



## Coaching Works *Monthly*

**It's a Matter of Perspective!**

**January 2011**

### Food for Thought

*"Nothing splendid has ever been achieved except by those who dared believe that something inside them was superior to circumstance."*

Bruce Barton

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***If you're not doing what you truly love, what are you doing?***

### Upcoming Events

**Is presenting to others important to your success?**

[Presenting for the Bottom Line](#)

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**January 27th & 28th  
Charlotte, NC**

***On Sale Now!***

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### The hardest Job in the World



What's the hardest job in the world? More than likely, it's being something you're not. When it comes to choosing a career path, however, it may be the easiest trap in the world to fall into.

Do you feel energized by your job? Are you deeply fulfilled by what you're able to accomplish in the workplace? Do you love your work enough to be willing to do it for free? If you cannot wholeheartedly say yes on all counts, the trap may have already been set.

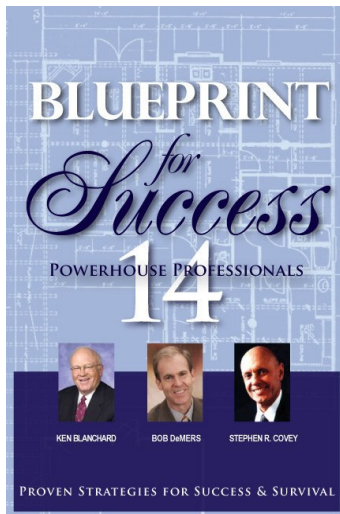
Statistics indicate that more than half of all workers are dissatisfied with their jobs, and a third believe that they've reached a dead-end in their careers. Very few are passionate about what they do. Add to the mix, the millions of displaced workers who are stressed out, discouraged, and unsure of which direction to go with their careers.

What's going on here?

In a recent survey, 92 percent of all Americans polled believed in a God or universal spirit. Since all religious and spiritual teachings of the world point to the same direction - that the essence of our source is love - there seems to be a tremendous disconnect between the direction we're working towards, and the place we've come from.

When you really think about it, this widespread lack of alignment between authentic self and the career path chosen is startling. Not to mention the tremendous amount of stress, fear, frustration, disappointment, and apathy created by this incongruence. Some might call it dis-ease. For many, it spells suffering on the job.

They say that the road to hell is paved with good



[Blueprint for Success](#) is a compilation of success strategies gleaned from interviews with 14 professional success experts, including Steven Covey, Ken Blanchard, and Coaching Works President Bob DeMers. *Blueprint for Success* illuminates straightforward pathways for your success, however you define it!

### Questions, Comments, or Suggestions?

*Your feedback is both welcome and important!*

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If anything in this article catches your attention, or if you have suggestions for future articles

**[Please let us know!](#)**

intentions. But since the road is paved ever so slowly, it's hard to understand what's happening, until the gap between authentic self and professional persona becomes enormous.

Some people arrive at this place through the mid-life crisis - when a person has played by the rules, and half-way through the game, discovers that there's no brass ring to grab on to. Left holding the bag, folks are wondering - is this all there is to it?

Others may make this discovery through the school of hard knocks. You think you're headed in the right direction, and suddenly, the wind is taken right out of your sails. You unexpectedly get laid off. A personal crisis knocks you off your feet. After ceaselessly jumping through someone else's hoops, burnout finally drags you to the bottom.

Often, the disconnect between one's career path and one's passions becomes so great that reconciliation seems impossible. Sometimes, rationalization becomes the best solution. "I've already got too much invested in this direction." "My passions won't pay the bills." "It's called work - I'm not supposed to be doing what I love."

This should come as no surprise.

Remember the first question on your SAT exam - the one that asked you to identify the things that you were most passionate about *in* life? Or the second? How do you bring these passions *to* life? How about the third? What support do you need from others - your parents, peers, educators, local businesses, and community - to successfully nurture and leverage your passions *for* the greater good of the lives around you?

What a fabulous test that was. Not.

Despite the best efforts of parents, educators, community leaders, businesses, and government, most of us have been barking up the wrong tree since we graduated from diapers. When we collectively place the highest priority on standardized test scores, grades, approval ratings - and ultimately, who we're expected to be, rather than making a serious investment in unearthing and igniting each individual's unique passions and inborn talents; in other words, who we *are*, the person will ultimately get lost in the shuffle.

If a person isn't doing what they love, what are they

doing?

The hardest job in the world.

*Here's to your success!*

Bob DeMers, President  
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