



## EXECUTIVE SUMMARY

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[www.WhatsMyPurpose.com](http://www.WhatsMyPurpose.com)

### Highlights

- **Attitude matters**; it's not just all about the numbers
- You are responsible for leading your team; **toxic people are problem players** who have to go even when their performance is stellar
- Focus on how to **connect with people on an emotional level**
- Break your day into 2-hour blocks; know the 4 vital things you need to accomplish each day; **hold yourself accountable**
- **Control interruptions**; manage your day (you can't manage time)
- Keep on top of projects and their progress; **monitor cash flow daily**
- **Be specific about what you want** (or you won't get it)
- We're all afraid of the same things; **feel the fear and do it anyway**
- **Don't be too busy to accept your purpose**
- Stop chasing away your own success by not being able to make decisions; **wrong decisions can always be changed**
- **Let go of non-productive ways of thinking**; for example "I must have x in order to do or be y" and "I'm not enough this" and "I don't deserve that" and stop **"shouling"** all over yourself
- **Give unconditionally**

### Top 3 Takeaways

ALEX: 1. We're all students.

2. Hire for attitude, not skill.

3. Hire slow, fire fast.

LINDA: 1. Life is now and every individual can live on purpose.

2. There are no limits except those you set on yourself.

3. Comparison is the root of all unhappiness.