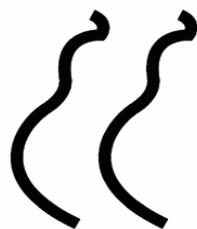


# Evolutionary Work

*Unleashing Your Potential  
in Extraordinary Times*

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**PEARHOUSE  
PRESS**

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## INTRODUCTION

### A. The Times Couldn't Be Better

*"Everyone has talent. What is rare is the courage to follow the talent to the dark place where it leads." – Erica Jong*

It seems like a contradiction in terms. The times, in many ways, seem like the worst in a lifetime. We are experiencing unparalleled change on this planet Earth from global warming to financial upheaval to the breakdown of work and business as we know it. Our vulnerability, humanity and sense of security is being tested. Who we are as a human race, along with the institutional structures and life-long beliefs held so dear, are being redefined right before our eyes.

No one is immune. At some level we are all being affected. When hard times come, as now, we tend to pull back and contract. We think hunkering down while still being committed to work as usual is the route to take when, in actuality, the opposite is true. Reinvention from the inside out is needed, an overhaul that results in a new enlightened model of work and business.

We are all being asked to evolve at what feels like the speed of light. The pain is now too great for us to stay complacent. Regardless of where you find yourself, without a job, underemployed, or just keeping your business afloat – there is a lot to learn and to change.

In some cases the lessons are apparent and in others they fall under what, "We don't know that we don't know" which makes them very difficult indeed. In all cases the lessons are in the duality of simple and complex but yet are basic to human nature. The problem is we haven't been living nor working true to our nature for a long time.

Repeating the past is not the answer. Insanity has been defined as doing the same thing over and over again expecting to achieve new results. So are we insane or just creatures of habit? A bit of both, perhaps. It's not easy to shed old skin when it's the only coat you've ever worn, even when you know it's for the best.

[The following is the first of many personal responses that I will be writing to share my own experiences. Hopefully, these reflections will encourage you to do the same, digging deep within yourself to uncover your truth and your greater work.]

*Personally I drift in and out of feeling out of control and knowing I'm evolving into a truer sense of self and work. When feeling out of control, I'm afraid everything I've built up over the years of my business is tumbling down. Is this ego or paranoia? Could be either or both, I suppose. When feeling on the right path and open to learning the lessons put in front of me, I'm able to step back and reevaluate my approach to business to meet the needs of today; I'm more true to my heart's longing; and I'm creating the business community I long for. I'm in this boat with you. Always the first student of my own work.*

So what is the best next step, as individuals and business owners? How do we tap and leverage human potential, humanity and wisdom first within ourselves and then through our work? How do we create new work models that meet the deeper human needs of our global economy?

We start by asking a new set of questions. Tough questions. They are deep, challenging and heartfelt. The time to face them couldn't be better.

Here are some of those questions. Are you ready to answer them?

1. Opportunities are knocking on the door – Are you stepping up to your next level of both personal and business growth? If not, why not?
2. We are all very wise – Are you leveraging your uniqueness both within your work and for the greater good of us all?
3. Greater risks are being called for – Is the out-dated work security blanket stopping you from making the changes you know are needed?
4. Have you stepped back to realize the lessons learned and made appropriate long-term changes, or are you just breathing a sigh of relief believing the worst is behind you and carrying on with the status quo?

These economic times are forcing everyone to work differently. Radical, not simple, change is needed. We have the world of work all backwards in so many ways. Work and business is not an external event but an internal perspective that generates itself in the marketplace. Those taking the high road are the ones who will succeed. Individuals who will ultimately survive and thrive are the ones willing to adopt a more enlightened mental work model – where making a difference and seeing a good return are equal priorities.

If you are ready for a quantum leap this book is for you. If you want a quick fix, then you'll have to look elsewhere. Once the willingness is there to take this challenge, we have the option of doing something about it—or burying it even deeper.

Take the first step, risk more than ever before and don't stop. The actions and answers may not all be apparent, and you may not be sure where to start, but the time is now. You have the power to influence reality—to create the work world of your choice. YOUR work is worth the effort.

