

#4 Why Having a Clear Sense of Purpose will Make you Unstoppable

Welcome to the fourth episode of From Stuck to Unstoppable podcast. I am your host, Wambui Mburu. So today I wanted to talk about a conversation that I had recently with a friend of mine whom I have not seen for years, but we occasionally talk on Facebook.

This time, I called her on phone and we were talking about our times in Kenya, which is where we are both from but, we now both live in different parts of the world. We talked about how far we've come both personally and professionally. We both have 19-year-old kids who are in college and then we went on to talk about our careers. She told me how proud she was of me and what I'm doing in my career and business.

I told her how proud I was of her and the things that she accomplished with her job. She's a Country Director of the World Food Program in Cameroon, that's in West Africa. The World Food Program is a UN organization that feeds the hungry in the world. I asked her Wanja, her name is Wanja. How did you climb up the corporate ladder to hold the highest position in your organization?

And what she told me was very much in line with what I tell my students all the time. She said that she had clarity of vision and she knew she wanted to work for the World Food Program from the moment she started her career which was about 26 years ago. She said it was all clarity.

She was very clear about what she wanted to do. That's why I wanted to share this conversation with you because so many people are struggling with finding clarity both professionally and personally. I wanted to talk about this book that I've been reading. It's called High-Performance Habits by Brendon Burchard, he's a high-performance coach.

He says that clarity research, I didn't even know that there was clarity research. Clarity research says that successful people know who they are, what they want, and how to get it. They know what they value, what their strengths and weaknesses are, what their goals are, and what plans they have to achieve those goals and that's what I'd like us to talk about in this episode.

And unless you're driving, I'd like for you to grab your pen and pad because we are gonna get clarity today on those things. I want you to get clear when answering the following questions. Are you ready? Question number one. Who are you? Question number two, what do you want? Number three, how will you get what you want? Number four, what do you value? I'm gonna help you out, in answering this question, write down all areas of your life and what you value in each of those areas.

They are: health, family, friends, intimate relationship, mission or work finances, adventure, hobby, spirituality, and the last one is emotion. When you have clarity, you can eliminate those things that don't matter anymore and focus on what matters. Brendon says that clarity is tied to self-esteem because the better you know yourself, the more positive you're going to feel. Lack of clarity is associated with negative feelings and that's not the mindset you want to walk around with every day. To nail down your why, I wanna share an exercise from a workshop that I attended recently with Amy Porterfield. She says that, if you're not clear about why you're doing something, take a pen and paper, then ask yourself why it is important.

For example, let's say you said, why do I want to grow in my career? Then write your answer and follow it with why it is important. You can answer something like, it's important because it'll change my family's financial status. Why is that important? Because I want my children to go to college debt free.

Why is that important? Because I want them to be financially stable when they start their careers and give back to the world. You can keep doing this exercise asking yourself, why is that important until it hits you in the gut and you have that clarity of why you want something.

The second thing that Brendon says that you need to do to sustain clarity is to ask, what is the primary feeling I want? There's a whole episode around this in an earlier podcast that I did last month that talks about how important it is to identify the feelings you want to have when you're setting goals or when you're doing something. Those feelings are called your core desired feelings and Mary Hyatt, says that they're the qualities of your heart and they're your most preferred state of being. I'm gonna link that podcast in the show notes.

Before you go to a meeting or have a conversation with someone else, ask yourself this question. What is the primary feeling that I want to get out of this meeting or this situation? After you know exactly what you want, then what follows is the small daily steps that you take every single day to meet your why. Because, when you have clarity, you can eliminate those things that don't matter anymore, and start focusing on what matters now. If you're going through the motions in work or life, I recommend doing this exercise. It's very helpful.

To help you with this exercise, I have put together a free giveaway. It's called the Clarity Journal. I recommend that at the end of every week, you fill out the journal and do it for the next three months. When you do it repeatedly, you're putting it in your subconscious mind. The more you focus on asking yourself these questions, the more clarity you have and the more consistent actions you're gonna take towards your desired goal.

So I hope this episode was helpful. Don't forget to download your free Clarity journal.

I can't wait to see you next week. Take care.