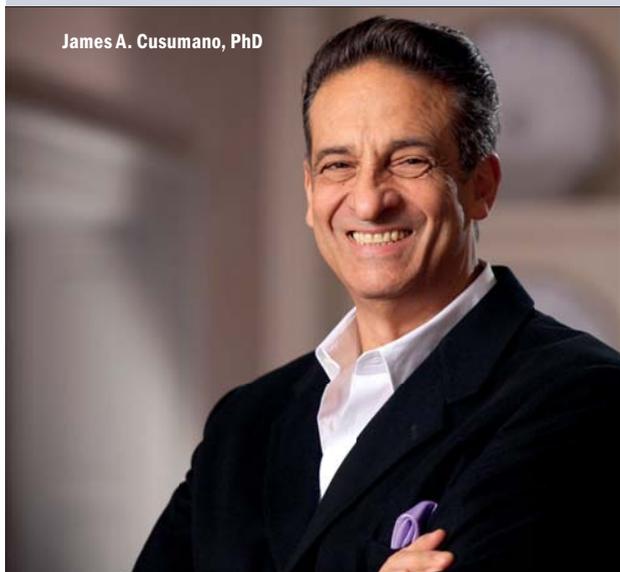


COSMIC CONSCIOUSNESS –

A JOURNEY TO WELL-BEING, HAPPINESS, AND SUCCESS PART VI: YOUR LIFE PURPOSE^{A,B}



James A. Cusumano, PhD

*"The secret to success is constancy in purpose."
Benjamin Disraeli
19th century British Prime Minister*

KEY CONCEPTS:

- The Fulfillment Formula is a means to long-lasting happiness.
- The key is to identify your fundamental Essence, a special skill that you are adept at, and connect it with a Need in the world that makes it a better place in which to live.
- You can identify your Essence by answering four key questions.
- This process will allow you to put the key elements of life into Balance and achieve lasting Happiness.

THE CHALLENGE

As we saw in the last article in this series¹, long-term happiness is most often the result of a passion-based journey in life and it can be summarized in what I call the "Fulfillment Formula." You follow your life Purpose, based on your innate Essence, and directly connect it to a Need in the world, and this leads to deep personal Passion, which ignites high levels of physical and emotional Energy, and unleashes intense Creativity. As a result, this process generates Innovation, providing you with a Return – financial, emotional, psychological, spiritual, or some combination of all four of these elements. This results in a deep sense of Gratitude which is ALWAYS a source of long-term Happiness.

**Essence → Need → Purpose → Energy →
Creativity → Innovation → Return → Gratitude →
HAPPINESS**

You might say that a life of Purpose is the purpose of life, the source of lasting Happiness (see Figure 1). Note that in the Fulfillment Formula every step from Purpose on is nearly an automatic cascade of positive events. There is a natural flow and you almost don't have to do a thing but follow the signposts to Happiness! Sure, there will still be much work to do, but it will be fueled by intense emotional and physical Energy. Now you know

where you are going, and clarity of purpose is the key. The real challenge is the front part of the formula, "What is my personal Essence?" "What is it that I'm really good at, better than many in my personal and professional circles?" "And how do I connect that skill with a Need in this world?" Once you answer these questions, you then know your true Purpose, and the rest of the journey flows quite naturally.

PURPOSE AND PASSION ARE THE WAY

A couple of years ago, I wrote an article for this magazine describing four questions that can help you with the task of uncovering your Essence and life Purpose². They are as follows:

1. What do I love to do, so much so that time passes incredibly quickly?
 2. What work do I do or have I done in the past that I do not consider work?
 3. What could I do that would create the greatest value for the world around me, as well as the greatest personal satisfaction for the amount of time spent?
 4. What is my unique ability, such that if this skill were actualized, it could provide significant benefits to the organization for which I work, to the world, and to me?
- These questions are not easy to answer, but it can be done with a little patience and tenacity.

