

As a leader, talk is cheap. Action is what counts and practice makes a difference. Below are practical steps to improve performance.

- **Use the available tools to help you achieve purpose filled leadership.** The whole point of these *Let's Get Practicals* is to give you actionable steps you can take to grow in the areas we've covered in each episode. Why? Because very little growth happens without action from you. In this case, if you resonated with the signs of unfulfillment that Scott outlined at the beginning of Episode 41 and you desire more purpose and fulfillment, the only way to achieve it is through action.

Here's where the tools come in. We talked in the episode about the *Lifeline* exercise where each participant draws a horizontal line from one end of a page to the other. The start of the line represents your birth, and the end is the present day. Next, in chronological order, plot your life's high points above the line and low points below it. When everyone has finished, share and discuss your *Lifelines* with each other to grow in vulnerability and authenticity.

Scott also mentioned two free tools available on his website if you're interested in exploring them. You can find the *Wheel of Life* exercise at wheel.awakenedlife.com, and a 5-day challenge to begin identifying your purpose at awakenedlife.cc.

- **Don't go it alone.** Two episodes in a row, we've heard this from our guests. In Episode 41: *Building Your Own Personal Board of Directors*, Jimmy Z. warned every CEO of the continued dangers of going it alone. And here, just one episode later, Scott reinforced this point talking about the importance of authentic community in keeping all of us connected, vulnerable, known, and accepted. There's little to no fulfillment in always having to perform, never feeling authentic, and not having people with whom you can "just be". Enter authentic community. Make a commitment to yourself to build a community of people with whom you can be authentic and still be accepted. That's where you'll find purpose and fulfillment.
- **If you aren't feeling fulfilled today and want to change that, try asking a different question.** Often, when something isn't going right and we want to change it, we rightly ask "What should I do to fix things?". But in this case, when the problem you're trying to fix is your own lack of purpose and fulfillment, ask "Who am I?" instead. As Scott discussed in this episode, the answer to fulfillment and purpose in your work and life lies in your design. Often, it's even hidden in plain sight! What lights you up? What makes you angry? What comes naturally to you that's hard for everyone else? What do people come

to you for over and over even when you don't want them to? These questions may help you better understand your design, that unique way you're wired to make an impact in the world and on the people around you. Use your insights from these questions to begin realigning work and life as much as possible to your design. This is how you'll fix the problem of lack of purpose and fulfillment.

- **Looking good isn't the greatest metric for success.** So much of your CEO role is predicated on image. Heck, we've even dedicated prior podcast episodes to the importance of leadership- and brand image, and we're not saying those lessen feelings of fulfillment. But we are suggesting that you can become so obsessed with looking like you have it all together –social media doesn't help here – that you can put immense pressure on yourself to always be what you think others want you to be. That will short-circuit fulfillment at work and home because you'll be stuck in perpetual performance mode. True fulfillment comes from being authentically human, fallible, and imperfect, yet still accepted by others. If you're one who always carries the burden of looking good in front of others, give yourself permission to put down that weight.
- **Have authentic conversations with your people about their purpose.** If living a life of purpose and fulfillment at work and home is something you want as CEO, why wouldn't your employees want it just as much? Here's an opportunity for you to have authentic and potentially life-changing conversations with them about just that. Scott talked in this episode about the addictive nature of needs-based conversations where you're meeting four of the primary needs that drive all of us: the need for certainty, variety, significance, and connection. Talk to your people about their purpose – perhaps even encouraging them to listen to this episode – and you'll definitely feed their need for significance and connection.
- **Lead with relationships before all else.** All of us have beliefs and opinions we're passionate about that drive our thoughts and actions, but it can damage your reputation if you share them without first building a solid relationship with the other person. Often, your strongest beliefs and opinions are the ones you offer and debate with the most passion, conviction, and fervor, but if you haven't built that relationship first, you'll likely miss the mark. Without the relationship, sharing your beliefs and opinions passionately can be mistaken for being narrow-minded or trying to force them on others. Before you wade into intimate conversations about your core values, beliefs, and opinions on sensitive topics, make sure you've done the prework of relationship-building first.
- **Don't mistake the signs of misalignment.** As Scott said in this episode, stress, anxiety, and sleepless nights are signs you may be out of alignment with your purpose at work and

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Purpose Filled Leadership

Episode 41: Interview with Scott Landis

home, so pay attention before things blow up on you. If you're experiencing any of these along with general feelings of discontent, start thinking about how you might bring things more into alignment. Spend quality time thinking about your design, what you enjoy doing, and how you can do more of it. It may just be the antidote to the anxiety and sleepless nights.

- **Your purpose is not external.** In such an important role as yours, it can be easy to mistakenly believe your purpose has something to do with being CEO. In truth, external things like your career, current title, or family members are separate from who you are and what your purpose is. You are clearly called to do your purpose in and with those things, but if any of those went away, your purpose doesn't change. Wherever you go and whatever you do, your purpose goes along because it's within you.
- **Perfect the art of needs-based communication.** We touched on this one a few bullets ago, but it deserves a deeper look. Psychology suggests that everything we do can be tied back to our desire to have certain needs met. Four primary needs that strongly motivate all of us are need for certainty, variety, significance, and connection. As you think more about creating a great culture with engaged employees, use these four as filters through which you can tailor your communication. How can you allay the fears, worries, and concerns your people have to give them more certainty? How can you inject more fun and spontaneity to satisfy the need for variety? What must you do to better see and accept your employees to tap into their needs for significance and connection? The better you are at each of these, the more engaged your employees will be.
- **Don't ignore the role of self-care in living and working with purpose.** Living your life's purpose is an action, not a passive activity, and actions require vitality to fund them. How much energy have you devoted to your own self-care? If that's lacking, you may find yourself short on the reserves you need to change the areas of your life preventing fulfillment. Where are you out of balance today? Where do you need to reprioritize to love and care for yourself? Unless you put your own air mask on first, you won't be in the right frame of mind, body, and spirit to care for those around you.

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