

# **PLAY LARGE!**

**Your Evolution **IS** the Next Work Revolution**



**by Patricia DiVecchio**

**Introductory Chapter**

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Work Is What You Believe It To Be!**

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## INTRODUCTION

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### *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*

The world has changed, and we can't go back. Our vulnerability, humanity, and sense of security have been shaken and, at the same time, deepened by 9/11, the 'war' in Iraq, as well as the many unscrupulous acts of big business. These life-changing events, along with evolution itself, are testing our resolve as a race and awakening our consciousness to a higher level. We now know that tomorrow is more uncertain than ever before, what is important to us is changing, and we are a part of a world community. We are all connected.

The work we do and the businesses we run are evolving. The Industrial Revolution model is on its last leg. The Technology Revolution has provided us with the tools of global connection, and Knowledge and Relationship Management is allowing small businesses to thrive. The age of the entrepreneur is truly here.

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

We start by asking a new set of questions. Tough questions. They are deep, challenging, and heartfelt. But the time to face them couldn't be better. We are at a critical turning point from the inside out.

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

- 1. How can my work or business impact the lives of others on a deeper level?*
- 2. How must I change in order to achieve this?*
- 3. To make this quantum change, what is the next right step for my self and my business?  
How do I go from A to Z?*
- 3. What do I know I must do today even though tomorrow seems so uncertain?*
- 4. What changes do I fear the most?*
- 5. How do I develop my higher purpose as a viable thriving entity in the marketplace?*

First, realize that you are not alone. We are here to help. This book poses questions and a new viewpoint to guide you toward your new work model. The process is a blessing and a curse, for we are both the problem and the cure. We must be willing to first change from within to affect the change from without.

I, too, am a student of this work. In the following chapters you will hear my story as well as that of others as a way to both learn and be comforted, because we are all on the same journey of human evolution.

*A few months back I was hit with a new revelation. I had been working from “Stop Playing So Small” as a backdrop for my work. I knew full well that this phrase denoted a negative, but it’s all I had at the time so I didn’t stop to question. It was the truth I knew.*

*I’ve learned since that the truth you know is not always the one that will move you forward—in fact, it may well hold you back. I was playing too small, secure in my world, only believing I was moving forward—my behavior was stagnate.*

*For a long time I’ve had two deep-seated beliefs: “Patricia, who do you think you are?” and “You can’t trust others—they will take advantage of you.” With these as my frame of reference there is no room to PLAY LARGE. Though, at some level, I know I had a message to spread and great work to do.*

*One morning as I was writing, PLAY LARGE came blasting through. I heard it loud and clear. It was definitely a direct order, if you will, that shook my world. I had no choice but to follow this call, which has led to many changes—some hard, all enlightening.*

*These changes have impacted those I work with, my clients, where I do my work and, of course, how I think about myself. I’ve had to step back in order to move forward. I’ve discontinued working with some people; moved my office back home; taken back control over the essentials of the business; and upped the ante on my business plan. Some of this may not look like PLAYING LARGE, but believe me all of it is.*

*I’m now PLAYING LARGE in both my internal and external worlds. I’m being more honest with myself—seeing the ‘truth of reality.’ The blinders are lifting, and I now clearly realize what has been there all the while.*

If you want to PLAY LARGE, 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 it’s time to PLAY LARGE. You have the power to influence reality—to create the work world of your choice. Your life and your purpose are 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 you think. They're not ways to make a living or a name for yourself. 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 evolution. Work is not an outer-referencing of what the marketplace will bear, but an inner-referencing of your 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 your 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 of our souls and ultimately the innate expression of who we are.

Work is no longer about jobs, unemployment, and retirement, for how can we retire from ourselves? These structures have all been created under the auspices of control. Most jobs keep us prisoner, chained to an unhealthy work reality, to rules and policies, and daily duties that hardly cultivate 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. I would ask if this is a catastrophe or opportunity? This may well be a blessing in disguise. The demise of the job is actually granting us freedom to explore ourselves, to build our internal strength, and to be responsible for our own learning and our destiny. We can no longer control or be controlled by work. We are too self-aware, conscious, educated, and heart-centered to allow this false sense of self to continue.

If you are willing to surrender to a higher calling, then your purpose will be presented to you on a silver platter. But do be aware that this journey is only for the strong of heart. Much will be asked of you. In turn, much will be given. You 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 yours. 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.