That "something" that makes you special is nothing less than your true purpose in life. Everyone has it. You were born with it. It's your very Essence, your core (see Figure 2). The alchemists called it the "Fifth Element," your "Quintessence." It's the real you, not what you or someone else thinks you should be, but – deep down – what you have always wanted to be – what you were born to be!

Most of us innately "know" what it is when we are young, but for many of us, the machinations and rapid momentum of our modern technological world are a distraction, and can push us on to another track – one that is often unsatisfying and unproductive. Your parents always wanted you to be a doctor, or a lawyer, or to fall in line and follow the family business. And so, you did. But, is that what you really wanted to do? Glenda Grunzweig, in her book, *The Geography of Love*³, provides vivid insight on this point, "What you dream of yourself at age fourteen, reflects your purest wish."

As you begin the process to uncover your Essence and Purpose, I urge you to think back to your youth as well as your current stage in life and focus on those things that interest you above all others. It is likely they continually captured your interest as a youth. When you were young – somewhere between the ages of five and fifteen – and perhaps expressed in an unusual manner,

you knew exactly what you were good at and what area of professional pursuit was best for you and for the world around you.

Studies have shown that the prime reason for this is that children in this age range crave essentially two fundamental things in their lives⁴. They want to be with their friends and they want to feel good about themselves. The best way for them to accomplish the latter is to do what they are passionate about, what they are really good at. At this stage in their lives, they are not distracted by the pursuit of money, power and prestige. They want their peers to like them, and they want to love what they do. So mechanically-adept children impress their friends by what they can fix and build, artistic children "wow" themselves and others with their skills in the arts, athletic youngsters demonstrate their prowess in sports, and so on.

Possibly there is a recording that has echoed over and over in your mind for some time, something like, "Everyone knows that a degree in business is the best way to a high-paying job and financial freedom. And for goodness sake, forget about your interest in the arts or music or sports – even if you do have gifted capabilities in one of these areas. Do you want to be a pauper all of your life?" Many people end up pursuing "practical" professions, not ones that are based on their innate strengths, capabilities, and deep interest. Is it any wonder that recent studies show that only about 20 percent of employees are happy with their jobs⁵? And as for so-called "successful" business people, less than 20 percent have truly satisfying marriages and close relationships⁶. More often than not, your true interests and capabilities, if properly pursued, have the highest probability of providing personal satisfaction and also to make a positive impact on the world around you.

Years ago, when I worked at Exxon as a research director, I had a colleague, who is a brilliant and successful scientist. For quite some time, conditioned and influenced by people around him, he thought that he should be a manager. "I want to move into management and

^{A)} EDITOR'S COMMENT – This is the sixth article in a series based on the author's recent book, "Cosmic Consciousness – A Journey To Well-being, Happiness and Success." In this little book, published in both the Czech and English languages within one volume, and with an introduction by internationally-acclaimed author, Dr. Deepak Chopra, Dr. Cusumano explains in simple terms, the connection between Eastern Philosophical Wisdom, consciousness and quantum physics. He develops specific practices for living a successful and fulfilled life, regardless of your passion of pursuit. His new book, BALANCE: The Business – Life Connection will be published in April by SelectBooks in New York City.

^{B)} The author may be reached at Jim@ChateauMcely.Com.

Figure 1: PURPOSE – You can find that fundamental Essence that separates you from others. And when you connect it with a need in the world that makes it a better place, you will have found your Life Purpose and long-lasting Happiness.



administration. I've done the science stuff. It's time for me to move up in the world," he would proclaim. When finally placed in that position, he became utterly distraught and asked management to send him back to the lab. When they acquiesced, he finally recognized his true sense of purpose and passion. He was genuinely happy! In his re-discovered sense of purpose and fulfillment, he continued to make creative and successful technological contributions for which he was handsomely rewarded financially by the company, and psychologically by adulation from his peers and his personal satisfaction!

