

**Achieve more than you
ever thought possible!**



**BE YOUR
BEST**

IT STARTS WITH PASSION

**Do What You Love
and Love What You Do**

KEITH ABRAHAM

WILEY

Keith Abraham has pinpointed a great need gap in our business world. Our people matter! Passionate people make better performers, which in turn creates a better business and ultimately increases the bottom line — it is that simple!

— **Ed Santamaria, President Rock Tools, Sandvik Mining**

Keith Abraham is the Prince of Passion. I have worked with Keith for over a decade. He has shared his energy, sense of humour and business acumen with hundreds of my team in different countries. The feedback is always exceptional, citing personal insights and providing tools that have led to life-changing transformation. I can attest to this personally.

— **Ian Blair, General Manager,
Retail Banking, Westpac New Zealand**

Keith Abraham is an incredible and credible adviser and presenter. He has a genuine passion for helping people improve themselves professionally and personally. He has ignited a passion in me for ‘just getting on with it’ and shifting my focus from having a job to having a passion. A great bloke doing amazing things.

— **Jordan Hawke, Executive General Manager,
Adviser Distribution, Asteron Life**

We know if our people are connected to what they are passionate about in their personal life and they have a plan to achieve their personal and professional milestones, then they will be outstanding in their work and for our customers. That is why Keith Abraham's approach to Passion was so right for our people, our customers and our business.

— **Lindy MacPherson, General Manager,
Organisational Development & Human Resources, Data#3**

Keith Abraham is a unique and passionate guy who has the ability to unleash the potential in any organisation or person. In my experience with global and local companies, we can often spend considerable sums of money to get consultants to find solutions, whereas Keith brings all this thinking and more without the cost, making this book unique and accessible to everybody.

— **Chris Beer, President — Asia Pacific, Luxottica**

I have often shared a platform with Keith Abraham. He is a big picture thinker, communicates with simplicity and clarity, understands today's technology, and embraces the new technology with his time-tested techniques to engage people. A very passionate man.

— **Max Walker AM, keynote conference speaker,
best-selling author, AFL player and Australian test cricketer.**

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One of the greatest gifts you can give someone is permission and encouragement to dream, to be themselves and ultimately for them to live their passion. To my wife Kristine and daughters, Mazana and Isabella, thank you for this wonderful gift of support and endless belief in my chosen journey. You inspire me to be the best me I can be!

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Preface

NOTHING GREAT HAPPENS UNTIL SOMEONE BECOMES PASSIONATE ABOUT SOMETHING!

This is one of my favourite quotes. Think of anything that has been achieved in the world. It may have stemmed from a need, an injustice, a set of unfair circumstances, an opportunity or an idea whose time had arrived — but a passionate person or a group of passionate people brought it into reality.

If that is my favourite quote, then this is my favourite question: What are you passionate about in your life? What floats your boat? What energises you? What excites you? What gives you your greatest joy? My belief is that life is too short to live without passion, and it is too short to go through the motions or to just exist. Yet how many capable and clever people just exist? They have given up on their dreams, hopes and desires and use the excuse that they have to earn a living, provide for their family and be a responsible adult.

Here's a newsflash: You can do all this *and* live a passionate life. I believe that your responsibility is to be the leading example for everyone who is connected to you. Now, it is not always your fault what happens to you, but it is your choice what you do about it. So what are you passionate about?

This book is about providing a catalyst for those people who are ready to have more, be more and achieve more for themselves, the people who mean the world to them and the community they are a part of. This book has been specifically designed for those who want more out of life, who want to be more in their life and who want to live a more passionate life. They want more than just to exist — they want to live, love what they do and do what they love. So the question is simple — is this you? Are you ready to live a more passionate life?

**DO YOU WANT MORE?
MORE THAN TO JUST EXIST, DO YOU WANT TO
LOVE WHAT YOU DO AND DO WHAT YOU LOVE?**

I have written this book to inspire, instruct, improve and inform you on your journey to discovering what is important to you, what matters to you, what is meaningful to you and what makes a difference to you.

Enjoy the journey.

A handwritten signature in black ink that reads "Keith". The signature is written in a cursive, flowing style. Below the name, there is a long, horizontal, slightly wavy line that serves as a decorative underline.

About the author

Keith Abraham has become the world's premier thought leader on passionate performance and building passionate based cultures.

Through his work over the past 18 years inspiring people around the world to live more passionately, he has assisted individuals and companies alike to create over 12 million goals.



