

# Chapter 1: Determine Your “Why”

*Begin with the End in Mind* (Second Habit from “*Seven Habits of Highly Effective People*” by Stephen Covey”) & Simon Sinek’s *Golden Circle*.

*“People who are crazy enough to think they can change the world are the ones who do.”* Steve Jobs, Co-Founder of Apple Computer Inc.



What this chapter will cover

- People gain an understanding of the importance of being prepared to know the steps and have the skills for job prep, job acquisition, job retention, and job advancement to grow in their chosen career fields.
- Appreciate the difference between a job and a career.
- Converting past and current experiences/education into a lifetime loved career.
- Following your passion (do you know what your passion is?).
- Would you like to “love” Mondays, Tuesdays, and Wednesdays...?
- What's YOUR mindset?

In recent years, we went from THE GREAT RESIGNATION to the GREAT RESHUFFLE, along with QUIET QUITTING, to the GREAT REMORSE, to the GREAT REIMAGINATION between 2020 to 2023. This is likely to lead to the GREAT RETRAINING as the turmoil settles down and employers want to retain the employees

they have invested so much to find. Emphasis on helping their employees pursue interests and options along the career path of their choice within (or even outside) the organization is also a likely result. It is up to you to be ready to seize these opportunities as they arise.

What happened to people, and the workforce, was evolutionary and revolutionary. Why is this important for you to know? Because the masses of people who resigned from their jobs and refused to work sent a message to the world of work. That message was, "We want more from our jobs; we want decent wages, be able to work from where we want to, and to have meaningful work." There were thousands of comments in the Washington Post, New York Times, and L.A. Times as well as numerous blogs and social media posts from people complaining about the amount of pay not meeting the current cost of living and that their managers treated them as objects, not persons.

This started an awakening that the workforce needs to be in positions that matter the most to them and pay wages that make sense with the current rise of what it costs to support a household and make a living. If you are reading this, perhaps you were among those who took a break from working and joined The Great Resignation. If that is the case, you may also be among those who found their place working in new positions and then became part of The Great Reshuffle. Perhaps you were one of those people who decided that it was time to return to college and finish your education. Or are you among those people now who have exhausted all their savings and have maxed out their credit cards and have no choice but to take whatever job is possible just to cover daily living expenses, and are not happy, satisfied, or fulfilled?

Chapter One is all about getting to understand your core self, no matter if you are someone who joined the millions of people in the Great Resignation, Great Reshuffle, or the Great Remorse. It is time to get to know your core values, attitudes, interests, and aspirations by which it is possible to find yourself after having become your not true self in the world of work. So, if you are ready to take a moment and leave the rat race, or if you are on a positive path with a desire to learn and grow, let's begin the journey of the discovery of YOU.

Start with the "WHY"

Do you know your true passion(s)? If not, let's find out.

>>> (Optional) You can go to the course workbook. Complete the online exercises:

I remember when... [this is found in the online course workbook in: Module 1 – Reflections from the Past Self-Assessment](#)

After completing this exercise, you will begin to see **what** it is that "lights you up" inside and makes you "come alive." You will also have additional insights into your personal values. This is especially important so that you do not end up working for a company

whose values do not align with yours. Cultural incompatibility can cause friction that can lead to unhappy, dissatisfied, and unfulfilling work.

After this discovery comes the next step in the process. We need to align WHO YOU ARE with WHAT YOU CAN DO, allowing you to love what you do and to do what you love.

This is especially important when aligning your passion and interests with the skills and education needed for your career. These skills and education are paramount to you landing a career position that matches the real YOU. When that happens, not only do you “love Monday mornings,” but you are in a perfect position where you can continue to excel and have fun while doing it. When you perform with excellence, you are more than likely to be noticed (in a good way), offered additional opportunities to grow, and not only are you likely to stay in the position, but you are most likely to “level up” in your career!!!

Most of the current career education curriculum today focuses on the steps to GET a job. This chapter and the following chapters teach and train you to GET, KEEP, AND LEVEL UP in YOUR CAREER.

