

5 steps to discovering your purpose in life

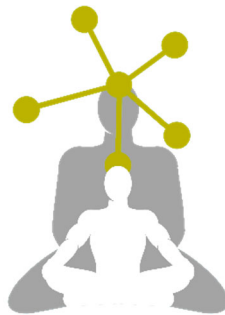
**(and turning it into your dream
career)**

David Topí

5 steps to discovering your purpose in life

How to discover your purpose in
life and turning it into your
dream career

Updated and revised edition 2019



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Acknowledgements

This is a book that has a "source" difficult to thank: an intuition.

It was hunch, or an intuition, that opened the door to a radical change in my life. Having worked for more than 12 years as an engineer, I became a personal development coach and, from there, developed a method I put into practice and which helped me towards what I was truly passionate about.

During the process of transformation, which lasted almost two years, there were many people who appeared on my path (or walked the path alongside me), in particular my wife Cami, who had to endure patiently as she set up a new world around me without even sacrificing the old one (which I no longer desired but which continued to put food on our table). With one foot on either side of reality and spending countless hours at the computer formulating and implementing these ideas, I spent a few very intense months "between two worlds", as it were.

Foreword to the new edition

When I first published this book, I believed that it was only going to be a method to find and enjoy a professional activity that was really the implementation of our purpose in life, the purpose for which one was born. However, it turned out to be far more than that, and it became a form of protest against a world that would have us believe that we cannot be happy working, or at least that we have to separate what we really love to do from what puts food on our table. This is not the case, it's precisely the opposite.

5 steps to discovering your purpose in life has shown thousands of people that at least one of the keys to becoming happy is to enjoy what we do, express what we are good at by default, act in line with our values and what is important to us in life and simply be able to mix all that to get going, physically, in an activity or profession that gives us the satisfaction that requires something we spend almost a third of our life.

This new edition has been revised and updated, in order to both emphasize some of the concepts or to introduce more details in the different chapters. I have reduced some things regarding the improvement of our skills that, by the comments of the readers of my blog, were already well explained in other parts of the book.

I hope and wish that each and every one of you, readers, will soon discover the path towards your ideal profession; a profession that will become the "best job in the world".

David Topf

Introduction

Success is about getting what you want. Happiness is enjoying what you get.

Ralph Waldo Emerson (1803-1882) American poet and thinker.

We all have a career, activity or occupation career for which we are best suited, in which we are extremely good, and reward us with happiness and fulfilment through a feeling that we are contributing in something to the world around us, to our environment or, at least, to our personal growth as individuals.

However, it is not the most normal thing to encounter people really know why they are here and who openly say that their work makes them happy, that they make a living from doing what they love, that they are fascinated by spending their working day and many more hours doing what they do and that, more than a job, their profession feels more like a cherished hobby. When you come across someone like that, either we think they are a workaholic with no personal life, or maybe they are one of those lucky souls we hear about on TV that "work for what they really like.

So, what can we do to make our job our passion? How can we discover our real strengths? Aren't most of us just in the office, workshop, shop or factory to receive

our pay cheque at the end of the month and enjoy the weekends that does motivate us?

Probably the answer for most people is yes. To begin with, we have no idea how to turn our passion into something fulfils our financial needs and then we don't realize that it's actually this passion, or hobby, that offers us a means of manifesting our special skills and innate talents that we have. Who would ever believe that that habit to collect things, have them so well placed and exposed is an organizational talent that, knowing where to apply it, and being aware of it, can become something far more beneficial than a Sunday hobby?

Sometimes the good thing is that you do know that you have qualities for a certain kind of thing, but you never considered making a living out of it, or that you really had to find the right job where you could apply it. It's maybe a little late if you've been in the same position for 40 years and don't want to risk embarking on a new venture in case it all goes pear-shaped. However it's the perfect time if you really want to do something useful with your life, with the time you spend at work and where you can show yourself and others how much you're worth.

If you find yourself thinking that your job is not rewarding you with any degree of satisfaction, that you've had enough of living under stress, that this has to be changed... then Bingo! You have already taken the most important step: making the decision not to spend 8, 9 or 12 hours a day in a trade or work for many years now, has ceased to be the place where you want to

spend the rest of your life (the original reasons you ended up there are unimportant).

If that spark has already jumped, we start our path on the right foot, that path that can lead us to discover how and when we can get to enjoy our dream job, that which will be for us, the best work in the world.

We should bear in mind, however, that all employment experiences have something to offer, like experience and knowledge, for example. All experiences form part of our learning process, and it is important to consider our duties and responsibilities as forms of personal and professional growth, whatever our position or occupation, and make the most of them. We did not get where we are today purely by chance, but rather because this is where we were supposed to be at this precise moment in our life so that we could acquire a certain kind of knowledge, develop certain abilities, meet certain people or overcome a particular problem that has become recurrent simply because we have refused to meet it head-on. But watch out! This is the key moment, this point at which we have crossed the limit of what our current profession can teach us and contribute to us, at which we are already aware that a stage has been completed. Of course, sometimes one stubbornly insists in staying where we are purely for reasons of comfort, and from there one goes on to apathy, to oppression, to disenchantment. Sometimes you even need to lose your job for that evolution to happen. It is at that moment that the change must be made.

Change? Where do we go? Perhaps towards an alternative activity that offers us new challenges and

opportunities for learning and where we can develop our talents and abilities to the full; an activity that allows us to put our passion into effect, to do what we most enjoy and be in a place where we can feel truly fulfilled. That's precisely where I want to take you - to that particular place in the world that is yours for the simple reason that you are on this planet, that you have a unique personality and set of abilities, and that you are part of society.

Virtually all of us begin this process of change in a similar fashion. People who have been working for many years suddenly realize they are at a professional standstill and feel totally out of place. They desire change but don't know where to begin because they cannot pinpoint the source of this unease, this overall feeling of discomfort every time they step into the workplace. Moreover, most of them think they have been wasting their time doing something they never really liked but eventually came to accept it because it provided a means to pay the bills.

It's totally normal. We could even call it human nature. We have a life to live and goods we need to acquire and pay for; we need to maintain a certain status and desire the security of a monthly pay cheque. It would be a big mistake, however, to think that everything we have done up to this point has not been worthwhile.

Fortunately, most of these people eventually realize they have arrived at the perfect moment to take the big leap towards their ideal profession, in other words, towards the practical manifestation of their purpose in life - their passion. Everything we are and

everything we can do and be is the sum of everything we have done up to this point, and no prior experience should be considered a waste of time. If we feel trapped, this does not mean that our experiences have not been worthwhile, but rather that the time has come to pack up our experiences and prepare for a new journey in pursuit of what has to be seen as our ideal profession.

I had a client in one of the coaching processes I did not long ago, Silvia, with whom we discovered that the practical way to live from her passion was to become a nutritionist consultant. Prior to this, however, she had never considered pursuing this goal. In addition, she said, despite all her efforts to grow on a professional level, she was only able to find regular employment that offered little satisfaction. On reviewing the talents and strengths required for this new life she so desired, she arrived at the conclusion that her experience as a supermarket stock clerk and her many years waitressing were not, as it turns out, in vain. On the contrary, they became focal points that would allow her to achieve her objective. From the first of these jobs she acquired a lot of knowledge about food, and from the second, how to deal with people and their tastes in food. The moment she realized that her past had served as preparation for her future, the light returned to her eyes and she became highly motivated by success.

Up until that moment, Silvia had not realized that she was truly passionate about helping people eat and live better, and that until now she had only been preparing for certain knowledge and experiences that she would need in the future. As Steve Jobs, founder and

director of Apple, said in his famous speech at Stanford University: "All dots will connect in the future."¹

This is just an anecdotal case that serves as a general example. Even if you believe your career has taken a wrong turn, that you have made a mistake in your choice of profession, or that you have taken the wrong road, this may not necessarily be the case. If you feel trapped or tired doing what you are doing, just pause to consider whether or not it may be time for a change. But try to appreciate all you have achieved in that job in the time you have been there because, in the end, what you will take away with you is what will allow you take the leap towards your dream job.

There's no getting around it. It is exceedingly rare for a person to find their ideal job the moment they are launched onto the professional market. We move through different stages – learning, developing, mastering – and sometimes we end up at very different places from where we set out. Try to envisage your life as those dots Steve Jobs talked about. Sooner or later you will find a way to draw the line in such a way that all

¹ *Author's note (A/N):* In "All points will connect in the future." Steve Jobs was referring to many situations that he had gone through in his life, in which, at the time of living them, he did not find meaning. However, over the years, looking back, he realized how each and every one of those situations were like spreads that, joining them with a line, gave a sequential explanation to everything that had happened. In other words, everything that had happened to him previously had a reason for being and had prepared him for what was to happen next.

the dots will remain retrospectively joined, and at that moment you will reach an understanding and be prepared to take the leap towards the best job in the world.

Turning our passion into our work

Happy is the man who can make a living by his hobby.

George Bernard Shaw (1856-1950) Irish writer.

Finding your ideal job is not a difficult task. All it requires is a little personal introspection, a notebook at hand while you are doing your reading, and the ability to make the pertinent changes when necessary.

You will also need to complete each of the steps that will be proposed in the upcoming chapters, even if it means leaving the book on your bedside table for several weeks. This is not a book designed for general reading entertainment, but rather one designed for self-transformation and inner evolution. At least it was in my case, as each chapter corresponds to each of the steps I personally followed along the road to generating that change. You won't need to take a two-year master's degree course or even an intensive weekend seminar. All you will need is a little self-honesty so that you can discover your true nature and discover who you really are, and to accept that there are things that you have yet to explore and exploit, and that unless you dedicate yourself to an activity that fully satisfies you, you will wind up burnt out, overwhelmed and discontented.

Another example I could cite here is that of Marc, another coaching client of mine. Marc is somewhat pessimistic, always telling me that sometimes one has to sacrifice oneself for others, and as a result, cannot always do whatever one wishes. My response to this is that, while this may be true at some stages in our life, what we are talking about here is a project that spans the remainder of our life, from this very moment on - to infinity and beyond. Let me explain what your ideal life project should be so that you can realize the importance of doing what you really enjoy.

It has been said that when people reach a certain age they often suffer existential crises brought on by the realisation that they no longer have the same interest in things they used to like to do. At such times we wonder about the coming years - how to find something that will make us happy, how to construct a valid life plan for ourselves both as individuals and as members of a larger society. While no crisis is required in order for us to meditate on these matters, unfortunately we are all so caught up in our daily routines that we seldom stop to consider whether or not our current project is a valid model for the remainder of our days.

Perhaps the only thing we need to do to avoid an existential crisis is to take an overall look at our current plan, and see if it meets the four basic principles for what we will refer to as the ideal life project.

Our life project is only valid if, to begin with, it is exceptionally beneficial for us, and only for us. Whatever it is you do, you must be happy doing it, it must constitute your inner compass, it must fulfil you and live

up to your expectations. Making sacrifices for others by doing something we either don't like doing or that doesn't fulfil us is not, therefore, an optimal project, as it will fall apart once the first pillar that sustains it, i.e. you, deteriorates and with the knock-on effect that this will have on both your environment and on those for whom you were making the sacrifice. To give an example, let's imagine that as a life project you have chosen to be a poet. If you write poetry that fills you with joy and expresses all your sensitivity and inner beauty, then even if you keep these poems to yourself, you will already have met the first requirement. If it satisfies you, it is already a life project that is firmly rooted in the first pillar.

Make sure that the first leg of the stool on which your existence rests is securely anchored. While this doesn't mean that there won't be occasions in which we have to do things that are not compatible with this first pillar (we may have to do something that goes against this maxim as a result of some temporary obligation), as a general rule, whatever we decide to do with our lives must, above all, be good for us as individuals.

The second pillar is compatibility with our immediate environment, i.e. our family, our children. When that towards which we invest our efforts is something valid, and perfect in terms of meeting our needs, we can, and should, if we wish to create a more satisfying project, ensure that it embraces and includes those closest to us. If our stool possesses this second leg, i.e. the family and those closest to us, and our project is compatible with them, includes, and benefits them, then

we have already ensured a significant slice of happiness and inner peace. When you share your poems with your loved ones in a way that offers them an opportunity for reflection or allows them to weep with emotion, or you are simply giving them something they adore, then everyone supports you and encourages you to write more because your actions and actions positively influence those closest to you and your life plan is more than good. You now have another good base on which to build it.

The third leg of our stool is the social group in which we move: the environment, our neighbourhood, our home town, even our country. Our life project, if what we do can be said to reach this level, will provide a great service to others as well as ourselves. When we can embrace something as extensive as our home town or our country (that is, when the benefits and consequences of our actions reach this dimension), then we will begin to reap enormous personal benefits for the life project we have chosen. As we state, and repeat at the end of this book, the more value one brings to society, in whatever form, the more value one receives in return. Obviously, if, on the basis of your work and actions, you create a life project that includes this third leg, your stool will not only be solid, but will also be extremely comforting. What would it be like if we were to publish this book of poems in our language so that all it expresses was able to reach many more people?

Finally, the ideal project of life is the one that is sustained on these aforementioned three pillars while using another as the fourth and final leg of the stool, this

last one: humanity. What you do, what you are, what you create and share, benefits the whole planet. This is the final element of the ideal life project, as the greater the benefit for humanity, the greater the benefit and personal satisfaction for us. A life consisting of actions, contributions, and visions that embrace all humanity is life at its very highest expression; it is the pinnacle of happiness, of feeling useful and fulfilled, like the poet whose work is translated into many languages, who extends the scope of his or her work and manages to influence entire countries, even the entire planet.

To live by exercising your passion is to fulfill your mission in life, and this requires a project that is based on these four pillars. There is no possibility of error, because it has been designed this way, so that when you work according to your purposes, the world benefits from it, and, as the law of boomerang says, what you throw, comes back to you (and always with much more force).

All of the above is nothing more than pure theory of happiness aimed at a single objective: to find the activity of your day to day, which at all levels will make you feel completely happy and which will be the one that defines the practical form of what you most like to do. Something that may seem as complicated a priori as finding your perfect job goes through something as simple as five steps. Five levels ordered from more global to very specific and that will be the ones that, if you want, we will go through in the following pages.

These are them:

1. Define your overall mission or purpose in life
2. Discover your talents and skills
3. Catalog and find the professions related to those talents
4. Crumble the professions and look for the ideal channel to express ourselves.
5. Finding your ideal profession

The last point also feeds back to the first. It couldn't be any other way. When you're working in your ideal profession, you bring value to others through your actions. You have a general mission that guides your life and that always shows up on the horizon to let you know the direction you should point your boat in order to reach the best port. You can find out your ideal profession if you discover your talents and abilities, explore the activities related to them and find out, within those activities, which are the most appropriate channels for taking action. Best of all, when you start working on finding answers for each of these levels, the process is unstoppable, because when you discover things about yourself, you realise you can use them and you find a way to do it, the world rewards you for it. Sounds nice, doesn't it?

It does sound nice, Marc told me. He still thinks that in life you always have to make sacrifices and that you can never completely choose the circumstances you end up in. *"I work wherever I've ended up, you know? I*

chose a career, spent two months putting in resumes and found work. Then this happened to me, the other, the beyond, and my obligations no longer allow me to do anything other than exchange hours for pay at the end of the month. I'm unhappy (professionally speaking), but I make sacrifices for the sake of my family, my people, my mortgage, etc. whatever."

If that's your reality, maybe it's time to approach it from another point of view.

There are quite a few people who tend to live as if their own existence had no importance and only the rest of humanity and the social obligations undertaken count. There are probably many reasons why you tend to put your own desires and needs before those of others, yet they are rarely reasons that help you to be happy for a lifetime.

The belief that you must give up everything for others, that you must first fulfil others' wishes (whether your friends, your partner, your boss) is only valid if and when you have personally met your own needs (physically, spiritually and emotionally). Otherwise, you're doing yourself a disservice that sooner or later will affect everything you try to do for others, for them personally and for yourself. At the time that your life begins to be the last thing you take care of, you come to provoke situations of true inner chaos, feeling lost, overwhelmed, constantly exhausted and, in some cases, even depressed. Worst of all is that that the reason for this behaviour is often locked inside of you in some corner that you don't want to open, in case something comes out that you don't like, or basically because you

don't want to face anything that can break the *status quo* that you have created, even if the balance is never tilted in your favour.

Every time you betray yourself by not doing something you want to do in order to do something others want you to do, you're fuelling feelings of guilt or low self-esteem. What drives you to always be attentive to the needs of those around you? Pure love? Maybe in a few cases, but most of the time you basically come up against:

- **Fear of feeling rejected:** what if they don't like me? What if they don't accept who I am or what I do? First priority is given to others so as not to lose their favour, their attention or their acceptance.

- **Little self-esteem:** others are worth more than me, I'm not that important, I can do this later because I don't need it, I don't deserve so much, it's better for others to have it and enjoy it and so on. You think that in reality everyone else on the planet is more important than you, which is transmitted and noticed, making others treat you with the same importance you give to yourself.

- **I want to be part of the group:** I don't want to feel alone; if I say no, will they call me back? Fear of loneliness, basically because you don't know how to be alone with yourself.

- **Need for recognition:** I need to be told that I'm doing well, I need my work to be approved, I

need to be constantly encouraged, I need to feel appreciated, etc.

- **Feelings of guilt:** I have to settle for less, notice that others have little, I mustn't complain, I should settle for what I have, I'm fine like that, etc.