*“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”*

*– Buckminster Fuller*

## **B. Work As An Evolutionary Path**

Work and business are not what we think. They're not ways to make a living or a name for ourselves. This definition served an antiquated notion of business, a model based in control over others and profit at the expense of good will. These are new times. A new consciousness is asking us to be more responsible for ourselves, the work we do and the planet we live on. In return, we have an opportunity to create the future of choice, a future that will yield life and work beyond what we can now imagine.

Newly defined, work is a forum for personal and professional evolution. It is a means to self-actualization and beyond. It is a time for transcendence when we can help others self-actualize. (See below: Beyond - Maslow's Hierarchy of Needs)

Work is not an outer-referencing of what the marketplace will bear, but an inner-referencing of our unique purpose molded and packaged for the marketplace to buy. I've never encountered someone with a purpose that was not dearly needed in the world.

Matthew Fox, in his *Reinvention of Work – A New Vision of Livelihood for Our Time*, states, “In our time, we are being called to reexamine our work: how we do it; whom it is helping or hurting; what it is we do; and what we might be doing if we were to let go of our present work and follow a deeper call.”

Past industrial and technological revolutions have provided tools to do work differently. It's our turn to provide the consciousness. This evolution is happening from the ground up, where the view of money, power and productivity are seen in a new light. Purposeful work encourages the blossoming of spirit, the healing needed and ultimately the innate expression of who we are.

Work is no longer about jobs, unemployment, nor retirement. If work is actually about innate purpose then how can we retire from our very selves? The traditional work structure keeps us chained to an unhealthy work reality that hardly cultivates the soul.

We believe we are employed by a system, a boss, an organization, when the truth is we are employed by a power much higher than any of these.

Jeremy Rifkin, in *The End of Work*, talks about the demise of the job in a traditional sense. I would ask if this is a catastrophe or opportunity? This may well be a blessing in disguise. The demise of the old model of work is actually granting us freedom to explore our greater selves, to build internal strength and to be responsible for our own learning and our destiny. We can no longer control or be controlled by the traditional job structure. We are too self-aware, conscious, educated and heart-centered to allow this false sense of life to continue.

If we are willing to surrender to a higher calling, then our work will be presented on a silver platter. But do be aware that this journey is only for the strong of heart. Much will be asked of us. In turn, much will be given. We will be tested every step of the way, for strength is essential. Surrendering to a purposeful course is necessary for the expansion of the universe. Some are realizing this and acting on it—others are coming along kicking and screaming. The choice is ours. I always say give it a chance. It can't hurt, and it might help.

We all have unique work to do, work that is a means to healing and evolution. But what does that look like? How and where do we start? With willingness and desire. You wouldn't be reading this book if you didn't have both. We are here, together, to help you in this process.

### **(Beyond) Maslow's Hierarchy of Needs**

The human race is evolving at a blinding pace moving beyond Abraham Maslow's original hierarchy used to illustrate how human beings are motivated by unsatisfied needs. We move up and down this ladder depending on many aspects of life and work such as our mind-set and circumstances. The satisfaction of these needs is core to our advancement and evolution.

The areas in parentheses have been added to Maslow's original hierarchy.

- **(Transcendence** – helping others to self-actualize)
- **Self-Actualization** – the desire to become everything one is capable of becoming.
- **(Aesthetic Needs** – for beauty, balance and form)
- **(Cognitive Needs** – need for knowledge, meaning and self-awareness)
- **Self-Esteem Needs** – need for achievement, status, responsibility and reputation
- **Love and Belonging Needs** – to feel acceptance and to love and be loved.
- **Safety Needs** – need for security, safety and a predictable orderly world.
- **Biological and Physiological Needs** – basic human needs for such things as air, water, food, sleep, etc.

Adapted by persons unknown base on [Maslow's Hierarchy of Needs](#)

Where are you on this continuum? Are you stuck in fear-based security or grounded in seeking self-actualization? This book and process will guide you up the ladder.

