

EXECUTIVE BOOK SUMMARIES

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ABOUT THE AUTHOR

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Steve Olsher is an entrepreneur, the creator/founder of the Reinvention Workshop, and an award-winning author.

What Is Your What? THE NUTSHELL

In order to discover your WHAT and share the one amazing thing you were born to do with the world, you first need to understand who you are. This is essential for manifesting long-term, sustainable change that continually supports the realization of your goals and objectives.

When you're at your best, fully thriving, and living in a way that's consistent with who you were born to be, you've achieved what I call The Pinnacle. The Pinnacle is living at the peak of your existence. Imagine living without compromise. Imagine fulfilling your dreams and desires, surrounding yourself with people you love, and engaging in activities that bring you the most joy. What would you do each day if you could design your life in any way you choose? Take a few moments to think about this. I want you to dream. Now, dream big. Now, dream even bigger. Assume there are no barriers to what you want.

Your power to influence yourself will always be enormously greater than your power to influence others. Even though it may seem like it at times, the world is not out to get you...nor does it revolve around you. However, if you allow yourself to become complacent, you'll end up somewhere you didn't intend to go. Spending time complaining while you behave in ways that don't serve you well is self-destructive. Creating positive change in your life starts with making thoughtful decisions about your actions. How different would your life be if you established guidelines for your actions that reflected your true nature? How powerful would you feel knowing you're focused on living your optimal life?

What Is Your What?

So what exactly is your WHAT? Your WHAT is the singular combination of your innate Gifts, the Vehicle you'll leverage to share your Gifts with the world, and serving the specific audiences who'll benefit most from your Gifts. It's what comes most naturally to you, is part of your inherent blueprint, and you'd happily do without being paid a cent. When you're engaged in your WHAT, time flies by and there's nothing else you'd rather be doing. Your WHAT reflects who you were born to be and guides you towards realizing the impact you were predestined to have on this and future generations. Inseparable from who you are, your WHAT is your gift. If you honor, heed, and use it wisely, it's also your gift to the world.

Discovering your WHAT starts with identifying your inherent Gifts. This is achieved through a three-step process:

Think about all the things you love doing. Whatever they are, write them down in a notebook, on your laptop. Next in the process of identifying your inherent Gifts requires you to be totally honest about all the things you hate to do. If you're clear about what activities you despise, you can establish a strong foundation for moving your life forward by starting to let them go.

Let's start with the top item on your list of Things I Love Doing. Read it to yourself a couple of times so you can really feel the words. Next, ask yourself each of the six questions below as it relates to the activity. Each answer should be a definitive yes or no. Trust yourself and don't second-guess. Your first answer will almost always be right:

1. Even if you didn't get paid a cent for it, would you still do this?
2. Would doing this inspire you every day?
3. Does doing this come as naturally to you as breathing?
4. Do you feel you've been given a special Gift to do this?
5. Does time seem to fly by when you're engaged in this activity?
6. Can you possibly make money doing this?

If any of your answers to these first six questions is no, cross out the activity and move to the next item on your list. Again, read the activity to yourself a couple of times and then run it through the six questions. Continue this process until you reach an activity that results in a yes to all six questions. When you arrive at such an item, circle it, and then ask yourself the final question: Does performing this activity involve anything on my list of Things I Hate Doing?

What Is Your What?

For the beloved activity to pass the criteria it has to match no more than two of your hated activities. If you answer yes three or more times, cross off the activity, and continue the process with the next item on your Things I Love Doing list. If you answer yes less than three times, however, double circle the activity because you'll be returning to it. Meanwhile, continue the process by moving to the next item on your Things I Love Doing list.

You may wonder why I'm not insisting on a clean sweep of no's for the Things I Hate Doing list. The fact is virtually any activity you engage in will include aspects you dislike. That's just reality. But the discomfort level has to be low enough to be tolerable. Once you've identified three or fewer activities, the last step is to choose the specific nouns or adjectives that best define your Gifts. These will typically be the first words of your activity statements.

Now that you've completed Step One of the three-step process for identifying your WHAT, you should have a solid grasp of your inherent Gifts. Step Two requires you to identify your Vehicle. While your Gifts represent your innate skills and abilities, the Vehicle is the physical action or platform you'll use to share your Gifts with the world. The third part of the equation requires you to become clear on who you're most compelled to serve. Many have brought their WHAT into focus by identifying the specific audience who'll benefit from their Gifts.

Finally, while each element of your WHAT can stand alone as a guiding component of who you inherently are, a well-defined, cohesive statement is substantially more powerful than the sum of its parts. Creating a one-sentence summation that ties together your findings will provide an easy-to-reference mantra that keeps you focused on the core objective you've identified as your reason for being.

This journey has required you to explore the very depths of your being. You may have experienced some discomfort, and even pain, along the way as you shed self-destructive habits. I applaud you for sticking with it. By completing this book and pursuing what you've learned, I'm confident you'll enjoy profound and long-lasting, positive change. I encourage you to aim as high as you can imagine...and then aim higher. Commandeer life by living like a sniper. Don't just endeavor to hit the target – aim for the bull's eye. The world is waiting for you!