Examples of this type of behaviour are experienced every day and it is likely that you know many people who act in a similar way: saying yes to everything they ask you to do, trying to look good with everyone, putting the values and ideas of others ahead of your own, agreeing to do things or favours you don't want to do, never asking others for help so as not to bother them, taking care of other people's health but not your own, etc.

The way you treat yourself, you will be treated by others and, most importantly, by the universe, life, the world. There are people who never take care of themselves as much as they take care of others. They're looking out for each other all the time. I'm not talking about caring for someone who is sick, or a dependent person who requires your attention, I mean those who try to help constantly without any "special" or justified reason for it, saying yes to everything, but then not letting anyone do anything for them. Not caring for their own health but caring for the health of others, not accepting anything in return but wanting to show the world that they give everything. The result is that, in a way, their environment is often angry with them, they feel overwhelmed by their constant help, their advice and their dedication, which is a one-way street.

When you're not taking care of yourself, trying to do it for others has no effect. You're like those glasses of champagne placed on top of each other in a pyramid. The champagne starts to fall into the first glass and fills it until it overflows and begins to overflow into the glasses underneath, filling them one by one no matter how many levels there are. Your life should be the same; you should always be as full and replete as the first glass, both physically and emotionally so that your health, your material wealth, your spirit and your personal strength fills the glasses of others. When all the champagne you receive (well-being, abundance, what you have, etc.) is immediately passed to the lower glasses without keeping anything for yourself, a time will come when you will no longer be able to and this will have repercussions on your wellbeing. You'll be empty and your life won't make much sense.

If you want to contribute towards making the world a better place and those around you a little better, the right approach is to become the glass of champagne that's at the top of the pyramid and is always full. Fulfil your mission. First you, then you'll overflow to others. Let's say that, in another order of things, it's the same reason why, on airplanes, they tell you to put your own oxygen mask on first in case of emergency and then help those around you, whoever they are.

Make a list of things you've always wanted to do, things you've postponed, activities you need to do. Cancel or say no to what you don't want to do, learn to reject requests. Put yourself first on the list. Don't betray yourself; keep your promises to yourself and then you

will be able to better fulfil your promises to others. The more energy, courage, wealth, etc. you have, the easier it is to help others to improve their lives; because deep down, that's what it's all about, isn't it? The sooner you fill up, the sooner you can make those immediately around you feel the benefits you can provide. They in turn will be able to fill themselves and help others from all the potential they may have thanks to you. When your priorities are ahead, the multiplier effect is instant, so stop thinking that your needs are the last to be met, that you can still endure a few more years doing something you don't want as long as there is a mortgage to pay, that you will never be able to work doing the things you love because your environment is comfortable the way things are now. It won't change overnight, but it's not impossible.

Remember that the sooner you're working on the things you love and enjoy the most, the sooner you will be able to offer yourself and others everything you've always wanted to give to them and to you. You need to make your job your passion, so that your days fly by because you enjoy what you do so much that you don't care that the working day is over. It's about feeling that joy for doing something interesting and that brings you everything you need to be happy and transmit that happiness to others. The best thing of all is to preach by example, because if you manage to reach that point at which your work is one of the best things in your life, you will have the capacity, experience and ability to explain to others how to get there.

Step 1

DISCOVERING YOUR MISSION IN LIFE

What is my mission in life?

Only great men transform their dreams into the mission of their life

(Joseph of St. Martin)

Have you ever wondered what you've really come to do in this world? If you've never done it before, now's a good time to do it. There are thousands of people desperate to give meaning to their life, trying to figure out what the purpose is of being born in one place or another, with certain qualities, and how to apply them to something useful for themselves and others. It's not that it's easy to give an answer to such a complex question, but it's not always necessary to look for some kind of "*I want to help the children of Africa*" answer by saying something that sounds good and standing there, waiting for some NGO to come to you with a contract under their arm and telling you that they have a special position for you, because "you're worth it".

To find your ideal profession, job or activity, you need to make practical sense of the question: what have I come here to do? And one of the ways of discovering what contribution you have come here to offer to humanity is to evaluate in yourself what you really like to do.

The key to success is just that: your true passion. Don't get scared thinking about how you're going to change now, that you don't know whether you'll really know how to do it, that you can't make a living from it, that this job isn't going to pay the bills, and so on. Your passion. That's what's important. What is your passion? What makes you feel fantastic? What do you love to do so much that you even forget to eat when you're doing it?

Think about this, too. If you had all the money in the world, what would you do? What would your ideal day be like if you didn't have to get up when the alarm went off? Let go of the euphoria of "I'd be all day sleeping and watching TV" that you all have at first, and then think: what would I do if I didn't need to work for money?

How would I occupy my days?

If you can answer that question, even if only in a more or less general way, you're opening the right path in your mind to finding a way to achieve it. What's more, don't read any further until you have found an answer that has satisfied you minimally. When you do what you're meant to do, life is much easier and simpler. The material resources needed to carry out your work always appear everywhere; we live in abundance and we are happy. Energetically speaking, the universe is perfect and its abundance is infinite. Your thoughts materialise and manifest faster and more adequately when they are related to your task, and life in general can be a bed of roses in which you shouldn't struggle to get what you want, it should appear before your eyes without you realising it. In short, it's not worth wasting all of your

potential by doing something you don't like, where you don't like to be, when you don't like it or for much less money than you would like. Today may be the first day of change toward the ideal job through which you accomplish your mission in life. Do you think you can get going to take the first of the steps you'll need to get there? Moreover, are you aware of how important it may be whether or not you are clear about your mission in life?

Let's look at it from another angle. When you perform any task for which there is no more generic context that encompasses it, you will agree that the task is really of no importance. For example, watching TV. There is no greater context for watching TV, it is not part of something more important, it is a task that simply requires being on the sofa and is not part of any objective. On the other hand, if you work on a task that's part of something greater, it suddenly becomes more important, because the result of something else depends on it. If watching TV outside, in this case, is part of a sociological study of the media, isn't watching TV in this context completely different? It is even necessary, since if you don't complete the task of watching TV, which is part of something bigger, and which requires that you spend several hours on the sofa, you won't be able to complete that study, which is ultimately your project.

If I know that my task is important when it is part of a project, when will you say that a project is transcendental? Following the same logic, in this case, your project will be important when it is part of a major objective you want to achieve. The task will therefore be

paramount within the project and it will be important towards achieving an objective.

If your goal, for example, is to increase your income, and you create a project to do this. It matters, it has value and it is necessary, because otherwise you wouldn't achieve your goal.

Take for example a project to plant flowers in a pot (whose tasks are to go and buy the soil, plant the seeds and pour water). There is no real objective behind it all, then there is really no real importance to the project of planting the flowers per se apart from the pleasure it may give you, or the distraction it may entail.

As you can see, it is only when there is an objective behind everything you do, which guides you to perform certain types of actions, that you give importance to what you do to achieve it. If there is no reason to carry it out, you don't usually devote any particular effort, enthusiasm or motivation to it. Without an objective, you would do things only when you really wanted to, or without any special interest in doing it well, because neither your tasks nor the project would have any real or sufficiently large value for you to worry about it.

What would be the generic context in which your objectives become important? If your goal is, say, to increase your current income by 50%, why is it relevant? Does it make any sense? What makes planning goals and working to achieve them important in your life?

You all do it more or less for the same reason. To be able to buy more things or live better, and that makes sense, because your goal is part of a larger context.

The context that makes your objective relevant is human needs; what you want and need in your daily life. From basic survival to the need to feel part of society, to connect with others and to meet your spiritual and emotional needs. That's why your objectives make sense when they meet any of those needs, whatever they may be. Who spends hours, days, weeks or months working to achieve an objective that has absolutely nothing to do with anything that they may need or that they want to improve, have, change or that satisfy any of their desires?

All of your projects, in this case, are proposed within objectives that belong to so-called survival contexts, which are nothing more than the need to satisfy your material, physical and spiritual parts that you need as human beings (to have certain material possessions, family, emotional needs, adequate social status, etc.). These survival contexts are the most common, into which you place the most effort, and where you define most of your goals each new year: why do you want to go to the gym? I imagine you'd say: to lose weight and get in shape. And what's the context of that?

Basically you know that going to the gym gives you a feeling of well-being, makes you feel more attractive, even gives you more options to enter certain groups or circles, or meet certain types of people, this

tells you that what you may be looking for is to meet some of your emotional needs or increase your self-esteem and thus your security in the world in which you move.

Along the same line, why do you want to learn a language? To improve your chances of finding a better job, maybe get a promotion in your company, earn a higher salary, be able to buy more things and meet more material needs.

Basically, almost everything you do can be included in this type of survival context.

This issue and the relationship between meeting your needs and seeking something beyond them was analysed, especially by Abraham Maslow, in his famous five-level pyramid known as the Maslow Pyramid. Maslow's Pyramid is a psychological theory that was proposed in 1943 and that formulates a hierarchy of human needs and defends that until the most basic needs are satisfied, human beings don't develop higher needs and desires. Maslow's hierarchy of needs is represented by five levels. The main idea of which is that the highest needs occupy your attention only when your lowest needs have been met. In other words, you only worry about issues related to self-realisation if you're sure that you have a stable job, secure food and a social environment that accepts you.

Graphically, the different levels on which you would move are:

<p style="text-align: center;">5 REALISATION</p> <p style="text-align: center;">Purpose in life, fulfilling a mission, leaving a legacy, morals, ethics</p>
<p style="text-align: center;">4 RECOGNITION</p> <p style="text-align: center;">Success, social prestige, trust, respect</p>
<p style="text-align: center;">3 SOCIAL ACCEPTANCE</p> <p style="text-align: center;">Affection, love, belonging to a group, friendship, family</p>
<p style="text-align: center;">2 SECURITY</p> <p style="text-align: center;">Physical protection, work, resources, health, material possessions, family</p>
<p style="text-align: center;">1 PHYSICAL</p> <p style="text-align: center;">Food, rest, sex, survival</p>

The first level deals with the person's physiological needs: drinking, eating, sleeping, etc. These are your most basic needs and practically everyone in Western society has them met. You can just go to the fridge or sleep comfortably any time you want, so this

level doesn't represent a serious problem to worry about.

The second level represents the sense of security. It responds to a need for order in the world, an opportunity to work, to have minimum resources, to fit into society. A person who has been unemployed or who doesn't make ends meet will very often oscillate at this level until he or she feels secure with stable income (if he or she feels the need) again.

The third level is that of social needs, which translates into the desire to be in contact with other people. Love, friendship and family are also on this level. If you have friends who care about you, a family that surrounds you, a respectful and pleasant working environment, you have your social, emotional and intimate affiliate needs met.

The fourth level represents the need to be appreciated, respected and to be someone important. This is where you enter a more advanced level of personal development, in which you seek more than just having your material needs met. You begin to leave the search for objectives related to the survival context. Anyone who is well established in the first three levels unconsciously places their energy, time and effort into developing and meeting these kinds of social recognition needs.

Finally, at the highest level, there are the self-realisation and personal, spiritual, moral development needs, the search for a mission in life, work and selfless help towards others. You're at another reference level,

you're no longer concerned about meeting physical needs, you have transcended all material context and within you there is an urgent need to find something else, something that gives you an overall sense of purpose.

Throughout a lifetime, or most of it, everyone moves between various levels according their outer reality at each moment. If you've had a very stable life for years because you had everything you needed, and suddenly you're out of a job, your energy and effort will probably go from level 5 directly to level 2, until you restore the security that a job or a particular social affiliation gives you. The same can happen on the contrary, as you cover the needs of each of the first levels, you will be considering things at the top levels, because you will really need to move forward.

This doesn't mean that you have to wait until you have all your basic needs met one hundred percent before you can think of something bigger, the scale of levels is not something that's rigid. Just realise that at some time or another, everyone seeks a greater context for their life so that a time doesn't come that they feel stagnant. Those crises in the thirties or forties are usually nothing more than a warning that you lack a broader reference, something that guides you or gives you meaning, so that you can set different goals than what you have done so far because you have reached a point of stagnation and you don't know how to move forward. "*What do I do with my life?*" is not a rhetorical and passing question, it is a question that must be answered as soon as possible to allow you to live happily and feel

that you're doing more than just paying the bills at the end of the month.

But what happens when you're only interested in physical and emotional survival contexts, when the only things you consciously care about are the lower levels of the pyramid? What happens if you don't look beyond the figure in your bank account, your social status or the car you drive? You may all know people who don't seem to have any interest, even remotely, in what a level five in Maslow's Pyramid might represent. How do you live life when you only worry about replenishing levels one, two or maybe even three over and over again? In this case, there are certain goals that you will never be able to achieve. Firstly because you will be so busy maintaining and expanding your own possessions that you won't even consider them and secondly because even if you have some hint that you should change the kind of goals you set for yourself in life, you won't know how to do it.

At a book presentation that I recently attended, the author explained a method for achieving things, step-by-step, how to write down and propose certain objectives to achieve whatever it is that you want so that you could noticeably live better. At question time, someone in the audience asked: But is it possible with this method not only to "have" or "get" more things, but to "*be*" more things? It was the best question of the afternoon. This person was evidently looking for the formula to develop personally, to "*be*" more of something and not to "*have*" more of something. He wanted help moving from level three or four to level five,

to the self-realisation level, and at that time he didn't know how to do it, perhaps because until then he hadn't learned to write objectives that weren't about covering his material and spiritual needs.

I insist again on the importance of finding something "overall" to guide you. When you don't succeed in setting goals beyond your own needs, and there comes a point at which these are covered more or less satisfactorily (you have a home, work, family, money), what do you do in your life? What is the driving force that will guide you then?

When you reach this point, this is when you need to move beyond, to do things that give you that self-realisation and seek something greater, perhaps more spiritual, related to your evolution as a person.

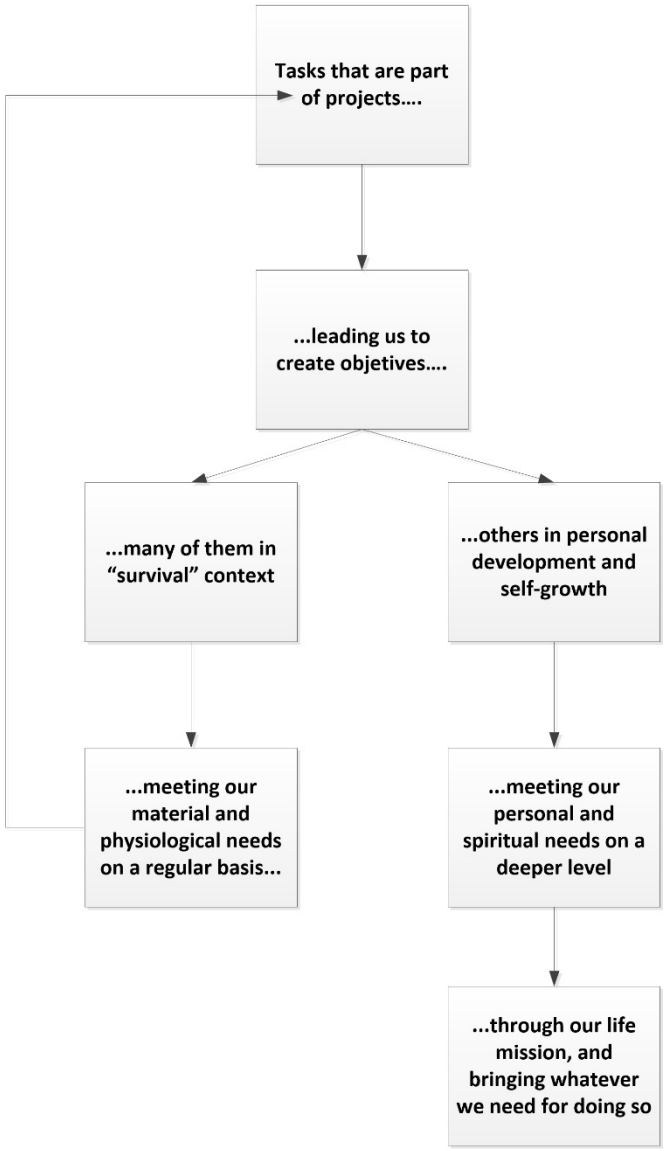
When you aspire in life to satisfy something more than your own physical and mental needs, this is when you can complete great tasks, things that leave their mark at least in your own environment. You don't have to leave or become a world benefactor (which is possible and would be great for the rapid evolution of the planet), nor do you have to be at the completely opposite end of the scale in which you only think about the type of car you're going to buy as soon as you can.

If you have transcended and achieved all the objectives that you can propose in the area of need, you don't have much choice: either you find yourself stagnant and without knowing how to make sense of your existence or you're desperately looking for a larger

context that is more flexible and gives you that spark that you need to live happily again.

What, then, is this other context that you talk so much about? Finally, you have reached the main theme of the chapter. That larger context is none other than finding or discovering a mission, a purpose in life to guide you in each and every situation you go through, something worth waking up for each morning. You seek, without knowing it, the way to put what you like to do into practice, a context in which all your objectives related to "*being*" and "*doing*" absolutely fit and not so much the "*having*". Just as you here call it your mission or purpose in life, you can also think of it as the maxim that gives meaning and makes everything fit together, that the things you do and the choices you make have meaning, are coherent and facilitate the path to happiness. If you feel guided and protected by what you consider your mission or purpose, you will see that you're following a course and you will know where the lighthouse is that guides your boat and your journey illuminates.