It is my conviction and personal experience that if you earnestly uncover and follow your innate **Essence**, **Purpose** and **Passion** and build your life around them, you are much more capable of creating both a successful and a balanced life and the enriched relationships that flow from success based on this vital sense of balance (see **Figure 3**). I also discovered that this new found **Purpose**, **Passion** and sense of balance usually unfolds creative approaches to tough challenges and, even for the most "ordinary" pursuits can result in significant emotional and financial returns.

In fact, it is nearly impossible to have a truly successful life without the balance that, if truth be known, is what your soul really yearns for. It's why you're here in the first place! If you have lost sight of your **Purpose** and **Passion** in life, have no fear – you can recapture it! Forget the "only-one-job" myth, created during a long-gone age, when it was the norm to follow a single profession for your entire life and receive a gold watch at retirement. It is never too late to change – under almost any set of circumstances. Don't worry that you might fail or "go broke."

It does, however, require courage, commitment, and an internal sense that you can uncover a reasonable strategy that will help you make the transition successfully. The great thing about this process is that once you identify your **Purpose**, the **Passion** created just in that step alone often provides all of the courage and energy you will need to make the change.

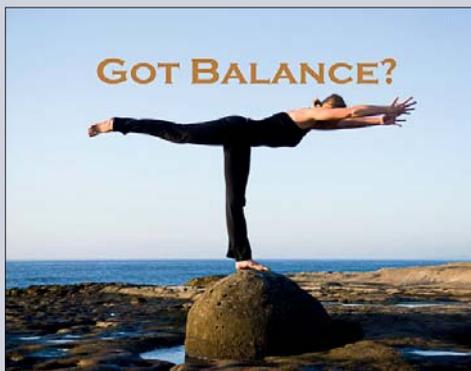
To achieve best results requires a concerted, consistent, and focused effort, but the outcome is more than worthwhile. After all, it is *your* life! When contemplating these questions, you might sit comfortably in a quiet place, in the wilds of nature, at the seaside, on a mountain, or simply in a quiet room at your home – wherever you feel quiet and inspired. If you meditate daily, you will find the process to be significantly easier, especially when contemplating these questions immediately before meditation and letting them sink into and percolate within your subconscious.

In asking these questions you must be totally honest, and not provide answers that your parents, loved ones, a teacher, or your boss might like to hear. Don't be frustrated if the answers don't come immediately – they almost never do – but in time you will move into the answers. Be patient and tenacious. The more often you practice this process, the sooner you will have your answers.

Answers to these four questions must come from deep within your soul. They should be the absolute truth and not – as was the case for my friend at Exxon – what you think they should be, based on the predisposition of others. Also, there is no room for modesty in this undertaking. Don't worry about being egocentric; you are only speaking to yourself. And besides, you're looking at that part of you which is exciting and probably more adept than many of those around you!

And please, don't concern yourself with making lots of money. It will just confuse the process. Sure, as Abraham Maslow⁷ and Viktor Frankl⁸ professed, you must make enough money to satisfy your basic needs, but anything

Figure 3: BALANCE – Balance is critical to finding lasting Happiness. It occurs when all important aspects of your life are in harmony. Most important is knowing your Essence and applying it to make this a better world.

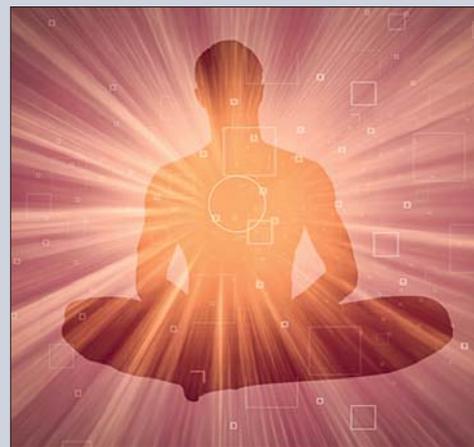


after that is usually a measure of your professional "progress." Besides, there are literally hundreds of examples which show that financial success often follows from pursuit of your **Purpose** and **Passion** in life. I can personally attest to this. Every professional pursuit I have followed was based on my personal **Essence** and **Passion**. And each time I achieved more emotional and financial success than I might ever have imagined at the outset – even when in some instances "experts" assured me that there was no way I could succeed.