## C. Book Overview

“EVOLUTIONARY WORK” is an opportunity, challenge and a call to action. It’s not a passive read or a conversation piece. If willing, it will provide a new view of your self, your work and business choices, as well as the internal obstacles to your success.

The book is based on “Seven rEvolutionary Tools”™ we already have within us that either we aren’t aware of them, haven’t fully developed them, or haven’t wanted to face them. Developing them demands a high degree of responsibility and that this power is not freely given. These Tools have evolved over nearly 15 years of use throughout the world. Hundreds of brave individuals have been part of the process, and you are now among them.

My hope for you is that by the end of the process you will:

- *Know yourself better than ever, enabling confidence, courage, new ideas and new work opportunities.*
- *Realize that we are the ones that stop ourselves from creating work that is more meaningful. We are the solution, hope and possibility.*
- *Have a clearer and greater sense of your work that will surface in a form that can be packaged for the marketplace.*
- *Benefit others from your modeling of healthy, enlightened ways to live and work.*
- *Package your work purpose as viable and sustainable in the marketplace.*
- *Be a force to be reckoned with. The world will gain from the ripple effect of all you say and do. You will be playing much larger and bolder.*

Thanks for joining the evolution.

Sincerely,  
Patricia

## D. Overview Of The Seven Evolutionary Tools

Each chapter is a self-contained unit and a part of a greater whole. Proceed through the chapters as given. The goal is to build a new awareness, foundation and work future one day at a time.

### Tool 1: Reinventing Your Work/Business

- a. We are more than you imagine*
- b. Evolving beyond old patterns*
- c. Maturing takes forgiveness*
- d. Predicting your future*

Learn how often our beliefs around self, work and business are based on a set of limiting, negative, outdated and even false assumptions. These backward beliefs have kept us playing small. Here is an opportunity to expose, heal and evolve our sense of self into a new world of work.

## **Tool 2: No Competition**

- a. *They really did break the mold*
- b. *Tools for uncovering your unique work/business composite*
- c. *Mind-mapping new work/business opportunities*

No two of us are alike, nor will we ever be. When doing our true work, there is no one to compete against except ourselves. This tool engages all of who we are—a unique composite of innate skills and talents, dreams and desires, experience and education. With a focus on innate abilities, we will build a new, value-based perspective of who we are and the work/business we are meant to do.

## **Tool 3: Creating a Strong Foundation**

- a. *No doubt about it*
- b. *Stop fooling ourselves—work ≠ security*
- c. *NEW tools = new foundation = new work*
- d. *Beyond self-deception to self-realization*

We will need the strength of the gods to live and work beyond the norm. Naysayers, well-intentioned friends and our own deep-seated fears will show their face. The focus here is to develop a new strength of “nothing to lose and a lot to gain.” A solid inner foundation is our end goal. If we don’t learn to lead with confidence and courage, then we lead with self-deception and self-rationalization.

## **Tool 4: Fear as an Ally**

- a. *Worst enemy/best friend*
- b. *Don’t fear what you want most*
- c. *Embracing your resistance*
- d. *Fear is love in disguise*

Having gained self-responsibility we can now recognize our part. Now is the time to act, not to be afraid. If you can stand firm to your vision of new work, fear will

be on your side—a motivator in disguise. This chapter is an opportunity to embrace those fears and enlist them for the greater good. Fear can lead us to the solution.

## **Tool 5: Wisdom as the Next Evolutionary Leap**

- a. *Your intellect is passé*
- b. *Trusting yourself to tell the truth*
- c. *It is our work to be wise*
- d. *Defining and developing wisdom*
- e. *The Wisdom-Centered Visionary™*

A new level of thinking alone is not going to generate the answers we need. A new level of *being* is the only answer. Here we learn to cultivate new answers through the collective use of our heart, wisdom and body, along with universal knowledge. Einstein said, “We can’t get new answers to problems from the same level of thinking that the answers were created from in the first place.” This chapter takes you beyond just new thinking to new being.