How does all this relate to what you've seen? The representation of everything you do could be something like this:



In the left branch, and for many people, the tasks you do, the projects you create and the goals you set are always related to your physical needs and end up behaving like a loop, because you always propose the same types of goals to achieve more than you have. Only if you can realise that once all the basics are covered you still need to have something more, can you move towards setting objectives related to your personal development (which in no case exclude the first type of objectives).

It is in this other branch that your objectives are focused on achieving something through what you can achieve as people, fulfilling what could give meaning to everything you do and want to achieve: the context of your mission in life, thanks to which, without exception, all your personal physical and mental needs are met, even more easily than simply striving for it but in contexts of survival. Your approach to how you get what you want must lead you to find the way that what you do follows a scheme such as this:

***Thanks to fulfilling your mission in life:
You feel personally fulfilled,
you set frequent goals that help you to grow,
creating projects that appeal to you,
and carrying out tasks that you enjoy in your daily life.***

Apparently when one sees it written it is obvious and simple. Best of all, it is true. It is extremely

simple, and also as previously mentioned, there is no need to abandon your basic objectives and to stop carrying out those projects in order to increase your income by 50% or whatever you want to obtain, because a mission or purpose such as the one you speak of is one hundred per cent compatible with fulfilling your common needs and, furthermore, it is simultaneously compulsory. No one is going to stop eating, buying things or improving what they have if they want to when they start thinking about what to do with their life, but if they don't, if you don't think about what to do with it, you will end up totally stagnant and overwhelmed, simply living in a loop trying to improve what you have over and over again.

So, does everyone need a purpose or a mission in life? I dare to say that, believe it or not, it is not a case of needing or not needing it, but that you already have it, you have been granted, chosen and assigned by yourself and by life, the universe, your inner being or that higher energy that fits your beliefs. Is this new to you? I'm guessing somehow that it's not.

I had no idea what my mission might be, or even that it should have some kind of purpose, until I found myself stagnant and without a reference that would help me to grow and look beyond what I already had. Right now, if you don't have the slightest idea what yours might be, don't worry. You will discover it sooner or later, by some means that may surprise you, such as reading this book or analysing more and more what you like, what attracts you and what makes you happy. I assure you that your mission in life has to do with and is closely

related to your passion, to that which makes you enjoy it, and its physical manifestation will be none other than the activity that best fits with that enjoyment. After all, you're looking for what will be the best job in the world for you, and what better job than the one that you enjoy enormously and also helps you grow, evolve, do something for others in return receiving all the benefits that the universe can give you for it?

If you're not yet convinced of the need to find your mission, a global purpose to guide you in your daily life, think about this, what kind of life will you end up living? I think I can sum it up for you in one word: dependence.

Your life will depend entirely on the decisions of others, their goals and their purposes. Why? Because if there is no greater purpose to guide your actions, others will put you to work to help them get theirs. The advertisers who spend hundreds of millions on advertising for you to do this or that, the company you work for in which you do what you're told to do to meet the goals of top management, friends, family, etc.

A life without purpose is a routine life: you have a job, you buy things, you look to keep your customers and your bosses happy and the years go by quietly. You do what others have planned for you, and basically it's what most of you do, it seems like the safest option after all, doesn't it?

If you're one of those who are clear that you have a mission waiting to be discovered somewhere, you will miss something in the previous paragraph that you

know is associated with it: freedom. When you don't have your own purpose, someone will give you one with which to spend your hours. You give up your freedom in exchange for instructions and a salary to follow them. The illusion of freedom is still there (you have flexible schedules, you take holidays when you want, you go home to eat, you work remotely), but you still don't control one hundred percent of your life and the greatest freedom of all: to decide the answer to the question: What is the purpose of my life? What do I want to do with it?

The worst thing is that when you let others answer this for you enter into a spiral of dependence from which it is difficult to get out, since on top of that it is not just one person who instils other people's ideas in you, but you have objectives and expectations placed on you by your bosses, colleagues, family, friends, advertising advertisers, social pressures, etc.

On the other hand, when you have a purpose and you pursue it with all your might, regardless of the fact that along the way you still have to maintain certain responsibilities, objectives or pay attention to your boss while you materialise that which will be the best work in the world, you're free. There is no dependence in anyone's life, even if you have your own job or work for someone else, you will always appear as if you work for yourself, because all your actions will have a common denominator that only you have decided: your purpose in life. The leadership you need to take the steps and overcome what is put before you comes from yourself, the orders are yours for you, the decisions are your own

and not imposed. If your circumstances change, your purpose doesn't and you can adapt them again or choose a new way of expressing your mission. A purpose will always be a compass that never fails and always points to where the north is, no matter how many magnets are around trying to confuse it.

How is a mission defined in life? What are its characteristics? It's a very valid question and very easy to answer. Your mission or purpose is none other than that which makes you happy, which serves as a reference in each and every circumstance of life, which is immutable, never changes and doesn't depend on the country you live in or the time in which you find yourself. Your purpose is timeless, without geographical, linguistic or cultural limitation. It is universally valid and universally applicable. And, if you think about it, in a way it can't be otherwise. A mission in life, such as helping children to grow up happy, doesn't involve limitations of any kind, doesn't tell you how and when you should do it, doesn't depend on whether you live in one country or another and doesn't have any cultural or religious connotations of any kind. However, it is a guide, a compass, a direction to follow, because whatever you decide to do, if it conforms to the maxim that is your mission, you will feel on the right track.

A mission is not to be a firefighter, it is not to sell cars and it is not to work as a bank manager. One mission is to help those who need help, to make others feel better about themselves, to provide resources and services, to inspire or guide people to achieve their goals.

The how, where and when is totally your choice; it could not be otherwise.

The reality is that some people discover their mission in this life when they are young and, knowing where they want to go (helping children to grow up happy, for example), they prepare for years in different jobs until they reach a level of maturity and preparation that allows them to devote themselves totally to it. Other people discover their mission later and realise that everything they have been doing so far has been preparing them for the moment when they decide to take the step and dedicate themselves totally to it. This is what happened to Silvia, if you remember the previous example, after realising that what she really wanted was to help others eat better and take care of themselves, and see that all her past experiences had provided her with the necessary tools and knowledge to do so.

There is also a group of people who may never discover it and may not even consider whether they have a mission but, acting intuitively and following what their passion may be, they end up doing what makes them completely happy. Of course, then there is the group who, even wanting to do something more in life, don't dare to take the step (lack of courage?), those who have never thought that a job is not only about exchanging hours for money at the end of the month, or those who routinely go on to wonder what the hell they are doing every day going to a place they don't like and that doesn't motivate them and, on top of that, puts them in a bad mood all week long.

How do I find my mission in life? Once, a martial arts coach asked Bruce Lee, the famous champion and actor, if he could teach him everything he knew about Karate and other disciplines. Bruce Lee then took two glasses and filled them to the brim with water, and said to the coach:

"The first glass represents everything you know about martial arts, the second glass represents everything I know. If you want to fill your glass with all the contents of mine, you will first have to empty your own glass completely before I can teach you anything."

If you want to discover your mission in life, first empty your mind of any assumptions, ideas, or thoughts that might have taught you about what it might be (including the idea that you have none). Although I don't intend to make each and every one of you magically discover a clear and concise answer that will give you the answer to the great question "*what am I doing here?*", I can propose some steps that can help you. The more open you are to this process and the more you hope it will work, the better it will work for you. Not believing in it or thinking it's just a game won't stop it from working, but it might take a lot longer to give you a "valid" answer.

Let's get started with the first exercise. Make a list of everything that you consider a passion, something that you especially like, something that you would like, if you could, that was the activity that would allow you to live off it. What do you like to do? If "passion" sounds too big right now for you to point out anything in particular, just write down those little things you enjoy, whatever they are. It doesn't matter how small it may seem, that

you think it has nothing to do with a job, or that you don't find any practical application for it. None of that matters now, just write down the most number of things you can think of that make you feel good.

Things I like to do, which I especially enjoy and feel comfortable with

Let's go a little further and look for some answers that will tell you where to aim for in the search for your purpose in life. In this second exercise, all you have to do is take a sheet of paper or open a blank document on the computer and write in the header: what is my purpose in life? And from there, start to write down each and every one of the answers (thoughts) that come to your head without stopping. It doesn't have to be a paragraph, a short sentence is enough. Repeat the operation as many times as you can, until you empty yourself, until your mind is giving you more and more

"elevated" answers. Don't stress over it. Ask the question and write down the answers. Maybe when you have 50, 100 or 200, ideas or answers that excite you or even make you cry will begin to come out from within you. There you go. That's an indication of where you're aiming for regarding your purpose in life.

The first answers always come from the analytical mind, the barrier that's imposed between you and your inner being. Once you've emptied it, deeper responses begin to flourish. Repeat again. Don't stress over it. The goal is to let you flow and bring out something that you already know in your inner self: that which makes you happy. It is also likely that many answers will resemble, or be grouped by topic, or that there will be resistance to exercise, because your analytical mind doesn't want to give way to your deepest self. Keep going, because the resistance will finally give way.

The more emotion and sense of well-being and depth you feel with each of the answers, the closer you get. Underline those answers and thoughts because they are the indication that you're on the right track.

When Marc did the exercise, it took 45 minutes and about 80 answers to find something that thrilled him the most: *helping others achieve their goals*. The words of that answer had energy, resonated with him and made him feel good. In the case of Elena, another client with whom I did several *coaching* sessions with the aim of making a radical career change, while doing the exercise, discovered that her passion for animals was the engine of her life.

This method simply appeals to your emotional intelligence. Your passion and your purpose always go hand in hand, so when you discover what the latter is, you realise that it always has to do with something you really like and enjoy doing. This exercise depends on your ability to extract information from within yourself, exploring the enormous sidereal space of possible purposes that you could have in life and their success in some way depends on how clear you are about, in some way, the general direction of the area in space in which your mission could be found.

Whatever the result, don't be discouraged if you didn't get a specific answer that satisfied you. All you need is a few small indications such as the elements on your list of things you are passionate about. You're going to be able to get to the best job in the world, your ideal job, with this list so keep it up close and let's move on.

CONCLUSION

The first premise to finding the best job in the world:

You have a mission in life. To find it is to make clear what your passion is, and the purpose that gives meaning to all the goals you may want to achieve.

Step 2

TALENTS AND SKILLS

Developing and empowering my innate talents

*Use what talents you possess; the woods would be very silent
if no birds sang there except those that sang best.*

Henry Van Dyke (1852-1933) American writer.

We said at the beginning of the book that each of you undoubtedly has an ideal profession, activity or occupation in which you excel, and that it is nothing other than the unconscious putting your passion and purpose into practice, because you like it, because you are good, because you do it well. You have certain talents and special abilities that when applied to the right activity, make you stand out.

Your purpose in life is strongly supported by those talents. Let's say that when you come into the world, you don't just bring under your arms a piece of bread for Mum and Dad, but you come loaded with the box of tools you're going to need to cut that bread into pieces, shred it, knead it, put it in the oven and on top of that assemble the whole bakery (this is for entrepreneurs). These tools will have to be discovered in their entirety, polished and shined, because without

them you won't be able to turn your passion and purpose into your way of life.

So, in order to find the ideal job, you will need to be clear about what qualities you have, and then strengthen them. This is extremely important for your professional and personal development, so you know where to put more energy when developing these talents (if you want to shore up your profession based on them), or if you want to devote your efforts to getting those that you lack (although you will see that it dedicating yourself to getting the skills you don't have is not the basis of your approach).

Some people have the gift of communication, others organise wonderfully, others generate harmony where they go, others know how to lead, and so on. It is only when you know what your greatest quality is that you can rely on it and use it as a basis for your work, to change jobs, to specialise, to make a qualitative leap in your company, etc. Why don't you work with the qualities that are less developed to make them better? Because it doesn't make sense. There are millions of people in the world who will be better than you at a certain point, and no matter how hard you try, you will never develop that talent to the level of those who have it innate within them.

The talents that make you stand out are never hidden from you, but nor have they done anything to reveal themselves if you've not brought them out into the open. What's more, there may even be people who know better than you do what your strengths are,

because by continually watching you they are more aware of those strengths and weaknesses.

To give the best of yourself, and to do things fantastically, you must do what you are good at by default. Your only task now is: firstly, to discover the strong points upon which your person rests and, secondly, to find that place-job-circumstance in which to apply them. People who are clear about their strengths have an ace up their sleeve wherever they go. In the search for a job, in the selection interviews, at the time of choosing one activity or another, at the time of making your way to where you're most interested. These are your weapons and they are always loaded, no matter how much you use them, they don't deteriorate; on the contrary, they become stronger. Going through life without knowing what you excel at and what your qualities are is like driving the best car in the world without knowing how to use half of its functions or even realise that they exist.

There are many talents, but there are a limited number of them that you can consider quite generic and present, to some degree, in all people. From this list you can derive sub-specifications and find "child talents" that are specialisations of the main talent, for example, the communication talent could be divided into talent for public speaking, writing or singing, but in this case, these ramifications will be dealt with when you look for the most appropriate channels of expression that will lead you to the ideal job. Now what you're interested in here is discovering your generic strengths.

To begin with, let's work on the following list of professional (as well as personal) talents and skills that most people have to some degree. Your main task is to identify the four or five strong points from this list that characterise you. Don't read ahead until you've completed the table, otherwise the following chapters won't help you much to fully define your ideal profession.

I insist again, if you don't complete this step, you won't be able to progress with the following ones, because each one rests on the previous one.

The first thing to do is to carefully read the definitions of each of the talents, look at yourself, your character, your personality, how it applies and whether it really applies. Are you really extra generous? Are you prudent? Are you competitive? It's not about saying yes or no, period. It is about giving each talent an appropriate value as you believe it is present in you. To do this, score in the right column from 1 to 5 the degree of this talent that you have (1 - little, 5 - highly developed).

Talent	Description	Value
Hardworking, Doer.	Characterises people who need to always be doing something, are hyperactive in the positive sense of the term.	

<p>Activator, Initiator</p>	<p>People who are very good at setting things in motion, launching, starting projects. "Well, shall we go there?" They're always eager to take action.</p>	
<p>Adaptable, Flexible</p>	<p>People who live in the present and who welcome unforeseen events with ease. They feel good about the idea that things may happen differently than planned. They adapt to the unexpected very quickly.</p>	
<p>Analytical, Objective</p>	<p>People who approach life rationally, love facts, want evidence of progress, logic and are sometimes distanced from their emotions.</p>	
<p>Organiser</p>	<p>Those who know how to manage several variables at the same time and orchestrate them to optimise the result. They operate in multi-task and control everything efficiently.</p>	
<p>Personal conviction</p>	<p>Those who have a strong awareness of values and convictions. They approach the world through these. They are "military-like" in defending them and usually have great integrity and congruence.</p>	

Leader	People who assume the situations they are responsible for. They order, they give directives. Confrontation is not a problem for these people; on the contrary, it is the starting place for resolving a problem.	
Communications	Those who know how to pass on the message, make it captivating. They're not content with just stating the facts. They know how to motivate, capture attention. They know how to express.	
Competition	People who are aware of others' level of competition. Their incentive is to be the best. They need others to compete, because that's the energy they need to motivate themselves.	
Feeling part of something broader.	It characterises people who feel united to others and to the universe. Conscious of greater whole and respect for interactions and dependencies. They are attracted to forming alliances.	
Past	Those who take the past as a reference and approach a situation in terms of the past. The past serves them to understand the present. They need to know where they came from to understand where they are and what to do.	

Prudence, Vigilance	People who pay special attention to where they step. Serious, prudent people take their time, check things before they act.	
Potential discoverer	Those who see the potentials of others and can support them based upon them. They're talent developers.	
Discipline	Predictable people. They need to structure the world and analyse it according to this structure. They're detailed, specific. They break down their projects into stages and mini-objectives.	
Empathy	Those who have the ability to put themselves in the other's place and to feel what others feel.	
Justice, Equality	People who always conduct themselves fairly, making fair decisions. Equality is very important to them, fair and honest play.	
Focus	Once a decision is made, these people don't abandon it. They remain focused on the objective until it is achieved.	
Futurist, Visionary	All those who detect before others what is going to happen. They capture the weak currents that others don't perceive. They are visionaries. They have a vision of the future that's as strong as the present. Pioneers.	

Harmony	People who generate harmony around them.	
Creative	Those who play and skilfully manage the generation of ideas, shuffle them: what if..., and if later..., and if... They enjoy <i>brainstorming</i> . - They approach the world with new eyes. They see the imagination.	
Integration	People who know how to include others in a group. They unite people, make them feel welcome. They generate a feeling of belonging.	
Individualisation	Those who know how to detect what is special about someone and handle it according to this specific aspect.	
Saving information	Those who like more information. They're collectors, documentary filmmakers. <i>"This may come in handy someday, so I'll keep it."</i>	
Intellect	Those who like intellectual activity, who go deeper, dig into information.	
Learning	Those who are thirsty for knowledge. Learning for pleasure, without necessarily seeking to develop knowledge in one field or another.	

Optimise	They know where the reservoir is and they know how to extract the best from a system or situation. They make what already works well even better and leave room for new margins.	
Repair	Those who love to fix what's broken. They make a diagnosis and find solutions for repairing it.	
Positive attitude	People with contagious enthusiasm. The glass is always half full.	
Relational	Those who can nurture and maintaining a relationship, who generate a high level of trust, who are terribly faithful to everyone.	
Responsibility	They have a strong sense of responsibility. They are committed to what they say and what they do. They're honest and loyal. Their reputation goes before them.	
Self-confidence	People who are convinced that they will always succeed, with assurance and self-confidence. They don't come down to criticism. They're resilient people.	

