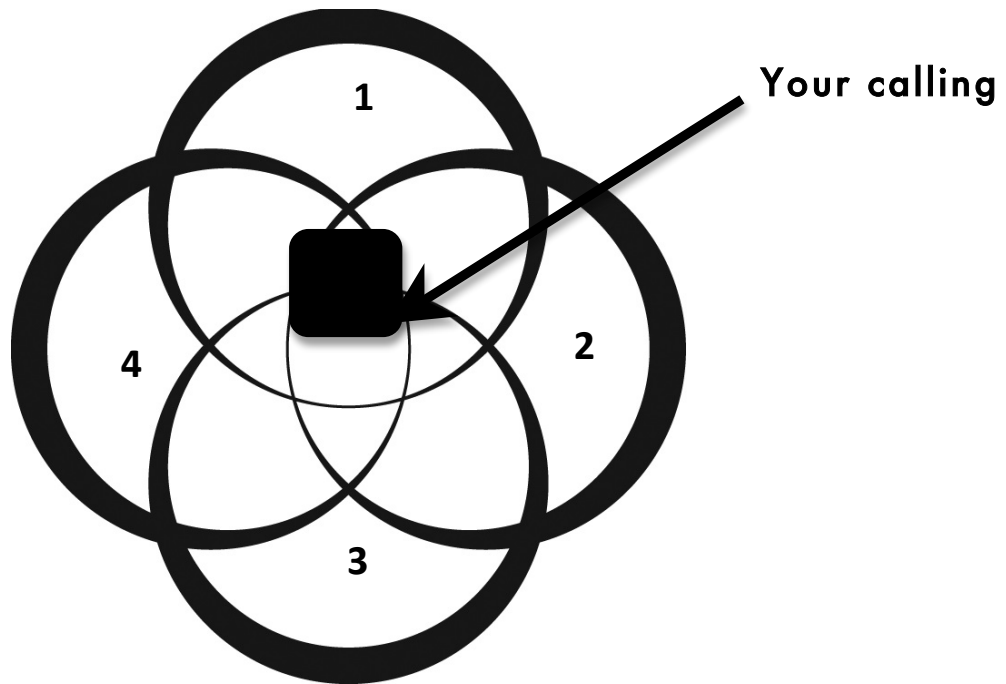




## FINDING YOUR CALLING

How do you discover what a good candidate is for living a purposeful business? The answer to the question will come out of the overlap of these 4 considerations:



### 4 CONSIDERATIONS:

1. What is your calling? What do you want to make absurd in 20 years that's 'normal' today.
2. What is your genius? Your genius is often the result of compensating for your greatest flaws.
3. Who do you want to help? As you imagine leading people from point A to B, do you love spending time with the A's?
4. Who and what do you have credibility with? Why specifically you?