As best-selling author of three other books and founder of the remarkable global movement the One Goal Global Challenge, he has become a source of inspiration to hundreds of thousands of people through his programs.

As founder of Passionate Performance Inc. he has been dedicated to researching, training and working with people to help them find their passion, harness their passion and turn their passion into personal and professional capital. He has developed a client base of over 265 companies across 20 countries including industry leaders Toyota, Toshiba, Lexus, Westpac, Bupa, NAB and AIA.

Having been presented with the highest honour for professional speaking, the Nevin Award, Keith was also named

‘Keynote Speaker of the Year’ by the Australian National Speakers Association in 2012.

Keith’s life purpose is to leave an everlasting legacy that will make a profound difference to individual lives.

Introduction:

The four parts to creating a passionate life

Most people want certainty in their lives. They like to know where they are going and what is possible for them to achieve. They want to live a life that is meaningful by doing work that matters and by making a difference to the people who count for them.



Meaningful – how to create certainty in your life

Everyone needs to find meaning in what they do and in the role they play in their life, their business, their career and their community. As individuals, we need to understand the connection that comes from the alignment of our purpose, passion and personal goals.

WHEN THE WHY BECOMES CLEAR THE HOW BECOMES EASY!

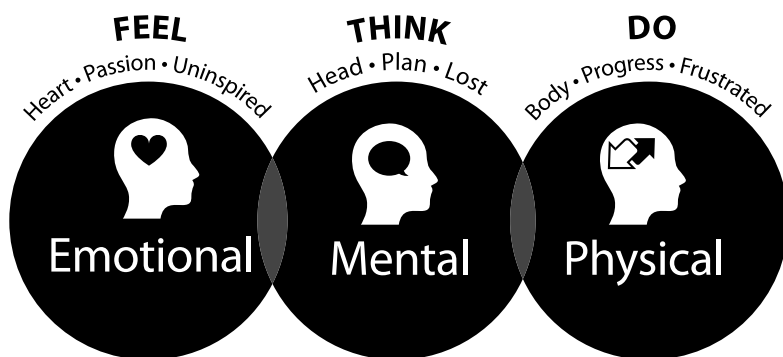
This one statement encapsulates the premise of the whole book. It is the basis for turning the goal-setting process on its head, leaving the conventional, oh-so-yesterday approach to achieving and finding a bold new way to be more, achieve more and have more of what's important in your life.

In the first part of the book, we discover the power of harnessing the one to three driving emotions each of us has — the power that forms the foundation on which all our successes are built. When people identify the magic of their personal positive driving emotions, the by-product is a laser-like focus and a level of satisfaction that becomes self-perpetuating.

Milestones – how to gain clarity in your life

Dreams and desires are the foundation, but it is the *clarity* that comes from a set of clearly defined milestones that truly transforms intentions into actions. What is measurable becomes attainable. The clarity of a person's milestones allows them to measure their progress and impact.

As will be shown in part II, aligning your emotions, mindset and actions creates an unbreakable personal connection. This connection is created by an easy-to-remember process...



When you start to set goals based on how you want to feel, and establish your key milestones along the way to gaining that feeling, then in taking the physical action your goals become achievable faster through an effortless level of activity.

It is this simple process that turns someone who is uninspired, lost and frustrated into someone who is passionate and making planned progress. As you create certainty you gain clarity. To gain clarity you must have confidence. With confidence comes the ability to let go, certain that your goal will be achieved, which allows you to take the required action.

Mindset – how to enhance confidence in your life

Rarely is it a person's level of ability that stops them from achieving their goals, dreams, desires and ambitions. Most often they are held back by their lack of confidence and belief in what's possible for them, what they're capable of achieving and whether they are worthy of that level of success — this becomes the prison people build for themselves.

On our life's journey each of us needs to become a living example of a person who is certain, has clarity and believes in our ability to achieve our goals, both personally and professionally. And we need to strengthen and reinforce this

mindset on a regular basis. It is this mental muscle that is pivotal to our ability to tap into and realise our potential.

**ALL OF US KNOW IN OUR HEART OF HEARTS
WHAT WE NEED TO START DOING IN OUR LIVES &
WHAT WE NEED TO STOP DOING IN OUR LIVES.**

We just need to be given the hows to transition ourselves from where we are today to where we want to be tomorrow. In part III we explore eight time-tested personal growth strategies that become a vital catalyst for removing your emotional shackles, mental roadblocks and physical excuses. My goal is to assist you in creating a level of confidence that will allow you to let go of your goal and focus on your intention, relinquishing the worry of whether the goal will come true — and making it happen in your life.