Difference, Originality	People for whom it is important to distinguish themselves. They need to be heard, seen, admired and want to stand out. Eccentric to some degree.	
Strategic sense	Those who anticipate, choose the best starting approaches. They create strategies then apply them.	
Power of conviction	Those who know how to convince others to join their cause. Conquer, seduce, sell...	

What did you think of this self-analysis? You will probably have to read all your talents several times and readjust your scores. Was it interesting to see that you have many more qualities than you might have thought? Notice the importance of knowing your strong points, since, at first sight, you're opening options and possibilities to exploration and self-knowledge that until a few minutes ago perhaps you had never considered.

So, where do you go from here? Once you have more or less scored all the talents, the next step is to look to see how many times you scored 5 or 4. If you have a 5 in all, delete the whole list and start over. Why? Because it is not a question of inflating the ego seeing how good you're in everything, but to see, from all this, the points in which you are "better". If you scored 5 in everything, then which of them would be a 6?

Review this first list of strengths, are you convinced? Do you think something is missing or that some of them really shouldn't be so high? Look again. This point is crucial, because you're bringing out your weapons, the tools that came in the box you brought with you at birth and that you had left half-forgotten under the cradle.

To go even further, if you want to, you can do something else: ask people who know you to evaluate you anonymously. You can give them the list and ask them to give you a score for each of those talents. Then compare the scores with your own. Do they match? Are you surprised by the result? Do you have hidden talents that everyone sees and you haven't scored? Or on the contrary, do you think you have a talent that no one sees?

The objective of the exercise is just to determine the 4-5 strongest points (also less), and to check the abilities that you innately possess. Realise that you've been living your whole life being especially good in these four or five areas and that you've probably never even thought about whether you're making the most of them as you should in your work and daily life. Can you imagine what would happen if all your activity revolved around the things that you do much better than others?

The question is not mine, but Marc asked it as he discovered that his talents, the things he had always been good at, had a name: *thirst for learning, initiator, communication, organiser and empathy*. It was the first time he had seriously considered how to base his professional life on something in which he could really

put absolutely all of his strengths into practice, as that's the idea you want to achieve. If you think about your current activity, in some cases you will realise that you're already using some of them, and others you're not, so what you can do now is mentally review all your obligations to check whether, in your current job, there is any area in which you could find a way, or make some change, so that the tasks you have to do are in line with what you do best. If you want, create a table like the one below for yourself, which will be good for you to do this new analysis.

Examples of current tasks or responsibilities in your job	What talents am I using?	What skills are required that I don't have as a strong point?
Lead meetings		
Interview people		
Public speaking		
Address complaints		
Negotiate		
Make decisions		
Manage change		
Design things		
Lead people		
Motivate people		
Manage projects		

Manage time		
Delegate		
Manage conflict		
Organise things		
Fix things		
Diagnose		
...		

Note that when you complete the chart you may find that your current job requires many more skills than you have on your list of strengths, or that out of your four or five talents, you can really only use one of them. If all your strengths are really reflected in your current work in one way or another, congratulations! Although that doesn't automatically mean that this is your ideal profession, you probably feel more or less comfortable with what you do and you're doing very well. Maybe you're already working on something related to your true passion and fulfilling your mission in life, maybe there are only small things that upset you or you simply need to find a new channel of expression.

Don't worry, you'll get to all that over the next few chapters. On the other hand, you may realise that your skills and talents are not being used to the fullest, or that you only use them in your hobbies and free time, in activities that have nothing to do with your professional career. Don't worry. The important thing now is to be very clear about the four or five strong

points that you have identified and also what level of development they are currently at, as they are the starting point that will lead you to the discovery of your ideal profession.

What does that mean about the level of development of my talents? Isn't it taken for granted that innate abilities are already developed by default? No. That means that in your famous toolbox there are certain tools that are like diamonds in power, they shine brighter than the rest of your abilities, although it doesn't mean that they are at their peak of development. You can be innately good at playing tennis, know how to use the racket well, have vision of the game, know how to read the game well, but it takes a lot of work to be Rafa Nadal or Roger Federer. Their talent for tennis may be innate, and it may be easier for them than for others who are engaged in a profession for which they have no quality, but that doesn't mean they haven't had to polish and polish again and re-polish each and every one of their skills until they can give their best in a completely natural way.

From now on, you will fill in a form with all your discoveries so that you can check at any time the state of your search for the best job in the world. Let's begin with the result of this chapter plus what you obtained from the previous chapter:

My mission in life	(all the answers that seem relevant to you related to what you know that really makes you vibrate and you like enormously)	
My talents. Order of priority or development	Talent	Is it being actively used today?
1		
2		
3		
4		
5		

Following the example of Rafa Nadal and Roger Federer, it is important that you understand that, despite having certain outstanding qualities, not

everyone has developed at the same level and therefore, you must learn how to get them to shine, improve and harness them to the maximum. Even if you're naturally good, for example, at speaking in public, it is more than possible that at the beginning the nerves betray you, that the tone of your voice goes up and down, that your body language needs to learn to communicate just as your words do, etc. You won't do it badly, because you have talent, but you can do it better, because a worked and consolidated talent is a shortcut on the road to success. Also, at the beginning, you all go through the rookie phase in whatever field you get into, so your goal should be to go through that stage as quickly as possible in order to truly enjoy the benefits that the skill you've developed will bring you. How do you do that? Dedicating time and effort, and practicing, especially practicing.

The trick or advice to follow when you want to improve a skill is to increase the frequency of performing or putting it into practice. It's actually crucial to getting acceptable results. Performing the same activity more often in less time can greatly increase the development of the activity. If you want to improve your ability to speak in public, you can sign up for one of the *Toastmasters*² clubs in your city and go once a month or you can go every week or every day (if you sign up for several) to spend several hours practicing, you can devote yourself to making small presentations with friends, at work, with family. If you want to improve your organisational skills, you can learn new methods, put

² Toastmaster is a worldwide organisation dedicated to teaching how to speak in public www.toastmasters.org

your skills into practice with new projects, if you want to work on your leadership skills, you can join a club, organisation, take on coordinating roles, etc. Work and work your talents to take them to the highest level of development you can acquire.

The danger of getting stuck in the beginner's stage, taking advantage of the fact that "since it's one of my strong points, I can manage just the way I'm doing now" is that your motivation to improve quickly disappears before the best results you could achieve come and have an impact on your life. So you will continue speaking in public and it will be noticed that you lack that point of improvement. You will continue managing projects or leading other people and they will miss a certain fluency in you. And, of course, your self-discipline to improve will have lost much of its initial power. Can you become the world's number one tennis player by putting in the same effort and developing your strengths as what is needed at number one hundred? The more you practice and/or study, the faster you will be able to improve that talent, the sooner you will go through the learning phase and the sooner you will have it integrated within you and it will be part of the toolbox at its maximum level. Moreover, once you have integrated this new skill, it may take months or years until the next time you put it into practice, and it won't be too difficult for you to return to the rhythm you had at the beginning.

By making this small sacrifice in terms of concentration and dedication, you can greatly reduce the overall time you need to substantially improve and

not lose the enthusiasm and motivation one always has at the beginning when starting something new, an illusion that can be diluted if you let months or years go by with too much separation between the different practice sessions.

Having said that, which method is the most suitable for improving a skill? Is it the same thing to pick up a book, attend a seminar or get down to work? Not really. And to be specific, it really depends on you and your personal characteristics. It is important to understand that not everyone learns things equally, and that improving your skills will depend to some degree on how you work on them and what methods you use to acquire them. Although everyone learns in many different ways, using different methods and techniques, you don't absorb and process the information from each of those methods in the same way. Also, what interests you is to find a way to enhance those skills that at first won't be one hundred percent of their capacity so you have to find a way to promote those skills in the most effective way.

The best thing is that the talent to learn to improve is already a talent in itself, it is a skill that serves to improve the other skills forever. The more different ways you learn to evolve and develop, the easier it will be for you to do so in whatever field and competency you decide to try.

When I asked Marc about his result, he told me that he mainly considered that he learned mostly by putting into practice the ideas he had obtained by listening to others, period. No philosophical digressions

or abstract discussions. What about you? Think about it by analysing the ways in which you have learned things in recent years and fill in the table again with the new information you have acquired in this previous analysis and see how it looks.

And once you're done, propose the following as a plan of action.

For each talent you want to improve, write down the actions that match your most appropriate learning style and also think about what you can do to reinforce the other styles you have that are weaker, so that the action you choose to improve has 100% effect.

Order of priority or development	Talent	What kind of actions or activities lead me to improve it?
1		
2		
3		
4		
5		

Summarising what you have seen so far in the book, you have learned that the best work in the world, which you will do in your daily life, must be based on and

referenced by a broader context (your purpose in life) and must be the one through which all your objectives take on meaning and importance. Its realisation will be based on the application of all your innate talents, since you were born with certain raw qualities in which you can excel enormously if you know how to develop them. This requires learning. Learning in which everyone participates using a combination of methods, but in which some of them will always stand out and knowing them helps you to find the best channel for obtaining information and qualities to improve. Do you follow the logic so far? You're on the direct path towards what you want to discover: your ideal profession, activity or occupation.

CONCLUSION

The second premise to find the best job in the world:

Discover your talents and see if they are being put into practice.

Step 3

**FIND THE MOST
SUITABLE PROFESSION**

What activities or professions are most related to me?

My father always said to me: find a job you like and you won't have to work a single day of your life.

Jim Fox (1939-?) British actor

At this point in the book I see you wanting to move on to the specific aspects, those that can get you going towards discovering what your ideal job is. I've noticed in talks and presentations that when this point comes up you're all looking forward to seeing a final result. I find it curious how most of you feel "excited" at the idea of being able to obtain a special "revelation" or make a discovery that you have never made before. Normally I always think that deep down you all know unconsciously what your ideal profession or occupation is, and that it only takes a little light shed upon it and put it out of your subconscious mind for that revelation to take place. I also advocate for this process to be put into practice by all those who are thinking about what kind of university and professional career to choose. Why? Because sometimes you're not sure whether to study one thing or another, and it is better to plan the generic training you're going to need if you know what your ideal activity is. Why spend four years studying something that

later turns out not to be what you really wanted to do in life? Is it just because there are places in that career or does it seem simpler than others? Be that as it may, you are entering the most practical part of the book, you're spinning finer and finer, just as it said in the introduction. Five steps: from more abstract to more specific. You're about to define the ideal form that will bring you closer to that which will be the best work or manifestation of the mission of life for you.

Let's return to the subject of your talents. The main talents, or innate abilities, inside of everyone are no more than a set of personal characteristics and a way of doing the things that make you good in that particular aspect. But a talent without a specification or practical application doesn't cease to be a concept or a know-how in a given field, which is still too generic to allow you to produce practical results when using it in your life. What does it mean in real life that your strong point is "empathy" or "prudence"? How is this talent going to be transformed into a real activity? Staying so happy with the selection of your strengths and not finding the right channel to express them is almost as useless as doing nothing (leaving aside the pleasure of knowing ourselves much better, of course).

Putting a particular skill into practice can take different forms, and even if they are all related to something you're good at, not all of them will be interesting enough for you to make them the main vehicle for the expression of who you are. You're already getting closer and closer to what will end up being your definition of the best work in the world, but there are

still a couple of very relevant steps to take and analyse. It is important to realise that this one is one of the most difficult steps, since the range of possibilities is quite broad, and you will see why.

Let's start by exploring all the possible applications of your talents in real life, for example: communication. How many jobs or professions can you find that have this ability at the core of the activity? There will probably be many of them, among which you will surely find:

Journalist
Writer
Blogger (blog editor)
Presenter
Professor:
Lecturer
Psychologist
Coach
Salesperson
Public relations
etc.

Let's do the same with organisational talent, for example. What professions have this talent at their core? Probably among others you can quote:

Project manager
Event organiser
Warehouse manager
Secretary and administration
Logistics manager

Etc.

And if you take a talent such as repair for example, where is it mainly used? Probably the professions that would appeal to you would be those related to manual work: shoemaker, mechanic, carpenter. What about relational talent? Without a doubt you would find here activities such as: sales to the public, marketing, communications manager, human resources, interviewer, and so on.

It is obvious that you're not going to function equally well in all the different professions related to your talents because whether you feel comfortable or not in them depends on many factors. Your character includes other facets that will decant and limit your selection to probably a maximum of two or three options from the previous lists. However, as you have already said that you're still at an intermediate step, you're going to continue working on all the possibilities that may appear at this time without worrying about whether they are feasible or not. Your task here is to make a list of all the activities in which your skills have a place, can be applied and form part of the core of that profession, as you briefly did in the previous examples.

Your tendency right now is probably to discard everything that has nothing to do with what you have done so far. But what if it turns out that precisely because you don't like your current profession you're looking for a change and the result is another kind of work that you've never thought about?

What you need to find at this point is that profession that's related to the maximum number of talents and strong points within you and that fit with your passions and hobbies, because if you decide to choose one in which you can really only highlight one or two skills required, you're deviating from your ideal profession. Remember that when you were born you brought a purpose with you, a task, and all the tools, without exception, to carry it out, so finding the ideal job is finding that occupation in which you can put the maximum number of skills you have into practice. Let's look again at the exercise Marc was doing. His talents, as mentioned, were: *thirst for learning*, *initiator*, *communication*, *organiser* and *empathy*. They are disparate talents, which make him unique for certain activities, but which need to be combined in some way to find the most suitable of them. If you take the talents and try to make a list of all the professions in which they are used as a priority for each of them, you will find something like this:

- **Learning:** researcher, librarian, reporter, teacher, writer, etc.
- **Initiator:** project manager, entrepreneur, etc.
- **Communication:** teacher, journalist, *coach*, writer, salesperson, presenter, lecturer, etc.
- **Organiser:** project manager, team manager, event organiser, sports coach, entrepreneur, etc.
- **Empathy:** mentor, counsellor, *coach*, coordinator of teams and human groups, human resources

consultant, customer service, telephone operator, shop assistant, etc.

As you can see, there is no limit to what you can think of and the list can be very long, which will be good for you to compare and choose what really fits your ideal profession. Underline those that are repeated in more than one talent, as they will give you more clues to follow. Don't forget to write anything down no matter how extravagant or unlikely it may seem, you're not yet choosing anything, but analysing possibilities. Forget about your current profession, which doesn't influence what you do or what you have done so far at the time of completing the list of possible occupations. Create a table or list like this one:

Talent 1: professions that fit together

Talent 2: professions, etc.

Talent 3: professions, etc.

Etc.

Like Marc, the list that you came up with may be quite disparate, but this is quite normal and reflects the variety of applications in which your innate ability may be included. If for a particular talent you don't know in which jobs it could be put into practice, try to describe the most similar activity in which it would fit, maybe later you can find it and work out how you will be able to use it in your daily life.

Next, turn the previous list around and analyse it from another point of view; that is, compare all the professions left over and find those in which a greater

number of talents are repeated. The idea is nothing just to analyse each and every one of the professions that have come out of you and compare it with the list of your talents to see those in which you have the best chance of excelling, having all the skills (or the maximum possible number of them) that this activity requires.

Above all, don't be in a hurry to erase some of the results. You're still not ruling out any possibility, even if you're already tempted to do so. Simply finish the exercise and you will see that those that don't fit fall by their own weight, and by elimination, leaving the last ones on the list. Write down once again the occupations in which your strong points are an essential part and count the number of talents that you could put into practice for each of them if you did that work.

For example:

Profession	Talents I have	Total number of talents
Professor	Communicator, empathy, organisation, learning	4
Project manager	Organisation, initiator, communicator	3
Coach	Empathy, initiator	2
Writer	Communication, organisation, learning	3
Journalist	Communicator, learning	2

Entrepreneur	Initiator, organiser	2
Researcher	Learning	1
Librarian	Organiser	1
Personal trainer	Empathy	1
etc.		

From here, reduce the list of possible professions to a maximum of 4 (those in which by analysis, intuition or elimination you can really put into practice all the potential that you have and that motivate you, that you love, that you feel passionate about). Now is when you can cross out and remove everything that doesn't fit, your abilities and your strengths. And what do you have left? A list of various professions in which all your strengths can be put into practice. What do you think? Logically, you will see yourself represented in most of them, you could visualise yourself doing those activities innately, even if you had not thought about it until now, you have the potential for it.

Since we're using our friend Marc's example, his professional development table has the following options:

The most related professions	The talents that can be used in them
Writer	Communication, organisation, learning
<i>Coach</i>	Empathy, initiator, communication
Project manager	Organisation, initiator, communicator
Entrepreneur	Initiator, organiser, communicator

As you can see, you have quite different options in which, however, you can fit practically all your star skills, all the innate talents you have and which you have improved to their highest expression.

If you could work on all of them at once, you would probably do quite well by default. You would certainly not be the person out of place in that position and you could make any of them almost your ideal profession. But as you have said before, not all jobs are going to match your personality or what you want to do as an activity for the rest of your life. The reason is very simple, not only do practical components such as skills come into play, but there is also a part of subjective, personal and affinity components that will make you choose one profession or another, among those things

and one of the most important is the subject that you're going to touch next: your values.