### *C. Book Overview*

*“PLAY LARGE: Your Evolution IS the Next Work Revolution”* is an opportunity, challenge, and a call to action. It's not a passive read or a conversation piece. If you are willing, it will provide a new view of your self, your work and business choices, and internal obstacles to your success.

The book is based on “Seven rEvolutionary Tools”™ you already have within you. You either 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. You will find that power is not freely given. These Tools have evolved over nearly 12 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 you alone stop yourself from creating more meaningful work. You are the solution, hope, and possibility.
- Have a clearer and greater sense of purpose 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.
- 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.

If you stick to the process, your results are guaranteed.

Thanks for Joining the rEvolution™.

Sincerely,  
Patricia DiVecchio

## *D. Chapter Overview*

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.

### **Chapter 1: Work Is What You Believe It To Be**

- a. You AND your work are more than you imagine
- b. Evolving beyond old patterns
- c. Maturing takes releasing and forgiving the past
- d. What the future can be...

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.

### **Chapter 2: There Is NO Competition**

- a. They really did break the mold
- b. Uncovering your unique work composite
- c. Following the clues and patterns
- d. Asking the next right question
- e. Leveraging the whole self = new work

No two of us are alike, nor will we ever be. When working from our purpose, there is no one to compete against except ourselves. This chapter engages all of who we are—a collection 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 we are meant to do.

### **Chapter 3: The Confidence & Courage to Move Beyond the Status Quo**

- a. Developing the strength of 'no doubt about it'
- b. You need to stop fooling yourself—work ≠ security
- c. NEW tools = new foundation = new work
  - 1) The prerequisite tool called consciousness
  - 2) The "Tools of the Self"
  - 3) Their by-products: CHANGE
- d. The flip side: 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.

## **Chapter 4: This Is Not the Time To Be Afraid**

- a. The enemy has surfaced—it is us!
- b. We are afraid of what we want most in life
- c. Identifying and embracing our wall of resistance
- d. Welcoming fear—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 is not the enemy.

## **Chapter 5. New Thinking (New Being) for New Times**

- a. Your intellect is passe
- b. Trusting your whole self to tell you the truth
- c. It is your work to be wise
- d. Defining and developing wisdom
- e. Decision making from middle-ground

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 new thinking to new being.

## **Chapter 6. We Have It All Backwards**

- a. Work as a stand for love
- b. Transforming your mental frame of reference around self & work
- c. Using the tools of a *wisdom-centered visionary*<sup>a</sup> to create new work

Being a part of the New Work rEvolution<sup>a</sup> 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 chapter, we need to take a quantum step if we are to live the life we are meant to. The step will require us to learn how to become a visionary like no other—a *Wisdom-Centered Visionary*<sup>a</sup>.

## **Chapter 7. Purposeful Work – Viable & Thriving in the Marketplace**

- a. The vision and mission of your new work
- b. Crafting your service/ product to meet deeper needs in the marketplace
- c. Marketing, attracting and selling to the right audience
- d. Being the future you desire.

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. It is

time to bring concrete form to your work and package, market and sell your product or service to the marketplace. Create the container and attract clients. Ultimately, being the work and modeling your new work model will attract the largest audience.

### **Appendix: Being a part of the New Work rEvolution<sup>a</sup>**

- a. Our role in reinventing the model of work
- b. Success is a collective effort—let's support each other
- c. It's time to celebrate!

Work 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. This chapter focuses on joining together to support and celebrate each other. Purpose well done!

### ***E. Making the best use of this book***

*“Faith is trusting, when you come to the edge of everything you know,  
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. Use the guidelines below. A strong and broad foundation will hold great work.

