

## Do You Love What You Do?

The recent economic crisis has caused many people to reevaluate their business or career interest. As a result of the turmoil, I have had the opportunity to speak with different individuals and groups about the concept of finding your true passion in business. The idea that what you do is what you love to do. Knowing yourself, finding your true purpose in life, is the essence of true and real. You have to be, before you do, to have lasting inner peace. In other words, making a living is not the same as making a life. Find what makes your heart sing and create your own music.

Many people work all their lives and dislike what they do for a living. In fact, I was astounded by a statistic in a *USA Today* survey that said 53 percent of people in the American workplace are unhappy with their jobs. It is amazing that the majority of people don't like their jobs. How can you be productive and dedicated to something you don't like to do? Loving what you do is one of the most important keys to living a "true and real" life.

You can't fake passion. Passion is the fuel that drives any dream and makes you happy to be alive. However, the first step to loving what you do is to self-analyze, to simply know what you love. We all have unique talents and interests, and one of life's greatest challenges is to match these talents with career opportunities that bring out the best in us. It's not easy – and sometimes we can only find it through trial and error – but it's worth the effort.

Ray Kroc, for example, found his passion when he founded McDonald's at the age of 52. He never "worked" another day of his life.

John James Audubon was unsuccessful for most of his life. He was a terrible businessman. No matter how many times he changed locations, changed partners, or changed businesses, he still failed miserably. Not until he understood that he must change himself did he have any shot at success.

And what changes did Audubon make? He followed his passion. He had always loved the outdoors and was an excellent hunter. In addition, he was a good artist and, as a hobby, would draw local birds.

Once he stopped trying to be a businessman and started doing what he loved to do, his life turned around. He traveled the country observing and drawing birds, and his art ultimately was collected in a book titled *Audubon's Birds of America*. The book earned him a place in history as the greatest wildlife artist ever. But, more importantly, the work made him happy and provided the peace of mind he'd been seeking all his life.

Dennis A. Kelley  
Author, Speaker, Coach and founder The D. Kelley Group



Can you say the same about what you are doing today? Do you get out of bed every day looking forward to your job or to running your business? You may love the work you do but maybe struggle with some of the challenges you face. Don't give up on what you love...find a way to get the support you need to find your sense of fulfillment. Of course, if you're not doing what you love then it is time for some self reflection and maybe a change.

The current theory is that this economic crisis has changed the way we will live our lives for some time to come. Now is the perfect time to take a critical look at yourself and your passions and determine what changes you need to make to help you live the life of passion that fuels success.

To your success,  
Dennis