

WORK BOOK ONE



**PURPOSE  
INTRODUCTION**

**WHY DO IT?**

**WHAT'S IT ALL ABOUT?**



**COACHING ACADEMY SPECIALIST**  
**Where Small Businesses Grow**

# Purpose Introduction

## The Five Guiding Principles

*“Success in business requires training and discipline and hard work. But if you’re not frightened by these things, the opportunities are just as great today as they ever were”.* – **David Rockefeller**

All business owners will readily admit and claim to have a purpose, but the most consistently successful owner is the one who is clear on his Why? His Purpose? His Vision?

‘The Why’ cannot be just material, turnover or profit, these can be goals or targets but to have the greatest impact ‘The Why’ has to be greater than cash, it should have a loftier cause.

Martin Luther King had a dream “I have a dream not a strategic plan”

Steve Jobs wanted to challenge the status quo.

Bill Gates wants a computer in every home.

Alfred Noble wanted Peace in the world.

Mother Teresa , took a vow of poverty and has been single- handedly credited with building over 200, shelters, orphanages and hospitals in over twenty five countries.

Simon Sinek, Helping people find what they Love doing, Training people to do what they Love, helping people find their Purpose in Life.

**Inspire people to do what inspires them.**

Motivation comes from 80% Why and 20% How. When we have a compelling reason, the motivation becomes so much clearer.

## The Five Guiding Principles/Continued

Having clarified your **WHY** or your Purpose the business owner must then tell the world what it is. His staff, his customers, his suppliers, his bankers and his shareholders.

The **WHY** should be indelibly In the minds of all those that matter.

Once 'The Why' is agreed, we can then establish 'What' we are going to do and 'How' we are going to achieve it.

We know that there are significant volumes of books written on 'the secret to success'. Amazon has 4,300 listed, but the most important book has yet to be written i.e.' Your Natural self your own success story'. Your own dream and your own success story. There are significant volumes of people out there who would pay big money for your success story, they would love to know how you coped with the very personal and unique challenges that life presented you with and that you successfully managed to cope with.

**Some people are brilliant under pressure, when they're backs are against the wall, but why wait?**

Let's just use your own success and for this you will need to go into a dark room and start to write down all your achievements, academic, sport, social, spiritual, professional, artistic, community, relationships and financial.

You might need the help of someone who loves and admires you. You could ask "If I were at an all-time low and close to depression, what would you say were my best attributes? If you had just a short time to live and could make just one phone call "Who would it be to, what would you say and what's stopping you?"

Now if you are having difficulty in remembering your success stories, just think of your dreams, and if you can't think of them just think deeply. If time and money were no object what would you want in life under the same headings?

## The Five Guiding Principles/Continued

Simon Sinek in his global bestseller 'Start with Why', will suggest that your **WHY** could well be, helping people find what they love., training people to do what they love or helping people find their purpose in life.

- Do what you love and outsource the rest.
- If you love your work you'll never work another day in your life.
- A happy workforce is an effective team. People enjoy what they are good at. If you enjoy it you'll be good at it, or if you're good at it you'll enjoy it.
- I believe that employers have a responsibility and a wonderful opportunity to make the work-place a pleasure ground. Happy employees make happy customers and happy shareholders.
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The employer must first of all be clear about his **WHY**. Be clear about what he believes in.

And hires people who share his belief. You see it's not the actual work that makes people happy it's "The Cause" we're working for. It's the **WHY**.

The vision is the founders intent of the future that does not exist yet.

The mission statement is the guiding principles of how to get there.

The best CEOs are '**WHY**' types, who wake up each morning to lead a cause and not just run a company. People with a vocation are always on vacation.

## Your 'What' And 'How' Must Be Consistent With Your Why

The goal of business should be not to do business with anyone who simply wants what you have. It should be to focus on the people who believe what you believe. When we are selective about doing business only with those who believe in our **'WHY'**, trust emerges.

We must also be vigilant, in that the entrepreneur has an extraordinary need for control to allow him to concentrate on his dreams. To keep the project moving he will bully, harass, excoriate, flatter, cajole, scream, and when all else fails promise whatever he must to keep his dream alive.

Every business, especially a new one, should have a clear and succinct expression of its purpose -- its reason for being beyond the products it makes or the services it provides. A great example comes from Whole Foods, which states its purpose simply as "Whole Foods, Whole People, Whole Planet."

David Hagenbuch a professor of marketing at Messiah College and founder of Mindful Marketing.org outlined five reasons why having such a purpose is imperative:

### 1. Purpose for yourself

Life is too short and too important to simply punch a time-clock, even if you're the business owner. At some point in your career there will come a morning when you'll awake and ask yourself, "What am I really doing?" It's at this point that earning money by making or selling whatever will no longer be motivation enough. However, if your answer to that question reflects a specific, greater purpose, you'll have the energy and inspiration to continue, not just that day, but for the rest of your life.

