



# MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES  
MANAGEMENT CONSULTING GROUP

WILL ROBERTSON / JAY McDOWELL

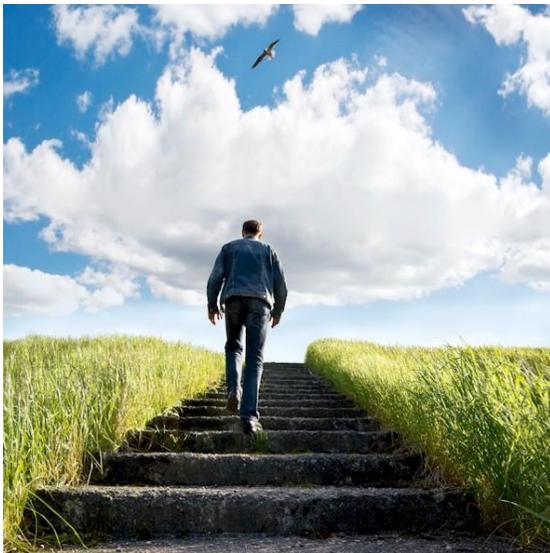
[Will@PS-MCG.com](mailto:Will@PS-MCG.com) [Jay@PS-MCG.com](mailto:Jay@PS-MCG.com)

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## Purpose

Welcome to our 27<sup>th</sup> edition of The Monday Motivator. This edition focuses on PURPOSE. What is our purpose? How do we describe that to ourselves and then to others? It turns out to be a bit harder than one might think.



Do you ever think to yourself that you're not living the life you were destined for? Perhaps events, circumstances, choices or diversions kept you from walking up your best staircase? If so you're not alone. Many people got lost during the recession from about 2007 through 2012 and have found themselves in a new place.

First we heard about a faltering economy then saw it with our own eyes. Friends, family and neighbors faced choices they had never considered before. Jobs were lost and many felt their purpose was lost as well. As the reality set in that a large shift in the economy meant a huge shift in how people earned

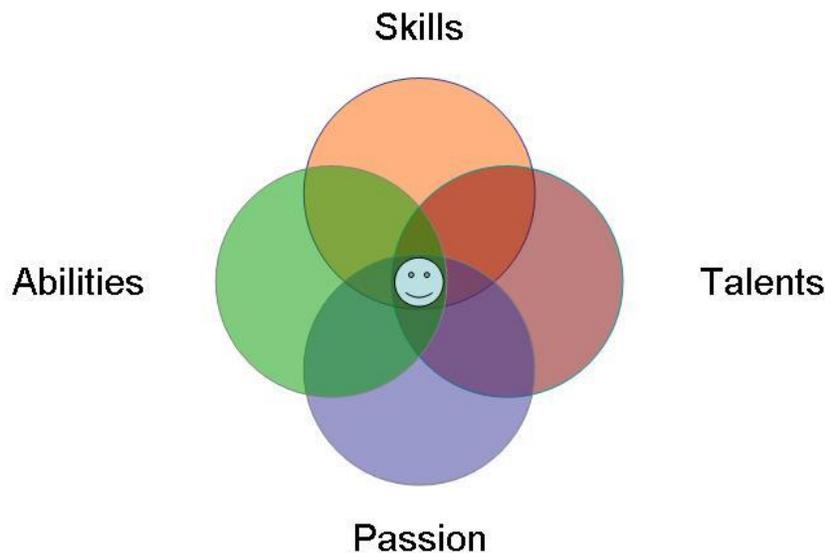
their livings, confusion set in also.

If you're one of the people who had to change your perspective on who you are, how you are and what you contribute to others, you probably needed to take a look at the new reality that many were and are coping with today. Some stayed where they were and kept right on doing what got them to that point. Many learned new skills, got new jobs or started a new business for



themselves. Just about everyone was carrying more than one business card at one time. One was the career they trained and prepared for, while the other one was a “plan B” project. Many feared the recession might get worse. A few people simply turned in totally different directions in order to pay the bills and put food on the table. By the time the economy gained strength many people had a new purpose that was driven by circumstances. One man we know went from being a mid-level executive at a big box store chain to becoming a truck driver. That was after trying to be an insurance agent. Another person went from being in the mortgage banking business to managing a high end restaurant. These people and many more have a new purpose. They get up and go to a different job than they used to.

## Defining Your Purpose



If you feel that you are now doing work that is nothing like you were doing before, no matter the reason, we have a few pointers to help make the transition easier.

1. You can only do one or two jobs at one time and still master one of them. You may master them both but why? If the answer is because one is more appealing to you than the other then ask yourself why you bother with the other job unless it pays you more and you want the money. In this case are you a wage slave? Are you happy with this work?

2. Look at the graphic above and make a list of each of the four items shown. What are your acquired skills? What are your talents? What about your passion (what you love doing)? And finally, what are your acquired abilities? Do they add up to what you are doing now?
3. Realize that your goals have a huge impact on your choices. If you do not have goals then your choices have no real direction. Like a ship without a rudder, you can't steer the person you are. The result is a life of drifting from one job to the next, looking for that elusive brass ring that will make everything better. Perhaps you know people like this. They are never sure of the destination so any direction seems okay for now.

Many people say they want one or all of the following:

- Happiness with their work
- Financial security as a result of their work
- Respect from associates related to their work
- Opportunity for higher levels of responsibility in their profession
- Acknowledgement for their contributions

When we think of all the awards ceremonies on TV some will say that they wish they too could be invited to a black tie dinner, surrounded by the best in their industry and be publicly praised for their contributions. One of the more important goals you can strive for is to know what your purpose is according to you; not someone else who is trying to recruit you for their benefit. What skills, abilities, talents and passion do you bring to the place you call work? Writers write; actors act; pilots fly and salespeople sell. Teachers teach; coaches coach; and the list goes on. Where on that list do you WANT to be?



If you find yourself living in the past; thinking your best days are behind you, it's time for a checkup from the neck up, as [Zig Ziglar](#) would say.

If you find yourself thinking of how much better off you're going to be in the future, maybe it's time to also ask yourself what you expect to be different in the future? Do you know?

Success is knowing what you want and also knowing how to make it a

reality. Success is also more about living in the moment, not in the past or the future. Let's get clear about what's important and what is not. Let's not tolerate a lack of clarity about purpose, intent, goals or action steps.



If we keep thinking that our priorities are going to change with the wind, there may never be a clear path forward. We'll end up planning for change and not for progress. Our purpose will be in a fog bank and our results will show it.

What's worse may be the feeling that our lives have been wasted. For many, their jobs are not their passion. Instead the job only earns money to pay for a life of apathetic obedience.

In summary, your purpose is what you decide it is. If you've ever wondered how some people end up being and doing the things that seem to define them, consider that they may have simply pursued the main interest that gave them a sense of purpose from the very beginning.

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

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Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies as of Jan. 1, 2017. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 562-577-7000. Our web site is [www.PS-MCG.com](http://www.PS-MCG.com) Our E Mail addresses: [Will@PS-MCG.com](mailto:Will@PS-MCG.com) and [Jay@PS-MCG.com](mailto:Jay@PS-MCG.com)



**Will Robertson, Founder / CEO**



**Jay McDowell, President / MBA**

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