

AIMING FOR YOUR CAREER-LIFE BULL'S-EYE

One of the secrets to full engagement is to identify and pursue your Career-Life Bull's-Eye—a target that is comprised of the intersection of the Three Ps :

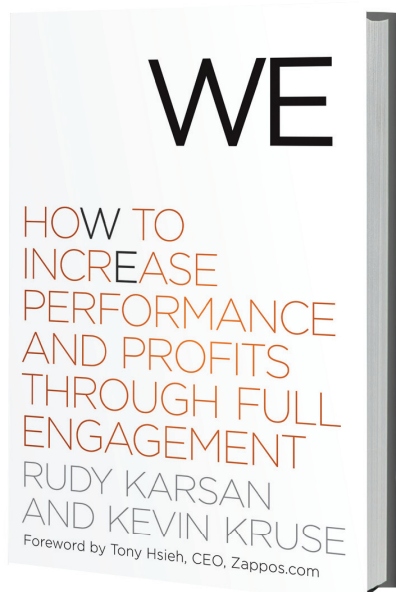
1. What is your passion?
2. What is your purpose?
3. What is your pay?

KEY TAKEAWAYS FOR INDIVIDUALS

In our career-lives, sometimes we pursue what we are good at or fight to join a great company, but still aren't satisfied or engaged. And it's unlikely you'll be satisfied in life if you aren't satisfied and engaged at work. Use the Three Ps process to uncover your Career-Life Bull's-Eye and use your discovery to guide you and give you sustenance, even in tough times.

KEY TAKEAWAYS FOR MANAGERS

Remember that you hold the key to creating an environment that will enable engagement to flourish. But it also takes a second key, which lies in the hands of your workers. If survey data tells you that overall, your team is highly engaged but you have one member who is disengaged, consider guiding them through the Three Ps process. Despite your culture and even their talents, it just may be that the work they are doing isn't igniting their passion, purpose, or pay needs.



This chapter summary is from the book, *We: How to Increase Performance and Profits Through Full Engagement*, by Rudy Karsan and Kevin Kruse. Please purchase the book from your favorite book reseller, or for more information, visit www.WeTheBook.com.