### 2. Purpose for your employees

Your employees, or your co-workers, are no different than you. They also want to feel that they are contributing to a greater good -- something more meaningful than satisfying job requirements and earning a pay-check. What's different for them, though, is that unlike a business owner, they may not have an innate sense of what the business's purpose is.

## Your 'What' And 'How' Must Be Consistent With Your Why/Continued

It's up to you to articulate that purpose clearly, not only so any individual can claim it, but also so the entire organisation is of one mind, moving in the same direction for the same reason.

### 3. Purpose for your customers

Will people buy your products just because your business serves a greater purpose? Generally not. Most people need to realise specific, tangible benefits from their purchases. Provided that utility is met, however, many consumers, are eager to support organisations that look beyond their bottom lines to the needs of others. When they can, purpose-driven people will vote with their dollars for purpose-driven businesses.

### 4. Purpose for your community

Your community may be the small town or the large city in which your business operates. Increasingly, our communities are our nation and our world, both of which need a lot of help. In many ways, business represents the best way to bring about significant change in those communities. While the economic engine of any business can help, a purpose-driven business multiplies that influence in ways that are much more far-reaching and impactful.

### 5. Purpose for your (fill in the blank)

You fill in the blank. Every person has some other reason, beyond the four just given, for wanting to fulfil a greater purpose. For some it's their faith. For others, it's fulfilling a promise to a family member or friend, or to investors. It also may be a commitment to a special cause. No matter what the specific motive, there's likely at least one other very compelling reason for pursuing business purpose.

*"The two most important days of your life are the day you are born and the day you discover **"WHY"**.*

**Mark Twain**

## Success Story And Positive Mental Attitude

### Nick Vujicic

Imagine being born without arms. No arms to wrap around a friend; no hands to hold the ones you love; no fingers to experience touch; no way to lift or carry things. How much more difficult would life be if you were living without arms and hands? Or what about legs? Imagine if instead of no arms, you had no legs. No ability to dance, walk, run, or even stand.

**Now put both of those scenarios together... no arms and no legs. What would you do? How would that affect your everyday life?**

After school, Nick went on with further study and obtained a double Bachelor's degree, majoring in Accounting and Financial Planning from Griffith University in Logan, Australia.

By the age of 19, Nick started to fulfil his dream of being able to encourage other people and bring them the gospel of Jesus through motivational speaking and sharing his testimony about how God changed his life and gave him a future and a hope.

"I found the purpose of my existence, and also the purpose of my circumstance. There's a purpose for why you're in the fire." Nick wholeheartedly believes that there is a purpose in each of the struggles we each encounter in our lives, and that our attitude towards those struggles, along with our faith and trust in the Lord can be the keys to overcoming the challenges we face.

## Success Story And Positive Mental Attitude/ Continued

Today, this limbless young man has accomplished more than most people accomplish in a lifetime.

Nick made the massive move from Brisbane, Australia to California, USA in 2007, where he is the President and CEO of a non-profit organisation, Life Without Limbs.

Since his first speaking engagement back when he was 19, Nick has travelled around the world, sharing his story with millions of people, speaking to a range of different groups such as students, teachers, youth, businessmen and women, entrepreneurs, and church congregations of all sizes. He has also told his story and been interviewed on various televised programs worldwide. "If God can use a man without arms and legs to be His hands and feet, then He will certainly use any willing heart!"

The World needs to hear Nick's life changing message of Hope found in Jesus Christ. Please consider supporting Life Without Limbs today!

"Meet Nick Vujicic, pronounced 'Vooy-cheech'. Born in 1982 in Brisbane, Australia, without any medical explanation or warning, Nicholas Vujicic came into the world with neither arms nor legs.

Imagine the shock his parents felt when they saw their first-born brand new baby boy for the first time, only to find he was what the world would consider imperfect and abnormal. A limbless son was not what nurse Dushka Vujicic, and her husband Pastor Boris Vujicic had been expecting. How would their son live a normal happy life? What could he ever do or become when living with such a massive disability?

## Success Story And Positive Mental Attitude/ Continued

Little did they or anyone else know that this beautiful limbless baby would one day be someone who would inspire and motivate people from all walks of life. God uses Nick to touch lives and bring the hope of Jesus Christ to people across the globe.

Throughout his childhood, Nick dealt not only with the typical challenges of school and adolescence such as bullying and self-esteem issues; but also struggled with depression and loneliness.

He constantly questioned why he was different than all the other kids surrounding him; why he was the one born without arms and legs. He wondered what the purpose behind his life was, or if he even had a purpose.

According to Nick, the victory over his struggles throughout his journey, as well as the strength and passion he has for life can be credited to his faith in God. His family, friends and the many people he has encountered along the way have also encouraged him.

**DON'T FORGET TO WATCH THE "PURPOSE INTRODUCTION" VIDEO.**