## **Tool 6: A Critical Time for Work/Business Evolution**

- a. *Work as an expression of love*
- b. *Decision making from middle ground*
- c. *Transforming your mental frame of reference*
- d. *Evolving into the ‘frame’ of purposeful work*

Being a part of the new work/business evolution requires an entirely difference presence in the world. Creating new work realities that encourage both individual and organizational evolution will ask much of us. Literally, the mental model we hold about ourselves and work in general is all backwards. In this tool, we need to take a quantum step if we are to live the life we are meant to. The step will require us to evolve into a new enlightened frame of reference.

## **Tool 7: Purposeful Work –Thriving in the Marketplace**

- a. *Solidifying your purpose, vision and mission*
- b. *Meeting deeper needs in the marketplace*
- c. *Building relationships – attracting the right audience*
- d. *Strategically creating from the future*



Now is the time for everything to come together. The insights, internal shifts, enlightened awarenesses and so much more. You are, without a doubt, at the point of no return. Here you will read about the stories of others and how they evolved their innate purpose to thriving work. May you learn from both their hard lessons and successes. It is time to bring concrete form to your work and match it to the marketplace. Ultimately, being and modeling your new work model will attract the largest audience.

## **Appendix: Being a Part of the New Work/Business Evolution**

- a. *You are the future*
- b. *Success is a collective effort – supporting each other*
- c. *It's time to celebrate*

Work/business is meant to be an incubator of the human spirit—as is all of life. We all have an ongoing role in this transformative process. It is our commitment to this enlightened perspective that will heal us and those we work with. The appendix focuses on joining together to support and celebrate each other. We have greatness in us and all around us. Work well done!

## **E. Making the Best Use of this Book**

*“Faith is trusting, when you come to the edge of  
everything you now,  
That you will either step off on to solid ground, or be  
taught how to fly.”  
Anonymous*

This process is different for everyone. It's a time to create what might seem like the impossible and to dream BIG. The following three steps will prepare you for this journey.

## EVOLUTIONARY WORK CASE STUDY

### CYNTHIA

#### *Coaching & Purposeful Business Tele-Circles*

I first met Patricia during a time I'd designated for manifesting of my dreams, leaving some of the security of full time and some private practice. Her initial coaching included visualizing the completion of some long-held projects into a small visual "note."

Over the last 5 years, I've had the privilege of working with Patricia to manifest the husband, home and much of the work of my inner desires. My time in circular unproductive thinking (once a mainstay of life) is now much less. The foundations for my life work have gained footing with her encouragement and tutelage. I find this process of working with her newest book in group format has helped me identify and loosen some of the old neural networks that prevent success. I love the way her powerful questions can open new doors!

Recently I embarked on learning Integrative Health Coaching. I feel indebted to Patricia for having asked powerful questions and for giving me the opportunity to offer them to others. I realize I've also had some great coaching on how to coach others!

We are collectively shifting work/business out of the past and into the future, and your commitment is part of the process. Because this process takes time, we want to honor your effort up front. We recommend a minimum of 20 minutes a day to focus on your purpose. If possible, make this a morning ritual when you are fresh and clear of mind.

***First: Adopt the mindset and guidelines that follow.***

This will help create fertile ground for the important work to happen. Keep these in the forefront of your mind as you continue.

***1. Challenge your assumptions about yourself, your work and your business.***

You are more than you think you are. So is your work or business! All thinking is limited, based on our sole perspective. Learn to question your thinking, not as wrong, but outdated. Only enlightened thinking will create the new mental model of work.

***2. Suspend judgment and create curiosity.***

Judgment prevents forward movement. It puts up a wall so high that nothing new or different is given a second thought. Curiosity, on the other hand, creates wonderment, excitement and action. The more curious and open-minded you are, the more success you will have here.

***3. Develop time for reflection.***

New answers surface as you step back to be the objective observer. It's looking from the outside in with yourself and your work as the subject. Silence is hard to come by, but it's essential. Please give yourself the time.

**4. *Let your emotions surface.***

This process, because of its internal nature, will surface many feelings that have been suppressed over many years of dysfunctional work settings. Reflect on them, learn from them, and they will teach you much.