Momentum – how to live consistently in your life

Motivation is so '80s. Life is not about how motivated you are; it is about how much *momentum* you have behind you. With momentum you can achieve the unthinkable and the impossible in your life. It is about making the transition from being consistently inconsistent to becoming consistently consistent in your attitude, actions and attributes.

It is about an evolution of self, not a self-imposed short-term revolution. The 'one per cent concept' is about taking small incremental steps that are easy to implement over a period of time. This type of action, taken consistently, will move you closer to your goal and to the type of person you want to become. This improvement concept works, as it minimises the mountain of excuses most people have and diminishes the fear of failure, the fear of success and the fear of change.

Anyone can react and respond; when you are in flow, however, you become the one who is proactive and progressive rather than reactive. You take on the philosophy that *a good plan started today is better than a perfect plan started tomorrow*. As part IV shows, creating real momentum in your life becomes the catalyst that recharges, refocuses and replenishes your soul, spirit and sense of purpose.

**MOMENTUM IS NOT ABOUT MAKING MAJOR
CHANGES ALL THE TIME; IT IS ABOUT MAKING
SMALL INCREMENTAL CHANGES OVER A
PERIOD OF TIME.**

Taking control

The last thing we need is more information, yet we all need to gain better insights from the information we have. Over the past 27 years I have been a student of passion, high-performance results, the setting of goals and how people go about achieving their goals. During that time I have gained many interesting insights that I'll share with you in this book.

My belief is that before we lead anyone in our business, career, community or family, we need first to lead ourselves. A good friend of mine, Lawrie Montague, once said to me...

'Either you will set your own goals or you will be part of someone else's goals.'

Discovering our passion, purpose and life plan is one of those great opportunities each of us has to take back control and to focus on the controllables in our life rather than the uncontrollables.

How often do we lose focus, sweat the small stuff and get tied up in issues we won't even remember in a month's time?

If there is one insight I have gained, it is that when we pursue our passion the world has a habit of giving us access to an express lane to our goals. All we need to do is be clear about it and focus on it.

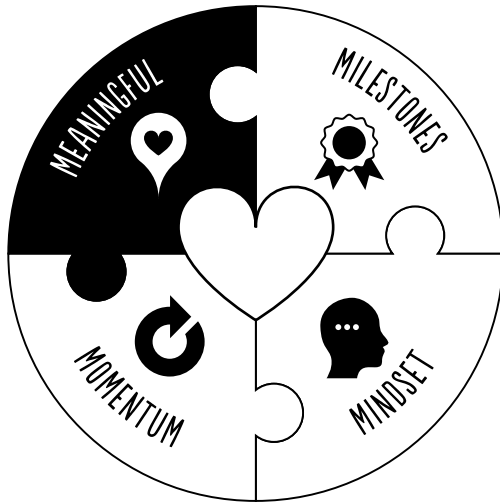
If you knew me personally, you would know that I am practical and a realist, so of course I know you will still experience challenges, roadblocks and circumstances that will slow you down from time to time. That is all part of the journey and the lifelong lessons we need to learn along the way.

I also know that most people want certainty in their life. The only way you gain certainty is to create clarity, because with clarity comes greater confidence in your ability to produce the results you want, and with that confidence comes a level of consistency that leads to certainty. And that is what this book is all about—certainty, clarity, confidence and consistency. If you want to improve, increase or develop any of these four elements, you are reading the right book at the right time of your life.

It Starts with Passion is a book packed with insights, supported by in-depth research, easy-to-understand concepts, visual models that will add to your existing knowledge base, inspirational stories that will engage you, and practical ‘how to’ ideas you can apply to your own set of circumstances to make real transformational change in your life as you rediscover your dreams, create your goals, explore your life’s purpose and pursue your passions.

Part I

Meaningful: creating certainty in your life



CHAPTER 1

Find your way

It is not what or how or when or where that is important. What really matters is WHY you want to do something in your life or seek to achieve a goal. The premise of this book, the foundation for a great life, rests on this quote:

When the why becomes clear the how becomes easy!

When you are clear on *why* you want to do something, you will find *how* to do it or often, in some strange and mysterious way, the how will find you. You will meet a person who knows a person, or you will read an article that gives you an idea about how to achieve your goal.

The challenge is that most of us don't start with the *why*; we start with WHAT we want — and all too often we stop at the what. We don't progress any further or even go after a lot of whats. The challenge is that after some time our soul and spirit require that we pursue what is meaningful and what really matters to us.