The importance of values in the search for the ideal job

*Today's world is full of values, what is needed is to put them
more into practice.*

Anonymous

Milton Rokeach was one of the pioneers in the global study of human values. Back in 1973 he developed a system of values that he judged to be universal in which everyone could be reflected to a greater or lesser extent. This system of 18 values eventually became a reference for the study of behaviour and for the analysis of what was "most important" to a person.

Finding out, or bringing to your conscious mind, what your core values are is not only of paramount importance in the search for your ideal profession, but in any situation of your daily life. Have you observed whether your reality is consistent with your most important values? Is your fundamental value freedom (for example) and are you working in an office with schedules so rigid that you can't even go to the toilet?

The first question that will arise is undoubtedly: What if my life is not in line with my values? It's quite likely that many things that are important to you are not

reflected in your reality right now, and sometimes you don't even know it. Have you ever tried to contrast your core values with the activities you do? It's normal that a lot of them don't match. It happens to everyone, because you're dragged along by a thousand and one circumstances and decisions that are not always in line with what you would like to do.

The discrepancy between your current reality and routine and your values is what causes you inner conflict and unrest. It produces stress that you don't notice because you don't realise what's failing. In many *coaching* processes I use a small tool called the *Wheel of Life*, which simply consists of a circle divided into several pie slices that each represent an area of your life (family, work, health, finances, etc.). Without going into details of what it is used for and how it is used, I usually ask my clients and friends that when they complete the values test they look at each slice of the pie for each of the areas of their life and tell me that what is most important to them is reflected in some way. The result is sometimes disastrous. I have friends who have shockingly proven that nothing of what is unconsciously valuable to them was at that time materialised in any area of their life. Hence this internal conflict, this sadness that you don't know where it comes from, this feeling lost and disoriented.

Your next activity is nothing more and nothing less than discovering what your core values are, what you carry within and what the guiding principles of your life are, whether you know it or not, and you will do so using the list of 18 universal Rokeach values you have

below. For each of these values, you will see that there are several subdivisions to help you better understand their practical application. You must rate each of them from 1 to 3 (1 - unimportant or representative for me, 2 - moderately important in my life, 3 - important in my life). Then add all the points and divide the total by 10 to get a specific result for the block as a whole.

For example, for the value: Social status

SOCIAL STATUS	Value
Honour, merit and recognition	1
To be respected, to have authority	3
Be an example or be the best	3
Demonstrate to everyone that you have succeeded	2
To have an enviable and deserved situation	2
Climbing the steps to social success	2
Be recognised: distinctions, degrees, diplomas	2
Cultivating to be up to the task	2
This isn't done; what are they going to think?	1
Proud to have triumphed, to be able to prove it	1

Here's the complete list: How important is each of the statements listed below in each block to you?

SOCIAL STATUS	Value
Honour, merit and recognition To be respected, to have authority Be an example or be the best Demonstrate to everyone that you have succeeded To have an enviable and deserved situation Climbing the steps to social success Be recognised: distinctions, degrees, diplomas Cultivating to be up to the task This isn't done; what are they going to think? Proud to have triumphed, to be able to prove it	

A WORLD OF PEACE	Value
A world free of war and conflict Have no problems with anyone Nonviolence as a principle of life Avoid lawsuits at any price Preach the good word and forgiveness Don't criticise, don't judge Be peaceful, tolerant, or permissive Get along well with everyone Have a tendency to play at being the saviour First the others, then me.	

COMFORTABLE LIFE	Value
Having a comfortable and prosperous life Ownership to guarantee old age Leave an inheritance for your children Saving for the hard times Fear of not having, or fear of misery Living in opulence or luxury Offer material comfort to loved ones	

Feeling proud to own Luxury, wealth, nothing too beautiful for me Proud to possess, you deserve it	
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HAPPINESS	Value
Savour every moment every day Be optimistic, confident, or positive Never problems, always solutions The journey, more than the destination Making the most of suffering and failure Progress, evolution and improvement Always new projects or challenges Multiply the opportunities to exceed Faith, dreams and hope Clear objectives, precise life plan	

FREEDOM	Value
Don't depend on anyone Defending democracy, freedom of expression Let things unfold in your own way Resistant to orders and rules Being original, special, feeling different Don't listen to anyone, just trust yourself Ensuring economic independence Not be subject to any conditions No to politically correct thinking Neither God, nor Master; freedom to choose	

SECURITY FOR THOSE WHO WANT IT	Value
Family first and foremost Protecting and caring for the family Assist your parents and grandparents Sacrificing for the education of children Life dedicated exclusively to children Without me, there is no family. Preserve the family legacy Tendency to overprotect those you love Living close to my family Fear of dangers to the young ones	

TRUE FRIENDSHIP	Value
Building deep, authentic relationships Be natural, spontaneous and authentic Be interesting, frank and heart-warming Be present, be attentive Sharing intimacy with friends Express feelings, be confident Lasting, faithful friendships Prefer openness to political correctness Be loyal, faithful, or grateful Don't be afraid to discover yourself	

INNER HARMONY	Value
Be free from internal conflicts Controlling impulses and emotions Personal development, ego control Inner peace, humility, happiness Enthusiasm, happiness and good humour Controlling pride and envy Avoiding ups and downs Listening to your emotions	

Giving free rein to your intuition Questioning yourself, introspection	
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LASTING CONTRIBUTION	Value
Contribute or be useful to something Feeling like a mission bearer Contribute to give meaning to life Serving others and helping others Having contributed towards improvement Helping the suffering and the underprivileged A life that has served a purpose Work for peace, justice or ecology Have a sense of the task accomplished Doing something for the good of the community	

NATIONAL SECURITY	Value
Obedience, respect, duty Patriotism, nation or civil responsibility Political, social or associative commitment Fighting to defend democracy Denounce abuses, pollution, exploitation Respect for codes and the law Ecology, preserving the planet A firm and exemplary justice Protecting nature, a father's duty Fear of being attacked, war, terrorism	

A WORLD OF BEAUTY	Value
Nature, a model of perfection Passion for art, music, painting Refinement, good taste Elegance, grace, beauty Learning by observing nature Art is a good way to improve oneself Attractiveness, seduction, liking Zero conflicts, equal beauty and harmony The projection of your inner beauty Learning to find the beauty of things	

ETERNAL LIFE	Value
A life of sacrifice and deprivation To deserve, to suffer in order to gain your health An irreproachable conduct Sacrifice for a greater cause Have faith and do good Feeling invested with a mission Preach with good words and example To be able to die in peace To blame oneself for not doing well enough Sacrificing oneself for the happiness of others	

FREE TIME (PLEASURE)	Value
A life totally oriented to pleasures Always more free time, to enjoy it Less effort, more pleasure and distraction Travelling with imagination, escaping Enjoy thoroughly, there's only one life The work is only to feed oneself Working to be able to pay for your holidays Retirement for more time	

First of all, enjoy the present moment Distracted to escape problems	
EQUALITY	Value
Equal opportunities for all One justice for all Denounce injustices and inequalities Equality, solidarity and sharing State/institutions guarantee equality Defending the most disadvantaged Collective, not individual, commitment Denounce all forms of exclusion Accepting and valuing differences Gender equality and parity	

LOVING FULLNESS	Value
The essential, my romantic relationship Learning to love in order to truly love Running away from routine, surprising your partner Without love, life has no meaning Sharing, sexual or emotional intimacy Open your heart, don't be afraid to trust Sharing feelings and tenderness Daring to say I love you Finding Prince Charming or Sleeping Beauty When you love, it's for life	

SELF-ESTEEM	Value
Honesty, loyalty and integrity Being able to look in the mirror Respect for self and others Acting according to the dictates of conscience	

Be a role model of good behaviour A healthy life, without vices or reproaches Behave with dignity and grace Feeling guilty if you're not up to it. Have high ethical standards Respect first and foremost	
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WISDOM	Value
Being recognised or important is not what counts Controlling envy, avoiding jealousy Exterior and interior harmony Being awake, feeling united Ecological, holistic and humanist Congruent, consistent and coherent Better to understand than to know Peaceful, avoid conflict, harmony Strength, beauty and wisdom Thinking, speaking and acting fairly	

ACTIVE AND STIMULATING LIFE	Value
Seek change and bring it about Open-mindedness and curiosity Active, enterprising and energetic Attentive, open to stay young Learning to continue progressing Taking risks, a taste for adventure Fear of routine and habits Always more imagination, to change Many activities, diverse/enriching Always more, projects and activities	

Once you have assessed all aspects in the survey, you need to review and look at those that gave you the highest scores. It is time to let yourself be carried away a little by intuition and your inner guidance, do you agree with the results? Are the three or four values that have more points in mathematical form the ones that I consider my standards in life? Review it until you agree and are satisfied with the result and once this is done you can continue to complete your table in pursuit of the ideal profession. It is unlikely that other people will be able to help you assess this to make a possible comparison. Unlike talents, values are more intimate, not always so easy to see by others if they don't know you very well, so trust your results and your choice.

While Marc was doing the exercise, he told me that his main values had been: *freedom, an active and stimulating life, happiness and inner harmony*. So his chart looks something like this:

Main talents	The professions that best fit them	Core values
Organisation	Writer	Freedom
Communication	Project manager	Stimulating and active life
Empathy	Coach	Interior harmony
Learning	Entrepreneur	Happiness

Initiator
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The next step is to re-analyse the list of professions and find one or two that match your values as much as possible and in which you apply as many of your talents as possible that are aligned with your passions and hobbies. Only the professions that can match all these attributes and qualities are the ones that can fall into the category of "ideal profession". If you manage to find one that meets all the requirements in most of its facets, you're almost at the end of your search.

Let's see if you can help Marc narrow down his list. Of the four professions in which his talents are mostly represented, that of entrepreneur and project manager don't quite square with their number 1 value, freedom. Why? Because for Marc, these two professions represent the world of big business, with more or less regulated hours, with a lot of pressure and with deadlines to meet. Marc is good at organising, he's very good at coordinating people, he's very good at communicating, and he would do a great role in both positions, but he doesn't like to be in an office or have check-in and check-out times, so these two professions aren't going to be the ones he'll choose as the ideal profession.

After eliminating these two, Marc has two options: to work as a *coach* or to work as a writer. Both seem somewhat distant and quite different, but again, in both of them, Marc has all the talents that are required:

if you start working as a *coach*, you will be able to put your empathic ability to relate to your clients into practice, your communicative skills, your initiating talent, as each client will be a new adventure that will have to start from scratch, and your personal organisational ability to manage the different processes you take. Fantastic, a profession in which he puts four of his five innate talents into practice. Now look at the profession of writer. Marc loves to write, is part of his communicative talent, has an enormous thirst for learning and that goes hand in hand with finding topics to write about, he is organised and also his initiator talent helps him to launch new books, articles, essays, and so on. The main value, freedom, seems to be the same in both professions, since he puts the agenda of his work himself, be it his appointments with clients or the hours he will be in front of the computer typing. What about the others? Happiness and inner harmony also seem to go hand in hand in both professions, or at least, they don't seem to contradict either, so to choose one, finally, Marc decides to assess the active and stimulating standard of living he believes he will find in each of them.

As a *coach* you will have to repeat processes of help and accompaniment to your customers on a regular basis, because although each of them is a world, the method and technique are the same in most cases. Marc thinks that although in this case his life would be quite active depending on the number of processes he leads, it may not be as stimulating as he would like if he ends up falling into a sort of routine with similar cases. On the other hand, being a writer seems to go through different processes, a season of writing, a season of publicising his

publications and articles, lecturing, giving seminars on the subject, and rewriting something new. This seems much more stimulating to Marc, so he finally decides that the most related profession already has a name at last:

He'll be a writer!

And in your case? Have you finally come to the conclusion you were looking for so much? What is your ideal profession? I invite you to review all the chapters and exercises again until you get here, again, with one line, one that describes your ideal profession. You're approaching the discovery of the best work in the world. But don't worry, you don't have it yet, that's why you need the next chapter and the next one.

CONCLUSION

The third premise to find the best job in the world:

Once you're clear about the professions in which your talents are applied, check whether they respect your values. Only one activity per general rule will more than meet all the requirements to become your ideal profession.

Step 4

SPECIFIC CHANNELS

Specific channels to implement my ideal profession

I don't know whether you're jumping for joy at having made a great discovery, or if you haven't yet reached a clear conclusion. Whatever your state at the moment, the process of self-discovery you're going through will have repercussions far beyond reading these pages and you will notice that, when you have to return to your current work, you will begin to wonder about many of the things you have analysed here.

Still, you're not finished. Whatever your ideal profession is, you need to give it another twist. A single profession has a thousand possible applications. Being a journalist in a local newspaper is not the same as being a war correspondent, even though the profession is the same. Being a doctor has a thousand disciplines, being a teacher the same.

So far you have found the "ideal" generic profession, but you can fine-tune more. All the potential you have has to be able to express itself through the channel that best allows you to do what you want in the way you want. And what is a channel? Simply the last manifestation, the final form that your work will have, including all the details and specifications that you want it to have. It's simply about the implementation and

physical form of everything you've seen so far. It is the manifestation that you have decided to choose to fulfil your purpose in life and enjoy your passion. It is a form freely decided by you, in which each one ponders which elements of a possible work he or she values more. Therefore, the channels of expression can vary with time, with experience, with the place where you are, with the working conditions that you demand from your ideal profession or with your personal situation. And that's what you're going to look for now: the best channel to express the profession most in tune with who you are, your characteristics and your tastes, at this very moment in your life.

Returning to the example of a journalist, you know that as a profession it can manifest itself in many different ways and that throughout your life you will be able to change the channel through which you exercise it. You can start writing in your neighbourhood newspaper and end up as a correspondent in the Pacific for a major television network. You can move from journalism in the press to radio, you can switch to investigative reporting, etc. You can ultimately decide how and when you want to manifest your mission in life and you're free at all times to explore new ways and means of doing so.

How do you choose the most suitable channel? You simply have to take into account other factors of your personality that you had not yet considered alongside talents and values, factors such as cultural interests, manual or technological skills and abilities, preference for one type of work environment or

another, etc. The other characteristics and tastes that define you as a person are the final touch in your search for the ideal profession. The goal is for you to find one or two main channels of expression for all your potential, those that best fit absolutely everything you know and like to do. You may be clear that you want to teach, and that you like to make your ideas known, but you don't even want to hear about spending half your day correcting exams or being in an academic environment such as the university, you're more oriented towards putting yourself in front of an audience in a theatre and giving talks about life's teachings or working with disabled children in special schools. There can be enormous differences between the channels of expression you choose to manifest the same message or to carry out the same passion and exercise the same profession.

If you can't find your ideal channel of expression, there will always be a point of dissatisfaction with the environment in which you carry out your work. And as you have said, since this channel can vary, you must always analyse the best way to put what you want to do into practice in each period of your life. If your ideal profession, like Marc's for example, is writing, and you like it so much that you would spend hours at the keyboard, but you don't have the patience to get your work into the world, publishing books doesn't help you as a channel of expression, because a book can take months to be published. In this case, working on a digital magazine or as an editor in a newspaper would make you much happier, since what comes out of your keyboard will be immediately available to the public.

The idea is to keep spinning finer and finer. You must now focus on finding out what channels exist for the profession you found in the previous chapter. As you did when you were looking for different activities based on your talents, you shouldn't discard anything, so make a list of everything you can think of as a way to practice your ideal profession.

Let's see it with our friend Marc, in his ideal profession as a writer, what channels of expression do you think he can find? Here are some of them:

- Local journalist
- *Blogger*
- Book Writer
- Newspaper correspondent
- Editor of a travel magazine
- Ad writer
- Film scriptwriter
- Comic and comic scriptwriter
- Political speech writer (if you didn't know this profession existed, ask the advisor of the politicians who make them win the elections, etc.).
- Technical report, etc. manager
- Communication manager

- etc.

You already see that many resemble and can be compatible, they can be put into practice throughout your professional career changing from one to another or some of them can be discarded directly. For now, try to complete the list of possible channels as much as you can, and you will see below that you can remove those that don't meet the rest of the requirements that you want for your ideal job.

In other words, what other characteristics and requirements do you want in a job, in your daily activity? Take out your notebook and let's do another exercise. The next step is to make that list of requirements that must meet your new job or activity (paradoxically, this is the list that everyone makes as the first point when looking for work, imagine the steps you skip to understand which job is best for you and why). In this list you put the practical aspects that you want your channel of expression to fulfil: that it is located here or there, that it is flexible, that it has this, that it offers me that, etc.

This set of requirements that you write now is what will help you discard many of the channels of expression that you have found, and it has to be as realistic as it is true to your interests. In other words, you need to specify how you would like your work to be in its practical aspect, but not use things that you know cannot be achieved as elimination rules (I want my work to offer me a flat in the Bahamas and a private helicopter). Basically you use elimination rules that serve you in the current labour market wherever you live to compare and

define which will be the best channel of expression. For example, you could use something like:

- I want my work to have a high profit margin and allow me to earn a comfortable income.
- I want it to be physically secure and stable.
- I want the flexibility to work whenever I want.
- I want you to contribute enormously to society.
- I don't want to have to go through recycling studies again.
- I want to work in a pleasant environment.
- I want to work outdoors.
- I want to...

As soon as you have all the features of your ideal job, you should review the above list of all the channels that have come out and check which ones meet most of these requirements. Try to answer all those questions you've asked above, all those "I want to...". What is the result? Do you get some that stand out from the rest? Are there two or three of those that directly fulfil almost everything you want? Good! Narrow down the list and stay only with them.

