

7 PROVEN STEPS TO *CREATING CLARITY & PURPOSE* IN YOUR CORPORATE CAREER

Written by

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(while summoning his inner Morpheus)



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About Derrick...

The quick version of my story is I went from wearing the golden handcuffs and being successfully unhappy in the financial industry to knowing exactly what I wanted out of my career and having the confidence to pursue it... all in the span of 6 months.

I went on to build a coaching business that has become the definition of professional fulfillment for me (the more I work the more I grow). I even get to be the family man I dreamed of for many years... spending **QUALITY** time with my wife and children.



And the reason I'm sharing these steps is to help you get to your version of the same place. I could care less about you becoming an entrepreneur... but I couldn't care more about helping you experience the freedom that comes with knowing exactly what you want out of your professional life. Read on to learn...

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Step #1: Rise Above The Myths And Get To Know Yourself

Finding your clarity and purpose requires you to rise above all the myths you've been taught... myths that have likely been ingrained in your thinking from day one.

Steer clear of the backwards tihslub you hear about success:

- Work hard › Climb corporate ladder › Attain success › Be happy
- "I just need a new job and my problems will go away..."
- "Things will be easy once I find the perfect job..."

You must put all of this on hold and get to know yourself all over again... not the person you were 10 years ago, or the person you thought you would be, but the person you are now.

In fact, if you've ever said the words "I don't know what I want to do...", what you're really saying is you don't know yourself well enough and/or you're not confident enough to say– and seek–what you want.

The right way to build self-confidence is by building self-knowledge. Take some time to reflect on your experiences so you can learn YOUR rules for success. Rise above the myths by figuring out what's most important to YOU.



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Step #2: Strategically Experiment With Your Gifts

Remember that confidence thing I mentioned in step 1... guess what? It's actually not some attitude you trick yourself into having.

Real confidence is a skill... a tactic, which means it can be learned. And the way you learn it is by taking your new knowledge of self, and using it!

This is really in the spirit of being authentic... being yourself.

Doing what's natural for you will—ironically—feel completely unnatural (at first). So when you start experimenting, I need you to get out of this mindset of failure... screwing up... or looking bad.

Strategically experiment with the things that make you, you. For example:

- If creativity is really important to you, create ways to express this at work.
- If you value ambition, then start sharing your dreams and taking concrete actions toward them... no more hiding and playing small.
- If you truly believe acknowledgment is a motivator for success, then start recognizing the contributions of your colleagues every single day.

Word of warning: whenever you're opening yourself up to the world, the 'F' word is bound to appear.

Fear!

Especially fear of judgment. If you feel this fear, don't fight it... embrace it. **It means you are finally free and alive and doing something that matters to you!**

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Step #3: Decide Your Purpose And Then Act... *On Purpose!*

You ever use a word so much that you actually forget what it means?

It's frikkin called your PURPOSE, yet we still expect to "find" it... to run into it "accidentally."

Negative.

Successful and fulfilled people actually decide their purpose and then walk toward it, paying very close attention to the "feedback" they get.

If you feel you know your purpose, but it just seems too difficult to follow... here's what I recommend:

- Take small, deliberate, intentional, purposeful steps each and every day.

IMPORTANT:

I don't believe the concept of 'immediate results' exists on your journey to clarity. You want instant results go buy a cheeseburger...

Even if I knew a shortcut I wouldn't give it to you! **Real change takes time, my friend.**

I read this quote every day for almost an entire year when I was creating clarity & purpose in my career... may it be a source of inspiration for you too:

"Nothing will work unless you do."

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Step #4: Create Fulfillment By Creating Cohesion

A wise man once said to dream lofty dreams... and as you dream... so shall you become.

And when you go to bed checking email, wake up checking email, spend all day at work, chances are your dreams have a lot to do with work. The only problem is **YOU ARE MORE THAN YOUR JOB!** In order to create fulfillment, you need to create balance. *(Note - I said balance, not equality.)*

The correct way to do that is to:

- Identify the areas of life that are important to you
- Allow yourself to dream, imagine, envision what you want in these areas
- Use your alchemy powers and turn those dreams to reality

It may or may not feel like it in the moment, but over time you put so much into your career you end up leaving almost nothing for the other parts of your life.

