

THE GUIDE TO

PREVENTING A

MISERABLE

CAREER

JOURNEY

(PREVIEW)



**COLLEGIATE
EMPOWERMENT**

ON THE WEB • ON YOUTUBE • ON FACEBOOK

**! JOE URBANSKI
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DID YOU KNOW...

**MOST STUDENTS GO TO COLLEGE
TO GET A **DEGREE**, BUT NOT AN **EDUCATION****

MOST STUDENTS DIE WHEN THEY ARE **27
BUT AREN'T BURIED UNTIL THEY ARE **77****

**MOST STUDENTS TAKE THEIR EDUCATION
HIGHER, BUT NOT **DEEPER****

THIS REALLY SUCKS, BUT THANKFULLY YOU'RE NOT LIKE MOST STUDENTS.

**MOST STUDENTS
GRADUATE WITHOUT A
SENSE OF PURPOSE
& WORK WITHOUT A
SENSE OF MEANING**

THIS RESOURCE HAS MAGIC POWERS TO HELP YOU AVOID THIS DILEMMA

USE THIS RESOURCE TO...

ACKNOWLEDGE YOUR **GENIUS**

FUEL YOUR **PASSION**

IDENTIFY YOUR **ACHIEVEMENTS**

THRIVE IN YOUR **ENVIRONMENT**

CLARIFY YOUR **LIFESTYLE**

THINGS ARE ABOUT TO GET CRAZY AWESOME RIGHT ABOUT NOW!

PREVENTING A MISERABLE CAREER JOURNEY

Dear {Insert Your Name Here},

You will spend 8, 10, even 12 hours at work each day. That is one-third of your day, one-third of your week, and one-third of your lifetime. If you are miserable in your career, you are miserable with one-third of your life. That's 33%! 33% incorrect on any exam in the country is a 67, which is a "D" (or 1.2 grade point average). **If you are miserable in your career, you get a "D" in life.** This is unacceptable.

Preventing A Miserable Career Journey is not tolerating second-best; it's about you getting an "A." It's about having a Purpose more than a job. It's about your vision (what you want), your mission (how you will achieve it), and your legacy (so that when you leave this planet, people will know why you were here). That's how we do it. When you ask a crummy question, you get a crummy answer. When you ask a better question, you get a better answer. Questions are the answer, and this resource asks the right questions.

This is NOT a career assessment. It will not tell you what you should do with your life, but rather provide you the opportunity to dig deep within yourself and find what's best for you...because only you know that. A typical career assessment tells you what you could be good at and what you might enjoy. In the end, *Preventing A Miserable Career Journey* asks you the questions that allow YOU to make sense of it all and to choose for yourself. As you answer each and every question, you provide yourself with a guarantee that most other students will not have – an actual plan before you graduate! Your answers here will guide the rest of your life.

So, is who you are measured by your grade point average? Of course not. You are so much more than your GPA. The days are long gone when all we needed was a diploma to get a job. GPA is no longer the judge of intelligence or an indicator of future success. Those who rely only on past practices realize later on there is much more to life than a college major. Plus, your significant other probably isn't going to judge you based on these details.

It was a great day for many of us when Steve Jobs' high school GPA was released: 2.65. That's it. He was a B/C student at best. But we all know how that story ended up: he dropped out of college, started Apple, left Apple, rejoined Apple, and then changed the world. All with a 2.65. It's not just the number; it's what the number means.

“HOW WILL I USE MY GREATEST NATURAL TALENTS WITHIN THE INDUSTRY I AM MOST ATTRACTED TO IN ORDER TO ACCOMPLISH MY LIFETIME GOALS?”

That's the **Real GPA** you will aspire towards! Yes, it is a loaded question, but if you can answer this one, you can enjoy the rest of your life. This is our gift to you. Only 45% of Americans are satisfied with their jobs. 84% believe they are not in their dream job. 77% over the age of 23 are miserable in their jobs. And workers under the age of 25 are the least happy. You can avoid this!

Let's define a miserable career as one where work is irrelevant, you feel unacknowledged, you're not good at your job, you have nine different bosses, your paycheck sucks, reports are always due 15 minutes ago, and when you get home, there's nothing to eat. Add to it the fact that you are independent without team support, you never get better at the tasks you perform, and you have no sense of Purpose and meaning in what you do. Miserable career, yes? Glad we agree.