Let's move on. How's that for Marc's example? Well, answering all the "I want my job to..." questions,

he chose the ones that gave him the most positive answers, so he stayed with them:

- Book Writer
- *Blogger*
- Magazine editor
- Screenwriter

Once you have made this first filter, just consider in which of the remaining options at this time you're going to feel more comfortable and happy. I say at this time because you're looking for what would be the "best job in the world" for you now, at this stage of your life, and that's why it is necessary to keep going to the end of the analysis to ultimately choose one or two of the options that you can put into practice from your present situation.

There are two important ways to become more self-conscious and find out which of these situations best fits your current profile. The first involves listening to yourself to understand how you react and feel to the idea of seeing yourself working as a scriptwriter or international correspondent, for example, and what reactions or feelings come to you when you visualise each of those jobs (that is; think about how you would see yourself doing these things and try to write down how you react to each of them). Do you notice any immediate rejection in any of the possible channels? Or, on the contrary, do you feel a special attraction for any

of them? If you can, reduce the list to a maximum of two or three channels by visualising what you feel when you think of yourself carrying out that activity. With this exercise, you will have really heard what your intuition, your subconscious, is telling you, which indicates where you are aiming to find the perfect job for you at this time.

The second way (and, of course, complementary to the previous one) is to ask for feedback from other people regarding how they see you and how they react to your behaviour for different qualities of your character, basically what you're looking for is to find out which specific facets, which those channels of expression require, are present in your character; do I really have all the characteristics required? You're not talking about talents, you're talking about those other details that make you choose one job or another (for example, I want it to work in an international environment so that I can practice languages and feel multicultural. That's fine, but is acceptance of diversity part of your character that you're going to be able to show in this job?). That's what you're going to discover in order to narrow your list down for the last time, and to do this, you'll use a powerful tool called the Johari window.

Joe Luft and Harry Ingraham developed the concept of the Johari window as a way of observing your own behaviour and knowing how others perceive you, so that they can help you get to know yourself better and decide, at a given moment, which professional profile is more in line with all the possible options you have.

A Johari window has the following graphical representation:

	<i>Known by others</i>	<i>Not known by others</i>
<i>Known by oneself</i>	1- Open	2- Hidden
<i>Not known by oneself</i>	3- Blind	4- Unknown

Each quadrant reflects the situation in which your behaviours are in relation to yourself and others. In other words, the *Open* window indicates the aptitudes that are here are known by yourself and by the others, the public facet of your character that you show to the world and of which you're conscious. The *Blind* area is one in which others know some facet of yours that you personally don't see, some quality that others say you have and that you're not aware of or at least have not yet brought to the surface of your self-knowledge. You act, in a certain way, unconsciously as far as this facet of ours is concerned, and only those who observe you're aware of it.

Next, the *Hidden* area includes those characteristics that you know about yourself, but that you hide from others, and therefore don't show them in

public. Not good if you want to choose a channel of expression that requires a strong presence of a characteristic that you have in your hidden area, since the requirement to make active and use it in public can be uncomfortable and, therefore, may mean that the job is not the most appropriate unless you work on yourself to make that quality public.

Finally, the *unknown* area tells you that there may be hidden facets in your personality that neither you nor others have ever seen in you (but that may be latent and manifest at some point, for example, in situations of high tension or danger in which you sometimes react in totally unsuspected ways).

To do this exercise, you actually need several people to give you feedback on a list of qualities. First, write a list of all those characteristics that you think you would need and/or interesting to evaluate about your character (communication, patience, generosity, etc., don't confuse it with talents, although some of them may be included, here you're talking about defining your character and your personality) and that you also consider that the different channels of expression that you're analysing are going to require. Make a list of at least 20 or more. I suggest that you start with the following list, which you can increase with everything that occurs to you:

- Emotional awareness
- Accurate self-evaluation
- Self-control
- Reliability

- Integrity
- Adaptability
- Innovation
- Desire to succeed
- Commitment
- Initiative
- Optimism
- Understanding
- Promoting the development of others
- Service-orientation
- Harnessing diversity
- Political awareness
- Influence
- Communications
- Resolving conflict
- Leadership
- Change catalyst
- Creating links
- Collaboration and cooperation
- Team skills
- etc.

Then give yourself a score of 1 to 5 (5 maximum); that is, if you think you're extremely generous, put a 5, if you think you're not very communicative, put a 1 or a 2. To do this, use the following table:

I am a person who...

Is **emotionally aware**: You know what emotions you experience and why; you perceive links between your feelings and what you think, do, and say; you recognise the effect that these sensations have on your performance; know their values and are guided by them.

Has **accurate self-assessment**: You know your strengths and weaknesses; you are a reflective person who learns from experience and is open to sincere and well-intentioned criticism, new perspectives, constant learning and self-development; able to show a sense of humour and perspective about yourself.

Is **self-confident**: You show self-confidence; you have "presence"; can express opinions that arouse rejection and risk what is right; you are determined; can make decisions despite uncertainties and pressures.

Has **self-control**: You handle impulsive feelings and disturbing emotions well; remaining composed, positive, and undisturbed even in difficult times; you think clearly and don't lose concentration under pressure.

Is **reliable**: You act ethically and are above all reproach; you inspire trust by being authentic; you admits your own mistakes and confront others with their unethical acts; you defend positions that respond to their principles, even if they are not accepted.

Has **integrity**: You meet commitments and promises; are responsible for meeting objectives; you are organised and careful at work.

Is **adaptable**: You can handle multiple demands, changing priorities or quick changes with ease; you adapt reactions and tactics to changing circumstances; you are flexible in your view of facts.

Is **innovative**: You seek new ideas from many different sources; you find original solutions to problems, generate new ideas, adopt new perspectives and accept risks.

Has a **desire to succeed**: You are results-oriented, eager to achieve objectives or requirements; set difficult goals and accept calculated risks; seek information to reduce uncertainty and find ways to perform better; you learn to improve performance.

Is **committed**: You are willing to make sacrifices to achieve an overall goal; seek to be useful in the overall mission; use the group's core values to make decisions and clarify alternatives; actively seek opportunities to fulfil the group's mission.

Has **initiative**: You are willing to seize any opportunity; you pursue the goal beyond what is required or expected of you; you dispense with bureaucracy and enforce rules when necessary to get the job done; you mobilise others through unusual beginnings and efforts.

Has **optimism**: You persist in going after the goal despite obstacles and setbacks; you operate not out of fear of failure, but out of the expectation of success; you consider that the setbacks are due to circumstances.

Understands others: You know how to listen; you are attentive to emotional cues; you are sensitive to and understand others' views; you give help based on understanding the needs and feelings of others.

Promotes the development of others: You recognise and reward virtues, achievements and progress; offer constructive criticism and identify points that others could improve. You counsel, provide timely advice, and recommends tasks that strengthen and encourage each other's skills.

Is **service-oriented**: You understand the needs of others and match them with elements appropriate to them; you seek ways to increase the satisfaction of others, willingly offering assistance and service.

Leverages diversity: You respect people from diverse backgrounds and get along well with everyone; you understand diverse points of view and are sensitive to group differences; you see diversity as an opportunity to create an environment where people from diverse backgrounds can thrive; you face up to prejudice and intolerance.

Is **politically aware**: You can accurately read the emotional currents and power relations between people; you can detect crucial networks, understand the forces that shape the visions and actions of people and organisations, accurately read organisations' external and internal reality.

Is **influential**: You can convince people; you adjust your way of expressing yourself to please listeners, using strategies to achieve consensus and support, you use impressive stage productions to clearly establish your point of view.

Is a **communicator**: You are effective at communicating, recording emotional cues to hone your message; dealing directly with difficult issues; you know how to listen, seeking mutual understanding and sharing information willingly; you encourage open communication and are as receptive to bad news as you are to good news.

Manages conflicts: You handle tense situations and difficult people with diplomacy and tact; detecting potential conflicts, exposing disagreements and helping to reduce them; you encourage debate and frank discussion, orchestrating solutions that benefit everyone.

Possesses **leadership**: You articulate and inspire enthusiasm for a shared vision and mission; you place yourself at the forefront when necessary, whatever your role or position;

you guide others' performance, making them assume their responsibility, leading by example.

Is a **catalyst for change**: You recognise the need to effect change and remove obstacles; you challenge the status quo to recognise the need for change; you are a champion of change and recruit others to effect change; you are a model for the change expected of others.

Builds bonds: You cultivate and maintain informal networks of activities of interest to you, seeking relationships that benefit all parties involved; you build emotional bonds and stay connected to others, making and maintaining personal friendships in any setting.

Is **collaborative and cooperative**: You collaborate with others on a common task, sharing plans, information and resources; you balance the emphasis placed on the task with the attention given to personal relationships; you promote a friendly and cooperative climate; you discover and nurture opportunities for collaboration.

Has **team skills**: You are a model of team qualities: respect, collaboration and willingness to help; you encourage all members towards active and enthusiastic participation, strengthening team identity, spirit and commitment; you protect the group and its reputation, sharing merits.

As you can see, the analysis of your personality is quite profound and complete. Once you have your score for each element, you can repeat the same exercise with several friends, ask them to evaluate you (anonymously if you want), on how they perceive you for each of the characteristics you have listed. Then, when you have received their ratings, add the points for each

of them and make the average (example: if someone gave you a 3 in communication, another one a 4 and another one a 2, take the average and stay with a 3 $((4+3+2)/3=3)$).

Finally, take the difference between your points and the average of your friends. If you had a 5 in generosity and your friends gave you an average of 3, the difference is 2. If you had a 2 and you got a score of 5, the difference is -3.

It should be like this:

Quality	MY VALUE	THE AVERAGE FROM MY FRIENDS	FINAL DIFFERENCE
Emotional awareness			
Accurate self-evaluation			
Self-control			
Reliability			
Integrity			
Adaptability			
Innovation			
Desire to succeed			
Commitment			
Initiative			
Optimism			
Understanding			
Promoting the development of others			
Service-orientation			
Harnessing diversity			
Political awareness			

Influence			
Communications			
Resolving conflict			
Leadership			
Change catalyst			
Creating links			
Collaboration and cooperation			
Team skills etc.			

Finally, you must have a final result for each skill that you're going to place in Johari's schema according to the following criteria:

Open or Public Area: If the final result is between -1 and +1 (i.e., between -0.99 and +0.99) the competition goes here. Write it inside this area.

Blind Area: If the final result is less than or equal to -1.

Private or Hidden Area: If the final result is greater than or equal to 1.

Unknown Area: No result.

The goal is to see what characteristics of your personality are hidden from others when you believe they are public and vice versa. The channel of expression that you decide to use to express your ideal profession must aim to ensure that most of your competences are in the public area; in other words, you're conscious of them and your environment too, so that this area enlarges and reduces those areas of your behaviour that are unknown to you or to your environment.

It is extremely important to work on everything that's in the private area to show others that you really have certain qualities that others have not just seen (perhaps you're not doing enough to show them) and also to work on your blind area, because if you're being told that you have a certain quality that you're not aware of you need to shed light on it to integrate it into your conscious personality and make good use of it.

Returning to the list that Marc gave before, let's remember that the channels of expression that met the greatest number of his requirements were:

Book Writer
Blogger
Magazine editor
Screenwriter

From there he checked his Johari window for personal characteristics in his public area and his private area, and it came out that way:

Public or Open Area	Blind Area
emotional awareness communications accurate self-evaluation reliability adaptability initiative optimism understanding harnessing diversity commitment self-control	integrity innovation desire to succeed promoting the development of others resolving conflict change catalyst creating links
Private or Hidden Area	Unknown Area
service-orientation collaboration and cooperation influence political awareness leadership	

Looking at the scriptwriter's expression channel, for example, it seems important that a feature such as service orientation is part of Marc's public area, and it is not at this time. Cooperation and collaboration in this profession also seems important and is not one of the qualities that Marc shows to the world, so in principle you sense that it is not his perfect channel of expression at this time. Something similar happens when working as an editor in a magazine, in which perhaps political awareness, depending on the type of magazine, can be important, as well as the influence it can exert on colleagues and readers. It seems that in these two

channels you won't feel one hundred percent so you can step aside.

Taking the list again and examining the two remaining channels, notice that, for example, Marc's personal characteristics such as commitment, adaptability, initiative and self-control are in his public area, and they also seem to be more related to activities that require discipline and autonomous working skills, something that's evidently required if you are devoted to writing books or *blogs*. So it seems more plausible that Marc would feel more comfortable and without having to make any "extra" effort in any of these channels. In fact, given the result, the choice seems easy. Marc decided to finally choose these two channels of expression as the ones through which he would focus his related profession:

Writing books and *blogging*.

Marc just found the best job in the world. What's yours?

CONCLUSION

The fourth premise for finding the best job in the world:

Of all the possible channels of expression that your ideal profession can take, choose those that are in accordance with the maximum of requirements that you ask of a job and that are in agreement with the maximum of attitudes and characteristics of your personality.

Step 5

YOUR IDEAL JOB

My ideal job, manifested

I'm pretty sure that at some level it didn't surprise you to find out what the best job in the world was for you. It is something that, inside of you in one way or another, you all know or perceive, as your preferences and natural concerns already point to a certain type of activity. Your inner compass is always shouting that you go in this or that direction, that's where you have to be, and that by doing this or that you'll be happier, you'll be more content and feel better. Whether or not you know how to listen to your inner voice, if you have reached the same conclusion through all the steps you have completed so far, you're perfectly prepared to start making the changes necessary to get to your ideal job.

What you don't need to do from now on is to hurry. That hurry that results from having discovered something, having had a revelation and wanting it to become something real tomorrow. Think that it takes some time to digest all the information about yourself that may have resulted from the self-analysis you've done here. Don't expect to have all these discoveries integrated in two days, perhaps weeks will pass before you recognise and assimilate each of the facets that you have found in yourself, and adjust your way of looking at your life and your work. But the important thing is that this knowledge is timeless, always valid for you, always available and, if you need to, you can repeat the steps again and again until you reach the solution that your

intuition marks as valid, the one that you feel is the best option of all.

Up until this part of the book, let's just say you've been pretty secure and comfortable having fun with analysis exercises. But the real work starts here; this is what sets you in motion so that in case you have decided to pursue your perfect work you can start to walk the path that will lead you to it. You can already sense that it will probably be necessary to make several adjustments, change your way of looking at things, plan for the long term and start walking in the new direction you have chosen. The good thing is that, to end up where you want to be, you have to start moving, you have to do things, you have to get energetic. Starting something is the first step towards completing it, and the best way to start making those changes is to do one small task today, take a small step, finish a small action.

To do this, just be prepared to leave your comfort area, open a hole in the apathetic routine that leads you to getting up from Monday to Friday turning off the alarm clock and seeing yourself at work without knowing how you got there and awakening the inner consciousness that you don't have to live changing hours for pay, but you can change passion for personal benefits, which is the same as saying that you can live doing what you love to do, now that you know what it is, and receive the necessary resources in return (material and otherwise) for it.

The concept of the comfort area is one that says that while you do things or you're in places that are "familiar" you feel comfortable, like your everyday

Monday-to-Friday routine. The comfort area is everything that surrounds you and to which you have become accustomed, you have "mastered" and is part of your routine. Precisely because you always want to be within the comfort area, you never do anything "new", "interesting" or "motivating" for you, since new things are "unknown", maybe "dangerous" or simply "disconcerting".

What makes a person able to gradually achieve more and better goals is to do more and more things that expand their comfort area. If I do sport and run two kilometres every day, my comfort area is at that limit and I find it comfortable to run two kilometres without a lot of stress. However, if one day I decide to run five kilometres and I see that I can do it and still do it, my comfort area has expanded enormously with the consequent benefits for my body.

The comfort area is an abstract concept that applies to any situation: your work and your tasks, your friends, your environment. If you want to improve and go further you always have to expand your comfort area. When I was asked to publish my first report in a travel magazine, the simple idea of doing so was outside my comfort area, that something signed by me appeared in a magazine that many people read was something new and I was somewhat uncomfortable with the uncertainty of whether I was going to like it or not. However, on the second article, the proposal was more or less normal and I felt comfortable with it, and on the third, that reality was more than implanted in my new comfort area and the collaborations were happening in a totally fluid way.

Expanding the comfort area is a really good exercise every day. What can you do today to add something new to your environment? It's about feeling secure and comfortable doing things that are getting more and more "complicated". For one person to do something can be a total challenge, and for another who has done it a thousand times it can be simply a matter of routine. Run a little further, visit a new site, learn a new language, sign up for a new course to learn a new skill, etc. The larger your comfort area, the safer you'll feel in everything you set out to do.

Your goal at this time is to set yourself a target: *to live from your ideal profession*, from your passion, from the best work in the world. It is an objective that you can finally say makes complete sense in the general context of your purpose in life (remember the chapter where you explained it?) and that goes far beyond your primary physical or material needs. This objective has a great motivation behind it, and therefore it will be easy for you to achieve it if you're really mentalised that you want to make a job change to one that's more in line with who you are and what you have discovered about yourself. This gives you long-term vision and short-term motivation.

The first thing you must do is adjust your mental level to the new profession you want to reach; that is, "you must get used to the idea" that it is possible to make a living from it and that you simply need a little adjustment for that to happen. The excuses you used to say such as 'How am I going to change now? What if everything goes wrong? What if it doesn't work?' are the

focus of resistance to eliminate. If you're really convinced that you're not yet ready to take the leap, maybe that's because you need to assimilate or acquire some kind of experience in your current position, but sooner or later you will have to move to the next level. It's like the game Pacman, you can't move to another screen until you've eaten all the dots on the panel, but once you've done it, you can't go around the labyrinth indefinitely, you have to level up or you'll stay in the same place for the rest of your life, running away from the ghost that's chasing you.

