

THE EXTRA POINT

BY JERRY ROBERTS



394 The Pursuit of Life's Purpose – Part 2

Finding one's purpose in life. Millions of people are looking for it and spending tons of money in the process. Is it really that big of a deal? Is it necessary? Is it the key to our happiness? I'm Jerry Roberts and today, we search for purpose, next on The Extra Point.

Finding one's purpose in life has become an industry. There are countless authors and speakers who claim to have the answers for those desperate to find their true calling in life. It's a multi-billion dollar business.

The fact that most people who begin searching for purpose are still doing it years later, tells me that they're either not following the advice they get, the advice is poor or incomplete, it's hard for them to choose just one purpose, or maybe a combination of all that.

I looked at my own life with all the twists and turns I've taken, as well as stories of others whose past has included many different jobs, and I decided to change the question.

Rather than worry whether I've found my one perfect calling in life and can deliver value to others in that, I concluded that I can have purpose in my life if I deliver value to others in the job I now have.

When I was on the radio as J.Q. Fanihi, my focus was trying to bring a smile to the face of a listener who may be stressed out, heading for a job they may not love. Maybe I could add something to his/her day. If I did that well enough it served the interests of the advertisers who trusted me to get a large number of folks to hear their messages. That, in turn, paid off for the owner of the radio station. I saw my mission as dotting the i's and crossing the t's for those three interests. When I accomplished it, that gave me a feeling of purpose.

When we published Directions we changed the way a business magazine served the

community, and the expectations of readers. We included thousands of new voices that had felt ignored. These aren't my words, but the words of countless readers who encouraged us to expand and go down new roads. We saw their reactions and how they felt about our magazine, and that gave us a feeling of purpose.

Training has given me a much larger sense of that because helping someone overcome their obstacles and achieve their goals is personal, often very personal. That gets me excited and I definitely have a sense of purpose. Whether I've been hired by someone or have owned a business, bringing value to the key interests involved has given me satisfaction, and a purpose in my life. That said, was it THE single purpose I was intended for?

My answer is "yes," at that moment. I think we find our purpose moment-to-moment and day-to-day — wherever we are and whatever we do. When I got my head around that, I no longer thought about the perfect path. Instead, it was much more interesting to try to perfect the path I was already on.

Are you providing value for others in what you do right now, while you're providing the needed income to handle your obligations? If so, that's a win for you and those you serve, and I hope you're happy with it.

Satisfying ourselves while bettering the lives of others is what we're all after. If that's where you are now, you've found your purpose in life.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

###

For information on training and consulting services from Jerry Roberts, please click this link: guamtraining.com