The outcome for Chateau Mcely is but a recent example. In 2003, shortly before renovation was to begin, several well-informed knowledgeable persons warned Inez and me that the project we intended had never been done before in the Czech Republic, and it was unlikely to succeed. We were told in no uncertain terms that it would be a huge waste of time, money and emotional energy. We decided to proceed because it was a project of **Purpose** and **Passion** for Inez, our team at Chateau Mcely and me. However, I must admit I was ready to be content with break-even financials. So we have been deeply thrilled with the significant positive outcome, a consequence of a dedicated team effort and our **Purpose** and **Passion** to do something positive for the Czech Republic, and hopefully for the world.

Honest answers and an action plan that follows from these answers can make a huge difference in moving you towards goals that make life a much more satisfying,

Figure 2: ESSENCE – You have a skill which is special to you. It is your personal Essence. If you have lost your way, you can rediscover it.



productive and rewarding journey. Why try to live someone else's dream, even if that dream belongs to your parents, a teacher, or a loved one? It can't be done. And besides, as impossible as it may seem, it requires less effort to follow your **Purpose** and **Passion** than to become an unhappy "prisoner" trying to live someone else's dream. Why not get out there and create the life you were meant to have?

James A. Cusumano, PhD ■

¹ James A. Cusumano, Prague LEADERS Magazine, Cosmic Consciousness – A Journey To Well-being, Happiness, and Success – Part V: Happiness, V, 112-113, 2012.

² James A. Cusumano, Prague LEADERS Magazine, Business May Be Your Life – BUT – Life Is YOUR Business, Part III, Finding Your Passion And Purpose, II, 142-143, 2010.

³ Glenda Burgess, *The Geography of Love: A Memoir* (New York: Broadway Books, 2008) p. 6.

⁴ Clayton Christensen, Curtis W. Johnson and Michael B. Horn, *Disruptive Class, Expanded Edition: How Disruptive Innovation Will Change The Way The World Learns, 2nd Edition*, McGraw-Hill, 2010.

⁵ Gary Hamel, Gary Hamel's Management 2.0, "Management's Dirty Little Secret," *Wall Street Journal*, December 16, 2009.

⁶ John Cuber and Peggy B. Harrof, <http://www.escholarship.org/editions/view?docId=kt9z09q84w&chunk.id=ss2.02&toc.depth=100&toc.id=ss1.35&brand=ucpress>.

⁷ A.H. Maslow, "A Theory of Human Motivation," *Psychological Review* 50(4) (1943) pp. 370-96.

⁸ Viktor Frankl, (I. Lasch, Translator) *Man's Search for Meaning: An Introduction to Logotherapy*. (New York: Washington Square Press, 1963. First published in German in 1946).

About the Author: James A. Cusumano is Chairman and Owner of Chateau Mcely (www.ChateauMcely.Com), chosen in 2007 by the European Union as the only "Green" 5-star luxury hotel in Central and Eastern Europe and in 2008 by the World Travel Awards as the Leading Green Hotel in the World. He is a former Research Director for Exxon, and subsequently founded two public companies in Silicon Valley, one in clean power generation, the other in pharmaceuticals manufactured via environmentally-benign, low-cost, catalytic technologies. While he was Chairman and CEO, the latter – Catalytica Pharmaceuticals, Inc. – grew in less than 5 years, to a \$1 billion enterprise with 2,000 employees. He is co-author of "Freedom from Mid-East Oil," released in 2007 by World Business Academy Press (www.WorldBusiness.Org) and the author of "Cosmic Consciousness – A Journey to Well-being, Happiness and Success," published in English and Czech by Fortuna Libri, 2011. His new book, **BALANCE: The Business – Life Connection** will be published in April 2013 by SelectBooks in New York City.

TO BE CONTINUED...