Let's start with the foundation for HOW you achieve the vision and goals you have for your life to avoid a miserable career. Here's the thing: most students go to college to get a degree, but a degree isn't worth as much anymore because more and more people are getting one. It's becoming the standard rather than the exception. If you can start to explore and understand a single concept, you will have something to offer to the world, to employers, even to your family that other people don't have. The concept is this: **college and life success comes down to three things:**

GENIUS ⊕ PASSION ⊕ ACHIEVEMENT

Focus on your Genius, your talents, what you're better at than most people on the planet. Or more simply: talents for creating value and results. That's what your professors want. That's what your organizations want. That's what future employers want. That's what colleges want...kind of.

Check this out: colleges actually ask you for your **Genius**, your talents. They just call it a major. They ask you to define your expertise via a major. Then, they fill your schedule with other requirements to help you become more well-rounded.

All throughout college they say: "Come, enroll, sign up for our courses. Find out what you suck at, find out what you're REALLY bad at. And hey, if you need four, five, even eight years to find out that you really suck at math or computers or science or art, don't worry – we'll help you make those weaknesses stronger and stronger, so that by the time you leave this really great institution, not only will you have focused only a little bit on your major, you will also have really long list of all these strong weaknesses." And yet, you won't have a strong, Core Genius.

Our educational system claims that your greatest opportunity for growth lies in your area of weakness. This is a major flaw with our educational system, especially as the trend in business over the last 30 years has produced books like *Now Discover Your Strengths*, *StrengthsQuest*, *StrengthsFinder*, *Strengths Based Leadership*, *Is Your Genius At Work*, *The Talent Code*, *Discover Your Natural Genius*, *Awaken Your Inner Genius*. And the list goes on and on and on. We're sure employers have noticed by now, too.



It's not likely that someone is going to hire you to do things you suck at. And if they do, they won't pay you well. And we don't want you saying that you're good at everything. **If you're good at EVERYTHING, you're Genius at NOTHING.**

Society has also decided that you should “do what you love and the money will follow.” Well, that’s not always true! Many people do what they love and they are broke forever! You’ve got to do what you love AND be the best at it. “Do what you love” is about **Passion**, and Passion is about WHERE you do what you’re good at. It’s usually an industry. It’s where you want to focus your Genius. It’s in music, arts, education, entertainment, sports, nursing, wherever. **You can take your Genius and use it anywhere in any industry.** You can take a skill at public speaking and you can apply it in music as a spokesperson, in arts as a performer, or in education as a teacher. You can apply it anywhere because you own it.



You’ve got to take your Genius (what you’re good at) and apply it in a place where you enjoy doing it (and people can’t get you to stop talking about it) and use it to achieve what’s really most important to you... your **Achievements**. Who is it that you want to be? What other roles do you play in your life? Are you the best husband or mother or friend or child or colleague or trainer, etc? You see, when people ask you what is your Lifetime Achievement Award, more than likely it’s going to be about who you were as a person along with, of course, what you were able to accomplish.

Better yet, your obituary or eulogy will state outright your greatest Achievements. It will be about how you were a beloved _____ - the various roles you played in your life... you were a great family member, a contributor to society, a wonderful parent, a great friend. **Your Achievements are about your goals and the roles you play in your life.**

So, you take your **Genius** (the thing you’re good at) and apply it your **Passion** (the place you love) and use it to **Achieve** what’s most important to you (your lifetime goals).

Tap your head and say Genius. Learn to do what you’re good at. Tap your heart and say Passion. Learn to do what you love. Tap your hand and say Achievement. Learn to do what’s meaningful to you. G stands for Genius (tap your head). P stands for Passion (tap your heart). A stands for Achievement (tap your hand).



See what just happened there? **G stands for Genius. P stands for Passion. A stands for Achievement. G-P-A.** That’s your Real GPA and the only one that really matters. GPA is not just about your number; it’s what the number means. Most employers will never ask you for your GPA. Heck, even you didn’t ask for a GPA before using this resource. That’s because most people DON’T CARE! It’s not just the number; it’s what the number means.

Start focusing on your Real GPA to achieve the vision and goals you have for your personal life, relationships, and career. The other two pieces to your career and organizations puzzle are the Environment that you work in and the Lifestyle you are able to have as a result of your work.

This resource is about each of these pieces to the puzzle, and when fully integrated, you will have all you need for **Preventing A Miserable Career Journey**. Here’s to your future!

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