

LEAD WELL

BOOK REVIEW

The Seed

Jon Gordon

KEY PRINCIPLE

Whatever your profession, take an insightful look at the purpose behind your work.

HIGHLIGHTS

You can't gain a new perspective with your eyes closed. You won't find your purpose unless you open your eyes. It's amazing how many people go through life with their eyes closed. They allow fear to blind them, and they miss all the miracles, beauty, and opportunities around them.

Happiness does not come from work we do, yet how we feel about the work we do. When making decisions, don't make what will make you happy the primary driver - or where you will be happiest. Choose where you will learn the most. Choose where you can grow into your full potential.

People often run when they face resistance, but to grow you must face it and learn from it. Challenges make you stronger.

A job and a purpose are two different things, distinct things. You don't need a job to have a purpose, yet you can decide to make your job a vehicle for your purpose.

Once you begin to work out opportunities to make other's lives better, your purpose starts to move through you and you accomplish amazing things.

When we get excited about life, we get a life that is exciting.

Passion and Purpose are like neighbors who are best friends. They always hang out together. Deciding to be passionate about life and work, leads you to your purpose. And when you are purposeful, you unleash your passion. Every cell in your body lights up when you are living and working with passion and purpose.

Kathy Crockett
+ CO