

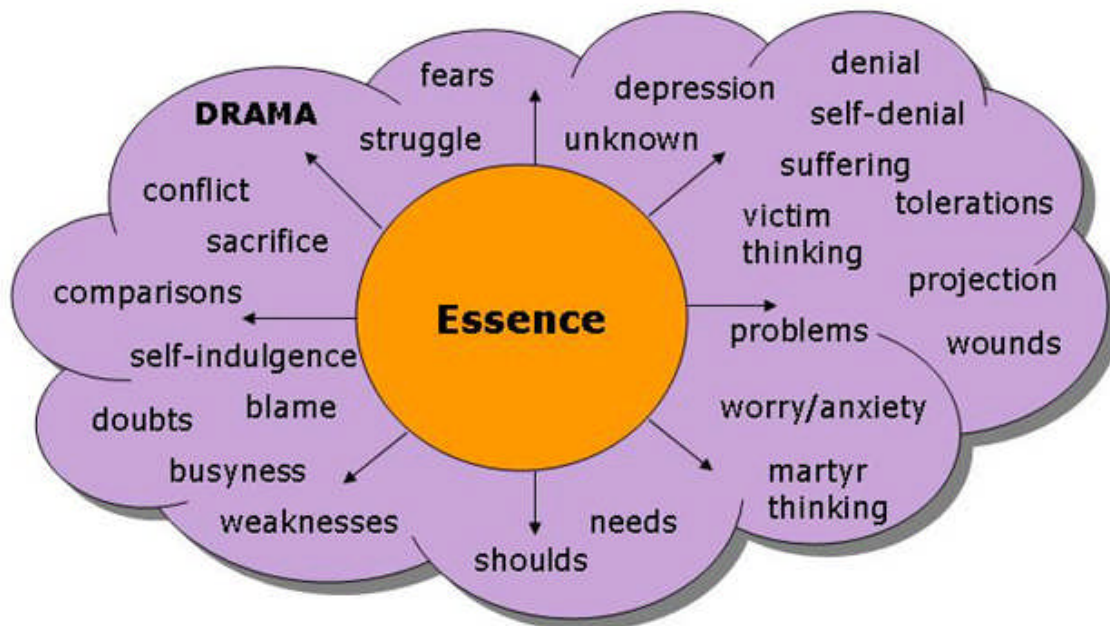


IAM Touchstone #1: My Purpose is to Be My Best

We are unique; we each have a unique purpose. Yet we can state the unique purpose for each of us exactly the same way: our purpose is to be our best. Now it's up to you to decide what this might look like!

Whether we are deciding our career path, developing as a leader, leading others to be their best or communicating in everyday situations – our ongoing ability to be at our best is the key to success.

We use the **Essence Map™** as a simple guide for you to be at your best:



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What you focus on determines what you experience and how you act. If you focus on **Drama**, you will experience **Drama**. We call this a **Drama Orientation**. If you focus on your **Essence** and the **Essence** of others, you will experience being at your best - with yourself and others. We call this an **Essential Orientation**.

A simple way to think about an **Essential Orientation** and a **Drama Orientation** is as follows:

**Essence = Abundance**  
**Drama = Scarcity**

With abundance, we know that there is more than enough time, resources and energy for us to be at our *Essential Best*. We know what we want, what is needed to be at our best and we trust these things to come to us.

With scarcity, there is some sort of conflict at play between us being at our best and another person, situation or condition. For example:

- Either I get what I want or you do (I'll make sure I do) ... or
- I'll sacrifice what I want for what you want (I'll be ok when you are) ... or
- I can't get what I want so I'm either dependent or I'm needy.

Conflict happens when we are not clear about what we want. Conflict is inevitable when we don't believe we deserve what we want.

Our challenge to you is to live knowing that you deserve to be at your best and that there are abundant resources and opportunities to support you in being so.

All of the **IAM Touchstones** build on this foundational first: every person has a right to be at their best. Our focus and actions determine to what extent our best is possible.

Our intention is for your best to be at the expense of no one, and indeed for your best to be for the good of those around you. There is more than enough time, energy, resources and space for everyone to be at their best.