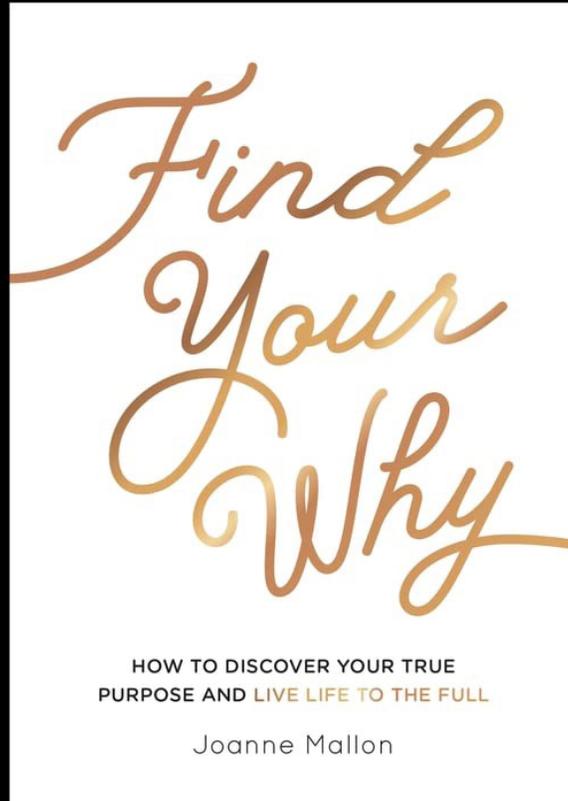


# Uness book summaries and balanced review - Joanne Mallon *Find Your Way*

Who is this book for? Our view:



1. People who want a short version of *The Element*
2. People who don't like reading! It's an easy book!
3. People who have a good idea of their purpose but need to sharpen it

Who is this book not for?

1. People who want lots of science supporting purpose
2. People who want a very detailed approach to purpose.

# What does the book say? A quick summary (If you want a fuller summary please e-mail [info@uuness.com](mailto:info@uuness.com))

1. Chapter One - What is a why? Looking at your purpose isn't indulgent. "Shoulds" are other people's goals and external results aren't your why. You don't need to change the world – just find your own compass. Take time out and audit what you love. The author presents some questions. Why do you want to find your why? How do you want to feel once you've found it? What would make this a productive use of your time?
2. Chapter Two – How to find your why. What are you good at? When were you at your most fulfilled? What do others ask of you? What do trusted friends say about your skills? Name the 10 things that are important to you, they will guide your values. What would you do if you won the lottery? What drains you of energy? What would you do for free? Describe your perfect world. Create a mood board of that world. On your 100th birthday what would you want people to say? Lastly she suggests automatic writing as a way to "get" out your unconscious thoughts.
3. Chapter Three – I have my why – now what? Write your mission statement, "My why is..." Come back to it in a week and share it with friends. How do they respond? Don't get derailed by status or money. If you need to make a leap, how can you chunk it up into small leaps? For example – if you want to move into a new industry, e.g. gaming – could you move into this industry with your existing skills?
4. Chapter Four - Looking to the future. The key question here is how can you stay strong and resilient while you pursue your why, it's not necessarily easy. So there are tips on how to do this – get a support team, write a gratitude journal, time travel and write a letter of gratitude to yourself from the future. If you get a blow to your confidence go back to doing something you know. Your why is what you must cling to when times are tough. Let go of perfection, pursue good and if you find yourself off purpose, take time off to ask why!

## Quotes from the book we liked

1. "There is no greater gift than to know your own calling. It's why you were born. And how you become most truly alive." Oprah Winfrey
2. "Don't ask yourself what the world needs. Ask yourself what makes you come alive, and go do that. Because the world needs people who come alive." Howard Thurman
3. "Follow your passions, follow your heart and the things you need will come." Elizabeth Taylor
4. "Our existence depends on offering the best of ourselves. "If your li" Nick Cave
5. "All we need to do is decide what to do with the time that is given to us." Tolkien
6. "Don't wait until you are confident enough to embrace your why and step fully into life's purpose. Know that you are already enough, and that you can do this today."
7. "Hide not your talents. They were made for use. What's a sundial without a shade?" Benjamin Franklin
8. "If your life goes off course and you find yourself moving away from your purpose take time to assess what's going on."
9. "Aim for your personal best – a gold standard rather than perfection. Then you have a goal that's within your reach, and you can be proud of when you achieve it."
10. "You don't have to be perfect to be amazing"

# Balanced review of the book

## Where the book is strong

- This book feels like a “lite” version of The Element a book which is all about finding your purpose and is a best seller
- The above isn't a criticism, it's the strength of the book. It feels like a version of The Element for people who don't have much time/or really don't like reading prose
- It's a very visual book – with lots of quotes and inspiring words
- It's a book you could read and re-read again to give you strength to stay on track
- Find Your Why is a super-easy read, you'll probably read it in an hour or two hours
- It takes the key questions which come up when finding purpose – what is a why? Find my why? Defining/writing my why and how do I keep going when the going gets tough?

## Areas where it is weaker

- This book can feel like a set of questions, all of which are useful but they don't feel structurally like they guide you through a process, rather, it feels like any of these questions is valid, at any time.
- If you like science or validation of the process the author is guiding you through, this book isn't for you
- Compared to the uuness process, the approach doesn't feel very robust or “deep”. This isn't necessarily a bad thing if you have a reasonable idea of what your purpose is but you want to sharpen it up, this book could help you.