**5. *Be a part of the whole—a part of the global new work community.***

You are not alone in this process. This is a worldwide phenomenon of work transformation. If you do this work with others in mind, the end result will be a greater whole. As you give support, you also gain. Know that we are here to support you.

**6. *Work from the present with an eye toward the future.***

Our goal is to create the future work world of choice—individually and collectively. Envision it and act as if it were now, in the present moment. Enjoy that moment, sense what it feels like, and the future will happen. Honor yourself every step of the way.

**7. *Trust that your work purpose is meant to feed your pocketbook as well as your soul.***

Your purpose is sorely needed in the marketplace. It's up to you to see that this need is met. Your work purpose, over time, will be a viable entity in the new world economy.

**8. *Change the way you change.***

This guideline is an expansion of #1. We need to pause between our automatic reactions to situations long enough to enable fresh thinking and, in turn, generate new outcomes. Not easy to do, for we are very hard-wired based on our past. We need to always be “consciously conscious” as we make new choices.

**Second: Do the following to integrate the information you learn.**

**1. *Keep a Journal or Notebook.***

This journal is the scripting of your new work. It's putting your dreams and insights to paper, the first step. As you proceed, clues and patterns will surface. Write them down. At first they may not make sense, but keep at it and let the magic happen. Don't overanalyze. Write what surfaces and let yourself be surprised. Also use your journal to respond to the Challenges presented below and posed throughout the book.

**2. *Do the Challenges.***

Complete the challenges and exercises throughout the book. Realize that your ego has a stake in staying the same and will fight you along the way. Don't let it hold

you back. Do one section and exercise daily and be the winner. New work will be yours—guaranteed.

### ***3. Complete the Purpose Challenge Questionnaire.***

On the next page there is a pre- and post-evaluation to complete to determine how you currently see yourself on operating from the past or the future. Upon finishing the book, you will be asked to take the challenge again to evaluate your progress—which I'm sure will be excellent.

### ***4. Questions to Get You Started:***

The more you are committed to yourself and your work/business, the more you will be committed to this process. The greatness of the result is based on this; therefore, take a few minutes to answer the following questions as specifically and concretely as possible. Set your intention to succeed. Grab your journal and get started.

1. *Why did you choose this book?*
2. *Now that you've come this far, what is motivating you to keep going?*
3. *What is the hardest thing you need to face concerning your work?*
4. *If your work or business could be anything, what would it be?*
5. *What would you like to have happen as a result of reading this book? Be specific. Write these as if they were goals.*

Take the one goal, from #5 above, that is the foundation, the goal upon which everything else will be based, and write it in big letters where you will see it—in front of your face. Read this goal often. See it happening now. You will also be asked to write this in the Purpose Agreement as referenced below.

### ***5. Complete the Purpose Agreement.***

The more you are committed to yourself and your work/business, the more you will be committed to this process. The greatness of the result is based on this commitment; therefore, take the next step and complete the Purpose Agreement on the page 15.

## *Take the Purpose Questionnaire!*

Circle the number which most closely represents you in your work. Check your total score below to see if YOU are a 21<sup>st</sup> century worker and thinker: self-aware, internally referenced, proactive and responsible to the greater good of the world.

	Most Often	Half The Time	Rarely
1. I think & act from the future of choice – not the past.	3	2	1
2. I know & leverage my unique skills and talents in the marketplace.	3	2	1
3. I act & work from a sense of greater good.	3	2	1
4. I am self-confident, self-responsible & self-managed.	3	2	1
5. I a lifelong learner, always growing.	3	2	1
6. I'm passionate about my work purpose.	3	2	1
7. I am entrepreneurial in nature & act on new ideas.	3	2	1
8. I am acting on “changing the way I change.”	3	2	1
9. I work well in chaos & the unknowned.	3	2	1
10. I'm a risk-taker, not resigned to 'business as usual.'	3	2	1
11. I see the future as bright with numerous possibilities.	3	2	1
12. I am at peace with myself & my work.	3	2	1

