and compare them against the ideal goal, his Omega Statement, he will realize that all of his dreams are compromising any one of them coming true. This is hard for Steve, because he sees giving up on any dream as a loss of opportunity. But it’s a sure bet that the more opportunities he pursues, the less likely it is that he will achieve his goals.

Steve needs to focus his attention on one or two goals, and put all of his energy behind them. Imagine the power of this concentration of his force when all of his time, talent, energy, resources, creativity and drive are focused on one outcome! K.I.S.S. (keep it simple, stupid). “Simplicity sustains success.” “Less is more.”

You don't need to be a "Steve" to be distracted by too many goals. But you do need to keep them from diluting your success. I use this formula to explain it: Where E = effectiveness, R = resources and O = opportunities:

$$E = R/O$$

Your effectiveness is equal to your total resources (time, people, assets, etc.) divided by the opportunities you pursue.

You can now see that many good ideas are better left as ideas. Moreover, there is no loss of opportunity. Limited goals create limitless depth and breadth of new and more powerful ideas that are all related, not scattered. There is never a limit to ideas, even when the channels out of which they come are limited.

Not everyone faces this challenge as strongly as does Steve, but most everyone tries to do too many things. The point is that your efforts will show much greater result when you limit your goals.

Here are some keys to The Power of Concentration of Force:

- Make a list of all of the goals and/or projects on which you are working
- Consider your Omega Statement in conjunction with your corporate mission
- Ask yourself which two goals and/or projects most closely fit
- Imagine what you could accomplish if all of your resources were applied to these and these only
- Make a plan to reorganize and meet the new challenge

Conclusion:

**“If you want something to change...
...you’ve got to change something.”**

I’ve written here about The Six Powers of Purpose so that you can review these concepts regularly. It’s important that you do. If you find these to be valuable, you must find a way to habituate yourself to the principles. This may mean reading them daily for a few weeks (yes, it takes that long to train the brain to make change.) The best way to learn and incorporate them into your life is to teach them to others. Most of us learn best when we teach.

My Omega Statement is served by producing this summary for you. One of my goals is to have affected thousands, if not millions of people, in a positive way. The Six Powers of Purpose is that vehicle for me, and plays a very significant role in what drives me forward.

If this summary is helpful to you, it is my hope that you will pass it along to others. But please urge your colleagues, friends or family to get the most current edition here:

www.JeffreyTobin.com/T6P-summary

Here are some other helpful links for you:

Visit my blog: www.JeffreyTobin.com/blog

Get my weekly article: www.jeffreytobin.com/mailling-list/

Follow me on Twitter: www.twitter.com/JeffreyTobin

Join me on LinkedIn: www.linkedin.com/profile/view?id=6256628

How I Can Be More Helpful:

I am a professional speaker and personal mentor. I work with organizations that want to align their employees with their company vision so that everyone is more engaged, productive, and ultimately - more profitable.

I speak internationally on the subject of The Six Powers of Purpose in the form of keynotes, workshops, and mentoring for both leaders and their organizations. I'm not just a topical philosopher: my wife and I own numerous businesses, and have built and grown them for well over 20 years. This vast experience and mentoring is the deep resource from which I pull my learning and teaching.

Most organizations don't make the progress they could because they don't know the single most important discovery for making progress: purpose, and how to use its power to energize and engage the workforce.

My presentations are unique because they deal with the most foundational element of creating change: the individual and his or her relationship to others.

People hire me for:

- Conferences
- Conventions
- Workshops
- Onsite training
- Breakout sessions
- Management retreats
- Leadership retreats

My topic is best suited for:

- Human resources issues
- Employee engagement
- Change and change management
- Inspiration and motivation
- Team building
- Work/life balance
- Employee empowerment
- Productivity
- Team problem solving

When you have a need, please contact me directly at the information below.

My sincere best to you. I look forward to your success!

Jeffrey Tobin