This book emphasizes GETTING, KEEPING, and LEVELING UP in your chosen CAREER POSITION. Notice we are not using the word “job.” J-O-B has earned the negative connotation of being something that must be done to pay the bills. The organization coordinating the curriculum for this book, Future Forward Academy, focuses on making it possible for you to be placed in a position where you are CONTRIBUTING WITH COMPENSATION. Notice the word “with” and not “for” compensation. If you are contributing with compensation, you are doing what you love, loving what you do, and getting paid for it. The opposite of that is doing what you must do to contribute for which you are paid. As you read this, you can just feel the difference. Which do YOU prefer?

When you are placed in a CAREER POSITION that perfectly aligns with YOU and everything about YOU, there is more likely a different relationship building than if you were in a non-career position. Relationship building in a career position leads to many enjoyable experiences and eventual leveling up. This is the main reason why Future Forward Academy exists; to lead and guide you through the pathway to your career position(s) as you grow and develop professionally and personally. We are, in essence, “clearing the way to make your career pathway” enjoyable and extremely successful offering a lifetime of rewards.

Is it a job or a career? This is a very important question. Many, if not most people, are working a job and not a career. These are the ones who had to be employed with whatever is available and acceptable to pay the bills. There is nothing wrong with this, except it is normally not a path for long-term enjoyment or success.

There is much to be said for when you are working and enjoying it, versus not enjoying it.

One of Zig Ziglar's famous quotes is, "***It is your attitude, more than your aptitude, that will determine your altitude.***" Simply put, the more you enjoy what you are doing, the more positive your attitude will be. The more positive your attitude, the more those around you will recognize you and your contributions, making it more likely you will move up in your career! This is all the more reason for knowing why you gravitate toward certain activities and why they "light you up" on the inside.

Your mindset is part of the navigation and your compass when traversing your career pathway using your north star as guidance. As you begin and continue your career path, keeping a positive attitude constantly and continually makes a BIT difference. For you to always be positive toward your life and career, knowing and keeping in mind the WHY of what you are doing is extremely helpful. It is like having your own GPS guiding you to your CAREER destination in the same way you would use a GPS to guide you to an address. Your personal and professional GPS is guided mostly by your values. Your values determine what is most important to you. So, in addition to reflecting on your past moments of enjoyment, let's take a moment and see what your values are that help explain and give further insight into **why** it is you do what you do.

>>> (Optional) You can go to the online course workbook and take the values assessment. ~~---~~[this is part of the online course – Module 1 Values-Based Self-Assessment](#)

After completing the Values Assessment, you are starting to learn more about "what and why" you do the things and enjoy them. This is so very important when determining the best career pathway for you to enjoy and always "love Monday mornings." (Assuming you start your work week on Mondays)

With the combination of the "What" and "Why" insight, you are ready for what comes next in the process. Determining WHAT CAN I DO WITH MY PASSIONS and how those feed into your PURPOSE.

## **Chapter Summary**

- Discovering what lights you up is your passion.
- Your values drive your attitudes and behaviors.
- Your passion feeds your purpose.

## **TL;DR AI ChatBot/ChatGPT Question:**

**The Question:**

**Q: How do I best discover my career passion?**

## The AI Response:

1. Take a career assessment: Many organizations offer career assessments that can help you identify potential career paths that align with your interests and skills.
2. Explore different industries: It's important to get an understanding of different industries and the roles they offer. Take the time to research and explore different industries, and talk to people in the field to better understand their job roles and responsibilities.
3. Consider your skills and interests: Think about what skills you have and what you're interested in. What kind of work do you find engaging and enjoyable? What do you find yourself naturally gravitating towards?
4. Make a list of dream jobs: Brainstorm a list of dream jobs that you think would make you happy. This is a great way to get an understanding of what you may be passionate about.
5. Experiment and get experience: Once you have a few potential career paths in mind, it's time to get some experience. Look for volunteer and internship opportunities to gain more insight and experience in different roles.
6. Follow your curiosity: Don't be afraid to explore different paths and follow your curiosity. You never know what kind of career opportunities may open up.

## Author's Comment on AI Response:

Appropriate suggestions. Career assessment resources, including URL links, are included in the next chapter, and can also be found in the ChatGPT conversation in Chapter 17. Key to your success is finding your passion. As they say, "Do what you love and never work a day in your life". You also want to gain a variety of experiences, which is why the authors recommend at least two (paid) internships for people, and active engagement, including volunteering at nonprofits/NGOs to gain insights and perspectives.