You can't do a good job if your job is all you do. You cannot be fulfilled if the only place you're winning is at work (assuming it's at least happening there)! I decided ownership was a key area... here's the dream I wrote for my business before I had it:

FOUNDER OF _____, LLC. TO CREATE COMPANIES THAT ALLOW ME TO TRANSFORM THE LIVES OF THE CLIENTS I SERVE IN A WAY THAT MAKES THE ENTIRE WORLD A BETTER PLACE. TO CREATE A VEHICLE THAT HELPS ME GROW AND LEARN CONTINUOUSLY ABOUT LIFE AND THE PEOPLE IN IT. I WANT COMPANIES THAT ARE ABSOLUTELY MAGICAL IN WHAT THEY DO EACH AND EVERY DAY. COMPANIES THAT EQUIP PEOPLE TO BE THEIR BEST SELF.

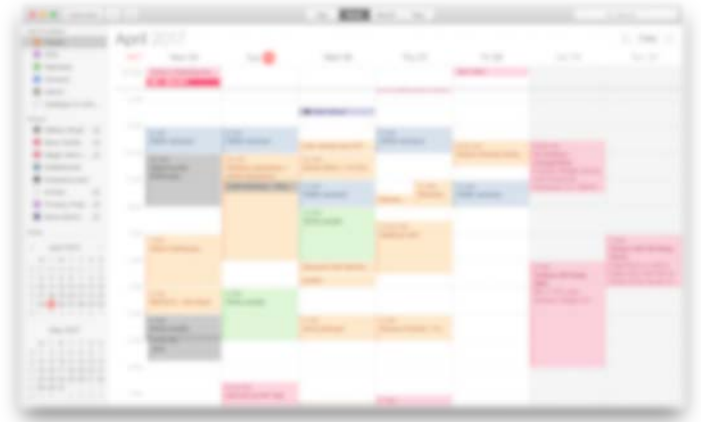
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Step #5: Put First Things First (No, Really!)

I don't care how you do it, what program/app/method you use to get it done, but you absolutely must learn to prioritize and put first things first.

FACTS! I'd even go so far as to say... above all else... you need to put yourself first during this journey toward clarity and purpose.

Trying to accomplish everything at once is a surefire way to turn all those lofty dreams into lowly nightmares. Put first things first, second things second, and schedule them both in here →



Begin prioritizing what matters most and take deliberate and consistent steps towards those items. Whatever your approach, I want you to adopt a new mindset around this whole time management thing...

Think of birthdays, superbowl, your fav TV shows... the reason you never miss them is because they have become rituals in your life. So in the spirit of putting first things first, I want you to...

Change your relationship with time by establishing a ritual to manage it!

"Success is only another form of failure if we forget what our priorities should be."

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Step #6: Take Out The Trash To Make Room For The Good Things

in my best Family Feud voice

We surveyed 100 people asking them to name the #1 thing stopping you from reaching your full potential at work. The top 3 answers on the board were:



Tell me something. You wouldn't pack garbage and trash and take it with you on vacation, would you? You wouldn't move into a new home and bring all the dirty/broken stuff with you, right? Same thing applies here!

When you are moving to a new place of clarity and purpose at work, you need to leave all your proverbial trash behind:

- Take control of your emotions instead of being controlled by them
- Learn to stop beating yourself up and being your own worst enemy
- Rewrite the beliefs/lies you've told yourself (I can't do this or shouldn't that)
- Put self-doubt in it's proper place (yes, there is a place for it)

Take all of your bad habits, which are likely subconscious habits, and throw them in the trash!

"As a man thinketh..."

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Step #7: Express Yourself

Clarity. Purpose. Clarity. Purpose. Clarity. Purpose. Clarity. Purpose.

Maybe it would help if we instead called those words: Clarity-ing and Purpos-ing.

Why, you ask? Because clarity and purpose isn't some destination you reach! It's not an "end game." Bringing these things to your career is an ongoing process... a journey.

Living and working with purpose means you are continuously evolving as a person and contributing to the world around you. (Please memorize this definition.)

And once you have put in the work to grow internally, the next stage in your evolution is to express yourself and show those changes to the world.

Here are a few simple things you can do:

- Whatever your goal, it would obviously help if you had help... so start asking for it! **Start asking for the things you want period so you get used to hearing both no and yes.**
- Study the science of communication so you can connect and build with anyone.
- Step out your comfort zone, or expand it, by trying something new. Put yourself in uncomfortable situations because that's where you see how much you've truly grown. Think small and big for this one!
- Talk about your growth in front of a crowd
- Share a contrarian view at work

"Ask and ye shall..."

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That's all for now, but look out for my next email...

There's a lot that's packed into these short pages, and the real question is how much of it are you going to apply...

I'm going to be sending you several emails that show you how I implemented these steps to gain a level of clarity, confidence and purpose that completely transformed my career and my life.

I'll also give you one of my BEST Self-Discovery tools (to help with Step #1) for FREE! But you gotta read those emails to get it!



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See you soon!