### **Scoring:**

If you scored from 12-21... ***This book is for you. Take the time necessary, and you will gain a renewed sense of self.***

If you scored from 22-27... ***You are straddling the fence between the past and the future. This process will ground you in the present.***

If you scored from 28-36... ***You're a 21<sup>st</sup> Century worker and thinker. You are creating a new, enlightened way to work. This process will expand your effort.***

### **Third: Gathering supplies for the Journey**

Think of this process as a daily adventure full of excitement and discovery. Like all adventures, it requires preparation and work. You will need to supply yourself with certain tools. You already have your Purpose Journal, so why not also, for fun, take along:

- a. *Colored pencils and erasers for the playful, creative side of you*
- b. *A pad of large drawing paper for creative exercises*
- c. *Music to inspire and soothe the soul*
- d. *A candle or two to light the way*
- e. *A box of tissues for those teary-eyed times*
- f. *Other inspirational books to bring you comfort (see Bibliography for suggestions)*

### **Last but not least—let us support you further:**

Go to our web site at [www.internationalpurpose.com](http://www.internationalpurpose.com) to learn about the following ways we can support you.

1. The International Purpose free monthly email newsletter. “The Evolution of WORK!” is written for anyone evolving into more purposeful work—be it a business or an individual. The goal of this newsletter is to provide insight, encouragement and suggestions to all. You can subscribe by logging onto our web site.

2. Join us on Facebook and LinkedIn®.

3. Our Virtual Book Workshop is facilitated over the phone/online. It will provide you with a forum to interact with other readers and myself, to ask questions, as well as to receive encouragement and support as you work through the Seven Evolutionary Tools. See the web site for dates/times and investment.

## ***Purpose Agreement***

*Complete this Purpose Agreement as a joint commitment between you and me, for we are in this together every step of the way. As a dear friend of mine always tells me, "Your success is my success." And so it is for you. Upon completion, please share your major goal with us by emailing office@internationalpurpose.com. We will post, honor and energetically hold your agreement as our joint commitment to your new work future.*

This agreement is set this date, \_\_\_\_\_, between  
Patricia DiVecchio and \_\_\_\_\_ (your name).

I, \_\_\_\_\_, agree to give of my whole self in this process, to focus on the greater good, to face my fears, to be courageous unlike ever before and to believe in the creation of what might appear to be the impossible: My work purpose as viable and sustainable in the world economy. I agree to at least a 20-minute/day commitment of time, effort and energy to this evolutionary process. This work happens over time, so I know this is part of a lifelong pursuit. I will do the Challenges and record awarenesses, clues and patterns in my journal. I realize that I am responsible for creating my work purpose and am willing to go through the process required to develop work/business that feeds my wallet as well as my soul. The following goal is the one on which all other goals stand. I am committed to working toward this goal using my head and heart, for that is when the best decision is made.

This is my major goal:

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4. You can become a member of a Purposeful Business Tele-Circle. These sessions are tailored to entrepreneurs and small business owners wanting to excel to the next level of their business by utilizing the Seven Evolutionary Tools. We meet by phone/online. Go to our web site for dates/times and investment.

## The Journey

The journey now is to face your true self. It is time to confront your deep-seated fears as well as to recognize your greatest potential and humanity. All you have to do is get started, and the journey will gather momentum. Remember, you have nothing to lose, and we all have so much to gain.

We await your coming!

*"I gift you with the courage to be, to know deeply the divine design of your life. I gift you with passion for the possible and the willingness to bring this possibility into time. You are more than you think you are, and something inside you knows it. All the hurts and failures, all the wanderings, losings, dyings and forgettings were but part of the gaining of the rich material of your life. By being wounded, you became vulnerable and available; by being lost, you were able to be found; by dying, you learned the power of new birth; by forgetting, you gained the joy of remembering.*

*Now I call all parts of you back, a mighty crew, seaworthy and well-stocked, to set sail for new continents of spirit, shores of incredible lands where the fractal waves of many people and many times arrive at last, and you know that you have gained your birthright. Welcome home, god and goddess, no longer in hiding."*

Jean Huston