**WHY COMES AFTER WHAT.
THE WHAT IS WHAT YOU GO FOR
WHEN YOU ARE DISCOVERING YOUR WAY.**

Think of it like this. When you were a kid leaving school or a young adult at university, everyone would ask you, ‘So what type of job do you want? What are you going to do now? What career are you going to pursue?’ Later in life, when you are employed or pursuing your own business, people keep on asking you *what* questions: ‘What project are you working on now? What is your target for the month? What do you want to achieve this year? What is your career goal?’

Rarely does anyone ask you *why*. My belief is that the *whats* that make up our lives result from our search for the *why*. Our *whats* are what we do when we are looking for our *why*. The challenge for most of us is that we stop at *what* because it is easy to measure — we don’t have to think about it as long as we do when trying to determine our *why*. So we get stuck at *what*, as it is easy to find in status, titles, material gains, financial milestones and comparisons with how well our friends and colleagues are doing. *How* is what we need to do to get to our *why*.

For each of us, the *why* represents our reasons, what’s important to us, our life’s purpose. It’s about what matters most to us — our core values that form the fabric of our being. The *why*, in part, is what we stand for and what we want to be known or famous for as we live a meaningful life.

**WHY RELATES TO YOUR PASSION, PURPOSE,
REASON, DRIVERS, DESIRE, VISION,
BIG PICTURE & INTENTION.**

Your *why* is that one thing that is wanting, and often waiting, to burst out of you. It is the passion that you have put off as everyday life has taken over and consumed you. It is what is in your heart, that voice telling you that this is the right thing to do both for you and for those around you, yet sometimes it is hard to determine as there is no logic to your thinking.

I am not saying you will achieve nothing if you are not clear on your *why*. You see, when you are focused so much on the *what* you will achieve a great deal, more than most people in your circle of friends, family and colleagues. But after a time you will wonder *why* you are doing it. You will experience a weird sense of unreasonable disenchantment. You know you have achieved and are still achieving, so why are you feeling so disillusioned, disengaged, disappointed or detached? You don't have any right to feel that way! Compared with others you are doing so well, you really don't have any logical reason to feel this way, and yet you do.

**WHAT RELATES TO THE SPECIFIC GOAL, THE
CLEARLY DEFINED OBJECTIVE, THE DESIRED
TARGET & THE ACHIEVABLE MILESTONE.**

Once again, deciding on your *why* is infinitely harder than determining what you want or how or when you are going to achieve it.

**HOW RELATES TO MECHANISM METHOD,
STRATEGY, TACTICS, PROCESS, MILESTONES,
BLUEPRINT OR PLANS.**

Why tends to depend on an emotion-based decision that reflects your true self, the essence of you as a person. *What* is logically based and is determined by your thought processes, past experiences and learning from those who have gone before you. *How* is about action, making progress, implementing ideas and being open to attaining rather than just thinking about the goal. *When* is the timeframe within which you desire to achieve the goal. Look at it this way...

Most people rarely cross the mental and physical divide that exists between *what* their goals are and *why* they really want

them. Let's face it, most people don't set goals for the week, month or year, and now we are asking them to determine *why* they exist — their purpose — and the contribution they will make to those close to them, those who know them and those who may never know them but will benefit from their legacy.

WHEN RELATES TO THE TIMEFRAME YOU SET FOR ACHIEVING IT.

It is not that people don't want to discover their *why*; rather, either they don't allow themselves the time to indulge in what is possible or life becomes too all-consuming to take time out to sit down and think about the big picture. The idea of doing this can be daunting and it is far easier to become busy being busy. And those few who are not sure where to start take the easy road of not doing it at all.

When I interview passionate people for my blog or listen to people from the stage, a common theme permeates their language: 'I always wanted to...I knew I had to try...this one thought dominated my thinking since I was a kid...I dreamt about it all the time. I always knew I would pursue this goal.' Industry leaders, global leaders, great scientists, designers, inventors, innovators, artists, musicians, Nobel or Pulitzer prize-winners, or Olympic gold medallists are all very connected to their *why* and their reason.

Why is not just confined to individuals. Companies need a big *why* to engage, enthuse and energise their people and their customers. The companies and entrepreneurs that impress us are those that seem to have a big *why*, that noble purpose that connects us to their brand or product.

Businesses, like people, sometimes lose their way, though. Their noble purpose — their *why* — either becomes diluted or is disregarded, or people become disenchanted. At other times