



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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“NOTHING GREAT HAPPENS
UNTIL SOMEONE BECOMES
PASSIONATE
ABOUT SOMETHING!”

Preface

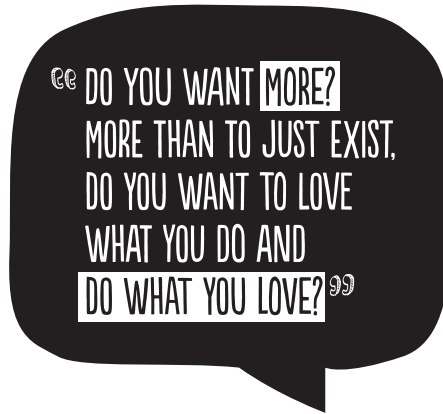
This is one of my favourite quotes. Think of anything that has been achieved in the world. It may have stemmed from a need, an injustice, a set of unfair circumstances, an opportunity or an idea whose time had arrived—but a passionate person or a group of passionate people brought it into reality.

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?



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 signature is a long, horizontal, slightly wavy line that extends to the right, serving 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.

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.

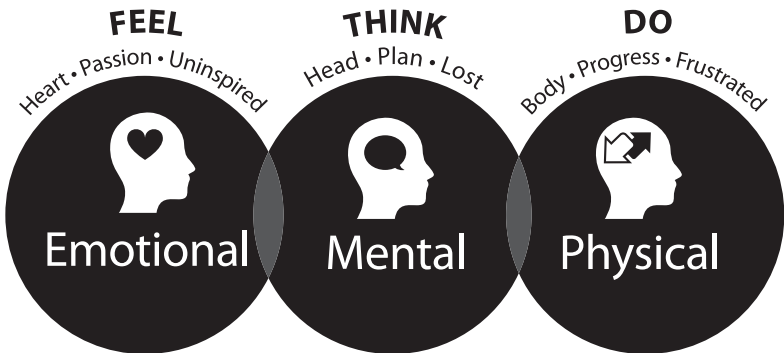
WHEN THE
WHY
Becomes → **CLEAR**
THE **HOW**
Becomes Easy!

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.”

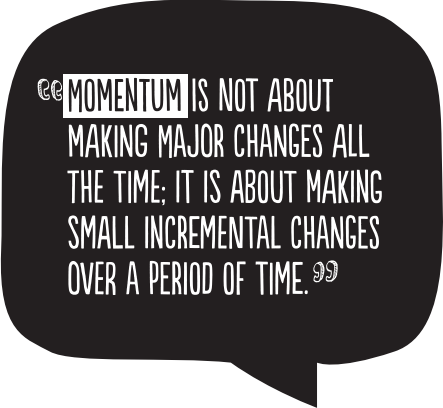
We just need to be given the hows to transition ourselves from where we are today to where we want to be tomorrow. In part III we explore eight time-tested personal growth strategies that become a vital catalyst for removing your emotional shackles, mental roadblocks and physical excuses. My goal is 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

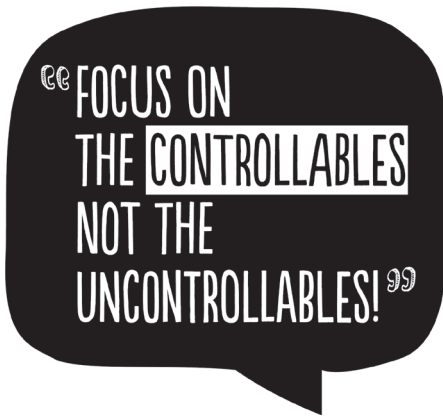


The last thing we need is more information, yet we all need to gain better insights from the information we have. Over the past 27 years I have been a student of passion, high-performance results, the setting of goals and how people go about achieving their goals. During that time I have gained many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

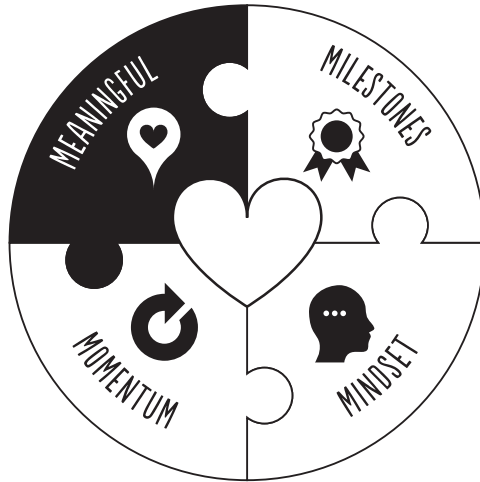
If there is one insight I have gained, it is that when we pursue our passion the world has a habit of giving us access to an express lane to our goals. All we need to do is be clear about it and focus on it.

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

1. FIND YOUR WHY

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!