Sometimes one of the biggest obstacles you encounter in taking the leap to the next level is the fear of success: what if I really succeed? What if everything turns out as well as I imagine it does? This idea is often provoked by the environment and the new reality of the change you're trying to achieve. Will I be able to live my new life? With my new profession? What would happen if tomorrow I could leave everything and dedicate myself to what I really want to do? What fears and thoughts prevent me from taking more direct and forceful actions?

When you change your life, you change the reality in which you move. Friends, work colleagues, schedules, to say the most obvious things. For example, if you start working with animals or writing books, new experiences, people, opportunities, obligations and so on will appear. That you're willing to accept them is part of the new level of play. Rarely does going up to the new level involve simply dragging what you are doing with you. New challenges appear, new lessons in life, new

teachings. You have to learn new things, study, practice, perfect your talents.

You're fulfilling your purpose through your work, but there are so many levels of play to move forward that obviously it won't all be a road of roses. One of the most important things you have to do is to accept the inconveniences that may appear on the way, no matter what they are, because remember, you're already at another level of the game and you continue eating balls to keep advancing until the end of the game. Contrary to what you might consider a fear of failure, the fear of success is much more difficult to control, because it is much more unconscious and you don't usually realise it. It is not that you're so frightened by the change itself, but by the side effects it can bring.

As you said at the beginning, when one fulfils one's mission in life, it returns the favour by making things easier for you and providing you with the resources to do so. You're contributing to society, doing something for others, for the planet, for nature or whatever, and in return, you get what you need, and more, for it. You may find yourself with time having more money than you could ever dream of in your current job, a life as you would like it, an environment as you always want and yet this frightens you, unconsciously, because will you know how to handle your new situation?

Think of Marc. He wants to be a writer but he doesn't start writing, without realising it, he is postponing it because he fears that his book will be a success, that he will be invited to promotional parties, that he will sell thousands of copies and that his income

will quadruple. His life will change, how will his friends see him now that he's well above your economic level, that he's surrounded by people and an environment that his family and loved ones won't know? What will he do when he buys a new house or goes on television and he's famous? Will everyone be able to accept his new situation? Will he know how to handle it? He may have to leave things behind, friends or people who no longer vibrate on the same frequency because Marc's leap has been great and he's playing at another level of his life in which there are certain elements he hasn't been able to drag with him.

Actually, all you have to do to resolve these fears is to ask yourself: what if I succeed in doing what I want and working on my purpose in life? By focusing your attention on these fears, you can bring them to light. The inner fears are like vampires, they can't stand the sunlight, and disappear and vanish under direct scrutiny. By extracting from your subconscious that which can condition your success and bringing it to the conscious level of your mind you already make them lose much of the power they may have over you.

So, how do you make this career transition that you're aiming for? As previously mentioned, most of you in the pre-change period focus a lot on the problems and obstacles you may encounter. This attention to obstacles doesn't help you to carry out the transition you want, it only paralyzes you and delays you, but obviously everyone has to deal with this phase. One of the most important problems when considering any change is your need to feel secure. Security is a feeling that tells

you for sure that everything is fine and that all your basic needs will be met. There's really no problem with wanting to feel secure. As mentioned when explaining Maslow's pyramid, people only move towards higher levels of self-realisation when they feel that their lower levels, those referring to their basic needs, are well covered.

There are two ways to feel secure that set apart those who succeed because they launch into action, and those who wait indefinitely for action to come to them. There are those who define security as a figure in the bank, if I have X euros, a house, and a monthly salary then I feel secure. This security is defined by external factors as a whole. If the external reality is stable, you feel secure. The other type of people are those who define security on the basis of their talents and abilities, in their power to take actions and decisions, in knowing that they will be able to react at any time and in the face of any adversity. Their security comes from their confidence in themselves and, to give you an example, virtually every successful millionaire in the world and entrepreneur has this kind of mentality.

If you're waiting to feel secure before taking any step that might lead to your new profession, consider what kind of security you're going to expect: the security that comes from what happens to you out there, knowing that there's never any change anyway, or the security that comes from yourself knowing that you have all the potential and resources you need to succeed in your ideal job? If the self-analysis completed throughout the book hasn't given you confidence and knowledge of

what you can become, then I recommend that you start over and assimilate that you can really get what you set out to get. Knowing that you will be able to solve any setback that comes your way is always a choice. You can either believe it or you can keep looking for external elements to justify the lack of action. You don't need authorisation from the universe to start working on the goal of living off your ideal job.

Even more important than the money that can make you feel secure, in this case, is time. Every day you go without fulfilling your purpose when you're ready for it is a lost day, one less opportunity to do what you came to do, one less day in which you don't contribute everything you can contribute and in which life keeps waiting to give you everything you deserve, and you, meanwhile, are still not as happy as you can be because you're still in a place where you don't want to be.

In addition to the sense of security, there will be other obstacles that will come up in the career change process. Basically it will be your environment and yourself who, consciously or unconsciously, puts hurdles in the way lest you get too fast to where you want to go. These "obstacles" or elements that take energy away from you and don't allow you to move forward as you want are called "parasites"³ and are all possible barriers

³ It was Thomas F. Leonard who first called them that and created a tool for his clients in *coaching* processes to eliminate all their "parasites".

that could come between a person and his or her ultimate goal. To explain, a parasite is something that consumes energy and you still tolerate it. Something that depends on you and that you could suppress. The parasite can be something simple that doesn't bother you too much, like having to change a light bulb and leave it for the next day or something that exhausts you like complicated relationships with a pessimistic and negative colleague, a really bad job, and so on.

For example, imagine an irrigation pipe. You want to water the hedge at the end of the garden where you have some roses. It turns out your hose is has a leak. Every day you and the others are making more new holes in the hose as you accumulate those things that take away the energy (the water from the hose). The tube ends up leaking, and if you don't do anything, it leaks more every day. What happens? The pressure decreases more and more to such an extent that there is hardly any water to irrigate the hedge where the roses are found. The hose is you, and the roses are your new objective: your ideal profession or activity. When you accept these water leaks in your life, you lose energy almost constantly. By cumulative effect, this way of working ends up consuming all your vital energy and you're hardly aware of it. In these situations, which everyone experiences, your goal is to achieve a state free of "parasites" so that:

1. You don't let your vital energy escape
2. You stop putting up with situations you could change.

3. You don't tolerate things without reacting and be more proactive.

4. You move to a state of zero tolerance, zero nuisance, zero interference and a clear vision of where you're going and what you're doing to get there.

5. You aren't passive in the face of consumption of your vital energy.

6. You find a way out of commitments, explanations and justifications to do things that you don't want to do and that don't allow you to do what you really want to do.

What do you risk if you keep the parasites? I mean, how do you feel about this way of working? If you continue along this line of tolerance, remaining passive, your state of mind will probably be one of worry, irritation, lack of desire, tiredness, etc. In short, you're going to end up with little vital energy. You will feel overwhelmed, stressed, unmotivated and unenthusiastic. How many of you feel that way every time you go to work?

To become free of parasites you must first make a list of things that consume energy and things that prevent you from making those changes that are necessary to move in the direction of your ideal job. Do you need time to study or learn something new? Well, look for the parasites that take away your precious time and use it to execute actions that move you in the direction you want to go. Do you need resources to begin to assemble a part of what will be your new life? Find out

if there are any obstacles that prevent you from getting them and try to overcome them.

A good average, to begin with, would be to identify about 20 parasites currently present in your life, because when you start to look for them, you will quickly realise that they are many, and that you find them in all areas. It is important to make this list in writing, but it is not necessary at this stage to worry about order. The easiest thing is to write them down as they appear, being creative.

Where are those parasites? You can start searching here and not only focusing on work but on any area of your life:

Professional relationships: the environment, your bosses and colleagues, transport, the time you invest in it, etc.

Personal relationships: family, friends, neighbours, etc.

Work: your office or work space, your tasks, the physical environment, etc.

Your home: a reorganisation to have more space, buy a table to set up the first office to work from home, and so on.

The car: take it to the workshop, clean it, etc.

The computer: your computer habits, the tools you need and never install, etc.

The economy: problems related to money, your financial situation, your expenses, etc.

Health: food, exercise, going to the doctor, etc.

For each of these parasites that you have identified, propose a way to eliminate them or transform them so that they don't become obstacles or energy wasters. This can be done either by fixing, buying, executing, changing something or by talking to people, adapting circumstances, giving up things, or saying no to others. But watch out! It's not about fighting everybody. These parasites can be eliminated in a natural way, finding a way to transform a situation that's not to your liking to another that prevents losing energy, motivation and good humour. The common sense and logic within each person is imposed to find the best way to eliminate the parasite.

The goal is to get rid of everything that may be a burden at this time and a chain that ties you to a situation in which you don't want to be and prevents you from going along the road to where you want to go. It's not about turning your life upside down. It is about thinking and calmly evaluating your situation and planning actions that can make you release ballast, little by little, updating your life and integrating each of the steps you take in your being. The idea, once again, is to

grow, evolve and change what you have now for what you want to do.

With this approach you will be working with a linear growth, in a direct approach towards your objective. Each step takes you to the next step, which you can now predict naturally. If my objective is to work with animals I will start perhaps looking for time to train in something else, then maybe I will look for a part-time job and ask for a reduction in the working day or weekend, then I will gradually leave my current job and then I will dedicate myself one hundred percent to my ideal job. The linear approach is fast and effective, because it doesn't divert you from your objective, and the steps to be taken can be as big or as small as you wish.

What you need to do is establish an action plan, something that serves as a reminder and tells you how you're moving towards your ultimate goal. How do you create that action plan? Simply by setting goals in writing (remember the chapter on setting goals in the context of your mission in life? The time has come to consider them), creating the projects that will form part of those objectives and planning and dividing the tasks that you will have to carry out, giving them a date so that you can follow up your progress and assigning them resources if necessary to put them into practice.

Why do you put everything in writing, in a well-structured plan? The issue of setting objectives is clear, and you all understand why it is necessary to do so, you have seen it generically before, but here, at this point in the process of change, it is vital to your success and to

achieving what you want. Now you understand the true importance of the typical conversation of the first week of January: what are your new year's resolutions? Everyone regularly has a new wish list, and if not, it is really advisable to do so. If until now your objectives were no more than vague ideas in the mind without a clear definition, it is time to change and strive a little more at this step, as it is the only method that will help you get to your ideal job.

The reason is very simple, if you are clear about what you want to achieve, you already have a long way to go to get it. And the reason why it's important to put what you want in writing is simply to highlight it over everything else in your minds. It is estimated that the human mind generates an average of 60,000 thoughts each day. Many of those thoughts will be desires, things you want, ideas to get them, etc. Writing down exactly what is most important to you (in this case earning a living from your ideal profession) is a beastly indication that those thoughts are much higher priority than the remaining 59,900 or so, so that your subconscious mind will start looking for ways to make opportunities and options appear in your reality to achieve what you have marked as most important. It is practically a guided missile, if the coordinates are clear, it only needs to be launched to go to its destination.

To set the goals for your new life you must take a look at all the areas in which the change to your ideal job may have repercussions or in which you will need to achieve certain things in order to achieve it: friends, work, family, finances, emotional stability, and so on. It

is advisable to make a minimum plan of 6 months, or one year, because very short-term objectives, unless they are already underway or are very specific, don't usually give you such good results (less than one month for example).

Every goal you set must be credible, that your subconscious believes it can be achieved. "*Becoming rich in six months and having a hundred million euros in the bank*" is not a valid objective for any of you because unless you're already accustomed to a life such that for one hundred million is something normal in your mind, your subconscious won't be able to help you find the necessary situations to fulfil what you want, basically because you don't believe it.

Bearing in mind the overall objective you want to achieve: your ideal job, you have to break it down into sub-objectives with the different steps you create and complete to reach it and these sub-objectives also need to be quantified, have some measurable form that can be evaluated and monitored easily. In other words, there must be a clear indication that one way or another you have achieved what you set out to do. When will you be able to say that you have achieved your ideal job? Would you agree that when you receive your first salary for what you do, you will be able to say that you have achieved it? That's a specific objective, it can be measured when you receive your first income doing what you want. You can say that you have reached the objective of making a living from your new ideal job. What other ways could you "quantitatively" measure the attainment of your objective that seem valid to you?

Write them all down, as they are the basis for telling yourself that you're where you finally wanted to be.

Let's continue with breaking down your overall objective into smaller parts. What matters to you now is to divide it into as many intermediate steps as you want and need to feel comfortable in each of the stages along the road you will have to travel. The more the better, and the smaller the better. Why? Because it's quite common to find yourself unmotivated when you have to work on something new. Even if you know you have to, it's always hard to get started. Most of you have a small psychological barrier that induces you to postpone things that seem too big for you to start doing right now. It's the "*there's so much to do*" syndrome.

The idea is that if you have the following in front of you:

Final objective: to make a living working in my ideal profession, occupation or activity.

Let's divide it into as many parts as you can and write as sub-objectives something like this: get the training I need, find contacts, reduce my current working day, work 20% on my new job in parallel with the current one, generate income with my new job, go to 50%, go to 80%, etc.

And even in this example I'm falling short and being broadly generic, as you could come to create much

more specific steps. The important thing is that you get the idea and make yourself the division that's comfortable and acceptable for what you want to do.

But is this first division enough? Even though the sub-objectives you have set yourself according to the division you made above are more attainable and less abstract than the final idea, they are still actually too big for you not to feel that heaviness and lack of desire when it comes to getting on with it, so what you're going to do is to use the decomposition you learned in the preceding chapters and to formulate various projects within each sub-objective with their corresponding tasks to carry them out.

Each secondary objective, such as getting the necessary contacts to introduce me to my new job or start generating income with your new activity, should be divided into projects of the size you consider appropriate and affordable. Let's say, for example, that the following projects can be useful to you: participate in or organise *networking* events, obtain a list of key people and companies in my sector, build my promotional website, etc. Divide your objective into as many projects as you think appropriate so that everything you're going to have to do to achieve each of them is more or less clear and structured.

What do you do now with the projects you have defined? These projects are now divided into tasks. Small things that are already easier to get done, "faster" and that don't entail a huge mental load or create great resistance for you. Tasks are things like: listing all the important events in my sector, preparing a presentation

about me or what I want to do, designing the website, making it known, etc. It's all about dividing your project into what you think are its basic components, so that you already have a graphic or a total scheme of everything you have to do to get to your ideal job.

It is not important that you don't know at this time what you have to do down to the smallest detail. In reality, the action plan is created on its own, over time, and as you execute steps and actions. You need to have more or less the list of sub-objectives, and divide the first of them into what you think is most necessary to execute "now" in order to get going. Once you're already making one of the points of your action plan, the others will appear naturally and you can complete, modify or rectify your plan, your projects and their tasks.

What if you're still having trouble getting started with the first tasks of your action plan? The solution is the same as the one you have been implementing so far. Divide the task into micro-tasks. Even simpler, easier and faster to get done. The secret of the great professionals of the effectiveness and the attainment of objectives is to work with microtasks, and that's what you're going to do from now on.

How exactly do you define a microtask? A microtask is something that you can do in a very short time, that psychologically doesn't cause you resistance and that once done gives you motivation to continue completing the rest. It's like preparing a personal motivation programme, knowing that you're on the way to achieving something even bigger. For example, to publicise your website, which is a task within the project

to build your promotional website, you could create microtasks such as:

1. Make a list of directories
2. Make a list of forums
3. Add it to search engines
4. Send e-mails
5. Write a press release
6. Prepare an internet advertising campaign,
etc.
7. Etc.

As you can see, it won't take long to complete each of these microtasks and once they're finished, you can feel reassured to see that you've progressed, even a little, in the things you had to do.

Having completed one of them sets you in motion to continue completing the others, but you can also stop at any time at the end of one and you will have the feeling of having progressed, as you "close" and "finish" something completely. So complete the first microtask and see if you're already entering the action dynamics that enable you to move on to the second. And, successively, if you see that you have already "started", continue with the list until you complete each and every one of the tasks that will lead you to finish your project. Also allow yourself to make a mental "closure"

at the end of each of the microtasks to feel that you have completed something. There is nothing more pleasant for you than to see things ending. Before you know it, you may have gone a lot further than you would have if you hadn't divided your tasks into smaller ones. The question is to do something, every day, no matter how little it seems. Even large motorways thousands of kilometres long started by putting a small stone on the first stretch.

If it helps, you can also use software to manage things to do or create your own work tree. The end result will be something similar to what is shown below and will help you to keep the progress you're making under control and monitored:

Final objective

|

Secondary objective 1

|

Project 1

|

Task a

Task b

Task c

Task d

|

Microtask A

Microtask B

Microtask C

Microtask D

....

Project 2

Secondary objective 2

Secondary objective 3

Secondary objective 4

Let's go back to a higher level again, to the list of sub-objectives you've written to help you reach your ultimate goal. On a regular basis, once a month, for example, reread your list and review it. Are you on your way to achieving any of them? Have opportunities appeared or have you taken the necessary actions to achieve them? Reinforce the message to your subconscious that what is written on that list is most important to you in this time period. Make small adjustments if you think necessary and remain open to everything that comes to you and that brings you a little closer to your desires. Every time you achieve something, thank yourself. Congratulate yourself on having achieved such and such. It is a message of personal self-affirmation that reinforces your confidence and the work of your subconscious. Be generous, praise yourself and be thankful that you got what you wanted. The results are spectacular when you trust in yourself and your power to achieve what you set out to achieve.

As you can see, it is not difficult to explain how your plan of action should be and how to move from your present life to the life in which you're immersed in your ideal job. The hard part is having the courage to cross the doors that open. What if Marc enrolls in a course for writers and meets an entrepreneur there who invites him to a meeting of promising young achievers? What if he doesn't and it turns out that this party is attended by a publisher who is interested in a special topic he wants to write about and hasn't found an interesting draft to publish? It is not a question of going crazy now asking yourself what to do in each and every one of the thousand choices you make every day, but taking an action when your intuition tells you that this door has to be crossed. When you have achieved a goal, an intermediate step, another one will come, and then another, and another one. And one day you'll discover that your book is in every bookstore, that your work caring for animals has saved an entire species from extinction, that your passion for painting has turned you into the revelation of a new generation of artists, or that your invention of a new water-saving system has been bought by a multinational. The world has no limits, when you don't put them on yourself. Imagine, go slowly, and one day you'll probably wake up being where you wanted to be without even knowing how you got there.

Speaking of imagination, your mind is vital to achieving the goal, and is your best tool far more than any external resource you can find. Motivation and concentrating on your objective of getting the perfect job can also be reinforced by this other visual technique that I'm going to give you. Continuing with the concept

that only that which really stands out clearly from everything that comes into your heads has the potential and power to be truly achieved, now you're going to work with images, to create what you're going to call your *dream board*. This is one of the many tools that you can find and use however you want, and that can help you to reinforce your focus on your goal.

What's a "dream board"? Basically it's a collage of images. Something you've all done at school, cutting out photos from magazines, comic books, newspapers, and then pasting them on cardboard to create a potpourri of graphic representations. That which in your school days was nothing more than a game, is now a weapon to reinforce the energy and the final objective that you want to attract to your life. To create a dream board you must first write down the goals you want to achieve in each area of your life, starting with your ideal profession and ending with the different intermediate goals you decide to set to support yourself along the way. Since you've already made the list, there's not much to talk about here.

Thus, once you have achieved your objectives, you will look for a graphic representation of each one of them. For example, if in order to get to your ideal job you need to have a certain degree or diploma, look for images of what it would be like for you when you graduate or when you finish your studies, if what you need is to find people willing to start a business with you, look for a photo of what that moment could mean for you, if what you want is to see you already working in your ideal profession, cut out images of that profession,

people doing what you would do, such as your office or place of work, etc. In an orderly fashion, and in steps, what you would do would be this:

List the five or six areas into which you would divide everything you want to achieve: for example, training, finance, material needs, work, personal needs, etc. Write down your objectives for each area as you have done when you have searched for the steps (sub-objectives) you need to get to your ideal job.

Find a cardboard, or faster, open a file on the blank computer, put it in horizontal format, remove all the margins and you have your virtual cardboard ready.

Look for images that adequately represent each of your objectives. It is essential that you find the image that best fits what you want. Search Google, internet directories, personal photos, magazines and newspapers, etc. If you want a nice blue car, don't put a picture of a red one. If you're looking for a more abstract concept, try to find a symbol or an image that represents what you're looking for (for example, if you're looking for professional cooperation you can look for images of business people, signing contracts, etc. that best matches your idea).

Divide your board into areas. Put a photo of yourself in the centre and the current year (you will work with yearly boards). Everything has to come to you or, if you want, everything has to end with you in your ideal profession, so make sure that your photo or whatever represents the best work in the world for you is aligned in the centre of space. Then, around it, and in groups,

start placing the images. Give each group of images a title, or divide it by stages or by objectives so that it is clear what you want to achieve at each moment. For example, you could place the images clockwise. First I want to achieve this, then that, and finally that other, which will finally lead me to the centre, where my ultimate goal is.

Just like your list of written objectives, for your dream board to be effective you have to see it and remember it every day. What I do is put it on as a wallpaper, so, several times throughout my day, I find myself wanting to look at what I want to achieve. I send messages to my mind that this is what should materialise in my life this year. Constant visual reinforcement is the signal that your subconscious mind needs to know what its priorities are, and to maintain a high level of energy constantly focused towards that goal.

In short, in order to be able to take action and make the necessary changes in your life to move from your current work to your perfect work, you have to set goals and fulfil them. You have to think about what steps you should take to get where you want to go, no matter how long it takes. It is a good way to structure your mind and your ideas. Once you're clear (or moderately clear) about the steps you have to take, it is just a matter of getting going. Remember, a kilometre can also be covered in steps of 50 centimetres. Always have your ultimate goal in mind and you will end up getting where you want to go.

CONCLUSION

The fifth premise for finding the best job in the world:

Analyse existing obstacles and remove them, write your goals, create an action plan and focus on it.

Giving and receiving value, making a living from what I have always wanted to do

A few pages ago you were overwhelmed by a job you didn't like and now you're enjoying the best job in the world. You're already making the leap to your new profession. You've come a long way, learning things, overcoming obstacles, eliminating parasites. You've studied new themes, made contacts, you have combined actions in parallel that would lead you to finally tip the balance towards that which represents your mission in life and you're ready. You're practicing your new profession. You're already a master of your freedom and you can begin to fulfil your purpose. You want to start contributing to the world with everything you can give and you hope to receive a lot in return.

Now more and more you want to be the glass of champagne at the top of the pyramid and you want to flow absolutely everything you have (because you have plenty) so that your environment benefits from your happiness by doing what you have always wanted to do. What is the next step? What should you learn next to enjoy all the life of what you just started to do? The answer is very easy. Now that Marc has finally set about writing his book and Elena is finishing courses to devote

herself entirely to animal care, they will find a way for their jobs to provide them with the resources and way of life they've always wanted. Marc and Elena also have a long-term vision. Now that they know they can, they want to make their contribution to the world, to make it possible not only for their immediate environment to benefit from their talents but, at the very least, for their activity to reach the third pillar of an ideal life project: their neighbourhood, their community, their city, and even their country. What's more, they want to work for things to go further and their ideal job to have repercussions all over the planet. 'How do you do that?' They both asked me. The answer has two words: **generating value.**

Let's explain the concept of value generation.

As a general rule, no matter what job you're in and no matter what you do, there are not too many long-term formulas that can give positive results when you want to substantially increase your economic situation and the benefits you get from what you do. Working longer hours, harder or in two places at once is not a strategy applicable to the concept of living better. It can get you out of a temporary predicament, but it's not the right formula for getting more resources. To do this, the only 100% secure alternative is to increase the value and service you provide to others with what you do. Now forget that you're already working in your ideal profession, that you have already achieved it and you are in your place in the puzzle of humanity and feel happy about it. So what else is there to do?

There is a very important universal law that you must understand. Increasing your service and the value you provide with what you do is an inextricable part of any method you can find to increase your finances and your economic situation. What you can generate with your work, your skills, your actions, etc. towards the rest of society, will be what gives you the value returned in the form of monetary compensation (in most cases).

The more value provided, the more value received.

To give an example. Let's just say Marc won't get the same benefits from writing a *bestseller* that carries a big message across the globe as a small brochure that's distributed locally. Both things have value, of course, it's just that one gets your message and your contribution across to more people, therefore generating more value in society, and therefore you will receive more value in return. Elena won't contribute in the same way by caring for her neighbours' animals as she does by being the director of a nature reserve. Of course the animals will be delighted with her gifts and talents to take care of them, but in one position her work will go further, take care of more animals and more species will benefit, in another it is more restricted. The more service you can provide, the more profit you can make (and this isn't just about the position and salary, I hope you get the idea).

The question of obtaining more profits is intimately linked to the question of how much you contribute in exchange, in other words, it is that of the boomerang law, what you give out is what will always

return to you. So for those of you who have previously looked for formulas that provide you with extra income without major results, here is the definitive one.

Creating and delivering value generates a counter current that proportionally returns the delivered value to you. I dare say that the size of your current account and possessions at this time is proportional to the value you have delivered to the world to date.

If the impact of your actions were for example equal to the impact caused by Bill Gates, with his billions, imagine how much value you would have given to the entire planet with your work. If you're currently in the red, ask yourself whether you're not getting more from society than you're giving in return (in whatever sense). If you want to be full and live in abundance, give yourself body and soul to providing value with what you do and try to touch and benefit as many people as possible. If you're looking for a formula, think of this one:

Personal benefits obtained = value delivered x number of people benefited

How will you know if what you do is providing something of value to the world? At first glance it doesn't seem easy to find out. For example, this book that you're reading, if it leads you to reflect or results in a revelation that makes you jump because an idea has come into your mind, makes you improve your life in a certain way or

clarifies some ideas, then it will have provided something of value for you. If it really changes your life, helps you get a perfect job or takes you where you've always wanted to go, the value provided will be much greater. The benefits will come one way or another. It doesn't matter whether you're unemployed, retired or a student. Your daily actions, when they benefit others, are generating value and you will be rewarded for that value. You don't have to be a political leader for your decisions (good, in principle) to improve people's life. Or be a well-known actor so that your films inspire others to do this or that which improves their life, even if only in a minuscule facet. Do what you can in your current situation, in your environment. And little by little seek to go a little further. If today every action you do benefits 10 people, think about whether there's any way you can benefit 15. What if you make it 30?

When you do something, make sure that it brings something positive, makes sense and in some way improves the life of the person who receives what you give. It doesn't matter whether you're a waiter and give your best smile to a customer having a bad day, or if you work in an office and make your project really improve something somewhere. The more value you bring to the planet, the more value you will receive in return.

Also, make sure that what you do has a "strong" value, as opposed to a "passing" or "temporary" value. Normally the value of your actions towards the person who benefits from them depends on the time of life that the person is in. It isn't the same for Marc to write a magnificent article about a specific piece of news that

adds value to the people who read it that day, as for him to write something timeless that can be read and reread by more and more people and that even though six months have passed since its publication, it still generates the same value for those who read it. In the first case, the value generated was good, but it was very time-specific, so in reality it is rather weak, ephemeral and did not represent a great contribution to the world. In the second case, the work provides a stronger, more stable and lasting value, and will have more impact.

If your actions promote positive change, improving the life of those affected by them as far as possible, you're already generating strong value. Strive because more and more what you do reaches more people, in whatever way. It may be doing something material that can be distributed to a large number of people, or it may be making decisions that cascade into thousands of people, for example in a large company or in a business. You don't have to be Picasso to get everyone talking about you and how much you inspire them. You can build a bridge as an engineer and millions of people will benefit from it.

Realise in fact that your current and normal actions have such an effect on the life of thousands of people that you would be scared if you had to be constantly aware of it. Even if you have only been able to set up a mini-project that solves a mini-problem for a dozen people, even if you make a new kitchen dish whose recipe is enjoyed by ten or a hundred thousand people, or even if you design a new car that in the end

will be driven by millions of users, always think about how you can add more value to others with your work.

The second point to keep in mind is how to deliver that value to others. If you create or execute actions that provide value, but have no way of delivering it to the world, how are you going to get the law of the boomerang to give you back what you deserve?

With your talents and abilities you can do things that can benefit others, but finding a way for that benefit to be distributed as it should is equally or more important. If you can't do both, somehow it's going to be hard to find a way to generate sustainable income to live off your passion. Why? Because if you're not capable of bringing to the world what you create, how are you going to receive money (for example) in return?

Money is just a way of exchanging the value of something. Money is what you receive for creating and delivering something (be it physical, be it for thinking, be it for executing an action). If you're dedicated to increasing the flow of value created and value delivered, you automatically increase the flow of money associated with it. Further, if you try to increase the level of money received without giving anything of real value in return, it doesn't work, it becomes a scam, a deception, a poor-quality product, a lousy job. The scheme will break sooner or later, because the primordial concept, to receive economic compensation in exchange for delivered value will be completely lame. So remember, create value and learn how to distribute it!

This situation is quite common, for example, among independent professions and, perhaps, is more associated with people who generate all the value they produce themselves (they don't have, for example, a company behind them that can serve as a support structure): musicians, photographers, crafts people, writers, painters, etc. All those who can spend an enormous amount of time writing and preparing materials, compositions or paintings that are going to represent the value delivered to society, but who have no way of making it known, of getting it to reach the people. The common problem here is that they spend most of their time creating, but don't invest resources or knowledge or time in finding ways to distribute what they create. The result is that by not being able to distribute the enormous value generated, they cannot enjoy the flow of receiving economic compensation for it either (i.e. if you don't get your product to people, how are you going to be able to receive money for it?).

But not only that. There is also the opposite case. If your job is only to distribute value, things created by others, you will also be missing a part of the equation. It isn't a problem to live as an intermediary, or representative or being part of a distribution chain of anything, but in the long run you won't get as much profit as you could have if you're part of all the components of the equation (Remember! Nobody is saying it's a problem, you're talking about reaching the best ideal situation, the one that gives you the maximum of what life can give you).

Also, this way of earning a living, distributing value without creating anything, works in the medium and only in the short term. Because the better you are as an intermediary, the more people will want to do the same as you, the more competition there will be, the harder it will be to survive in the sector. You don't have anything special to offer because you don't believe anything, you only transfer what others have created in one way or another, and it will be more difficult for you to find alternatives so that you don't lose your profits because of what you do.

So, as mentioned, if you want to live enormously well from your ideal job, try to combine the two, create and deliver value. I'm sure there are many different strategies that can be implemented in one way or another. You just have to be a little creative to allow what you do to reach everyone, and you can enjoy unparalleled abundance.

CONCLUSION

The sixth premise to enjoy the best work in the world:

Use your skills and talents to generate value for society and learn how to distribute it.

Epilogue

The best job in the world is waiting for you somewhere not too far from where you are now. Maybe, in reality, you just need a little push to decide to make the leap from what you're doing right now to what you've really wanted to do all your life.

As you have seen, it requires nothing more than a little awareness and self-knowledge, having clear ideas and knowing how to plan the steps that can take you there. Since the road can be long, in terms of time, since some changes may take more or less effort depending on their nature, complexity and the desire you put into it, the important thing is always to keep the motivation and sight set on the ultimate goal. Now is the time to decide what are you going to do when you close this book and you have to go back to work or activity tomorrow? Have you thought about what the first step will be?

Personally, it took me a long time to define what was going to be the best job in the world for me and, paradoxically, at this moment in time it can hardly be called work because when you enjoy doing what you do 24 hours a day, you want to get up early the next day to be able to continue with it. When you notice this feeling in you, then you will fully understand how fortunate and brave you have been to have taken the steps you needed, even if you didn't even realise you were going one way or the other.

Don't try to go too fast, but don't stop. Use your intuition to make decisions when they need to be made. Is it convenient for me to go this way? Is this the right choice that I'm making to achieve my goals? Your inner compass never fails, only that few people know even how to be guided by it, but don't worry, because you will do well. If you trust your resources, skills and talents, your purpose and passion, and ultimately yourself, I'm sure you'll end up finding the best job in the world.

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About the author

No one can be forced to grow, awaken, evolve or learn without violating their free will. Only tools, knowledge and support can be offered so that everyone can take control of their life and decide what to do with their evolutionary path.

An engineer by profession, David Topí is currently a versatile writer, trainer and therapist. He works especially on disseminating, training and accompanying people through processes of personal and spiritual development, as well as energetic healing therapists using the Akashic Healing technique.

A tireless seeker, he has been trained and is interested in metaphysics, alternative therapies, developing innate "spiritual" abilities and systems of personal development that enable human beings to express their maximum potential and achieve answers to questions that are sometimes hidden deep within them.

Books by David Topí

5 steps to discovering your purpose in life

A book to discover your mission in life, what you have come to do, and how to manifest it in a real professional activity. Through a journey and intense internal work on your talents, hobbies, likes and passions, skills, values in life, personal characteristics, ideals and personal and emotional skills, you will come to find, in five major steps, what your mission in life is.

The Inner Self

A journey to understanding the human energy system and how you block yourself, to learning to connect the mind with the soul through meditation, developing the ability to perceive your Higher Self and establish contact with and channel your spiritual guides.

Synchronicities (the power of intuition)

How to learn to listen to the universe, ask for signs and empower the paths that lead to happiness. A book that studies the power of the mind to manifest your daily reality, and how the universe works to get you what you need in each moment, as well as to understand what destiny is, the events marked before birth and how the creation of reality works on the path of your own evolution.

Orion's Yoke

Orion's yoke is the explanation to the enormous puzzle that is life on your planet, the control structures of society imposed for millennia, the manipulation of people through the collective unconscious and their potential co-creator of reality, and the various players found in the pyramid who handle the threads. However, it is a book about not only understanding what is happening, but to change it, because only by knowing how things are, you can provide solutions to promote the evolutionary change, frequency and consciousness in which everyone is involved.

The evolutionary spiral

Since man is Homo sapiens, there has been knowledge of the workings of the laws governing nature, Cosmos and Creation, and that knowledge has been called "occultism," for it was, as you may well deduce, "occult". This book delves into the esoteric knowledge that helps you to understand the evolution of the human being, its growth, the laws that govern it, and that govern everything created. From the primordial nucleus of "divine" energy that you are, to the processes of inner personal alchemy that make you become what you want to be. It is, in short, a book to know in depth the metaphysics of your being, and of your evolution, as individuals, and as a species.