We are collectively shifting work 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 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 that follows. 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.*

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

*I've never found a purpose that wasn't sorely needed in the marketplace. It's up to you to see this need is met. Your work purpose, over time, will be a viable entity in the new world economy.*

**Second:** The following will help integrate the information you learn.

**1. Keep a Journal or Notebook - Your Purpose Journal.**

*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 Homework Challenges presented below and posed throughout the book.*

**2. Take the Challenge—Do the Homework.**

*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. As a self-evaluation, Take the Purpose Challenge on page 12 to see how you currently score 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.*

**3. Purpose Questions.**

*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. We will also be asking you to send it to us.*

## Take the Purpose Challenge!

**C**ircle the number that most closely represents you and 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 & talents in my work.	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 am a lifelong learner, always evolving.	3	2	1
6. I'm passionate about my work.	3	2	1
7. I am entrepreneurial in nature & act on new ideas.	3	2	1
8. I don't doubt myself or my purpose.	3	2	1
9. I work well in chaos & the unknown.	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

### If You Scored From 12-21...

*You are operating from the past based on an outdated and limiting set of beliefs about yourself and work. Give thought to what is holding you back.*

### If You Scored From 22-27...

*You're playing it safe. You need to know yourself at a deeper level to create the future of choice. You may be feeding your pocketbook but not your soul.*

### If You Scored From 28-36...

*You're a 21<sup>st</sup> Century worker and thinker. You are consciously conscious—creating a new, enlightened way to work. Congratulations!*

**4. Purpose Agreement.**

*Complete the Purpose Agreement on the following page 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 it with us by emailing to: office@internationalpurpose.com or faxing to 703-549-7082. We will post, honor, and energetically hold your agreement as our joint commitment to your new work future. Thank you in advance.*

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 in the world economy.

I agree to a 20-minute / day commitment of time, effort, and energy to my Purpose process. This work happens over time, so I know this is a lifelong pursuit. I will do my Purpose homework and record awarenesses, clues, and patterns in my Purpose journal. I will connect with others in this process through doing this work.

I also commit to focusing on my major goal as written in the questions. I realize that I am responsible for creating my Purpose and am willing to go through the process required to create work that feeds my pocketbook 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 all the effort it will take.

This is my goal:

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## *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:*

One of our contributions to creating a larger whole is our free, bimonthly email newsletter called “The Evolution of YOU!” 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 at [www.internationalpurpose.com](http://www.internationalpurpose.com).

## *The Challenge*

The challenge 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

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## CHAPTER 1: WORK IS WHAT YOU BELIEVE IT TO BE

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### *A. You AND Your Work Are More Than You Imagine*

Take a minute to imagine being all you could be: doing your work or running a business that is better than you ever thought possible. You have no doubt that you are doing your life's work. You're leveraging your potential, feeling confident and self-assured and, by the way, thriving in the marketplace. You love your life and your work. There is flow and balance. You truly feel you are making a difference in the world while reaping financial rewards. The people you work with honor who you are and what you do, value your unique skills, validate your ideas, and together you create an environment where everyone learns and grows—personally and professionally.

1. What are you doing?
2. How are you feeling?
3. Do you see yourself living and working without doubt?

Just imagine! You can be all of this and more. You are what you believe yourself to be. You have within you more power and potential than you ever thought possible.

But believing in yourself is often not something you have learned to do. Have you ever been told you were great, precious, and one of a kind? Maybe you were told the opposite: that you shouldn't think too highly of yourself, that you're selfish or different.

So you maintain the status quo, don't rock the boat, and stay mum. In doing this you stifle your work potential and make excuses not to act. You play along with the current situation and hold onto what you have—limited as it might be. You follow the negative patterns dictating your life, deadening yourself just a little bit more each day.

You ask yourself:

- Who am I to think so highly of myself?
- What do I have to offer that is so unique?
- What if I start looking inward and find nothing worthwhile?
- Even if I knew my potential, could I live up to it?
- Could I handle the responsibility it might bring?
- Do I dare even try?

*(There will be dialogue throughout the book in the form of interviews with clients. We will discuss the topic of each section relative to the client's experience.)*

So you stay where you are—uncomfortable but safe—so you think. For if you choose to imagine and act on this power, this potential, everything will feel like it's coming unglued. Your life will change. Your current work may seem meaningless. Your identity will be challenged. As you see the truth of yourself, something inside knows it can no longer be ignored. You can no longer keep up the facade. Your mask will evaporate, and you will be left raw in a very uncertain world. You will be left with only two choices—act or hide.

Those who choose to hide may think they can go back to how it was: living on autopilot, going through the paces. But there is never really a turning back. Once you see the truth of your potential, you know too much—about yourself, that is. Your inner fire has been lit. It may weaken and smolder, but it won't go out. You will long for something better. This longing will keep nudging you, creating its own type of pain. Your life, in the old frame, will become uncomfortable and unsatisfactory. If you choose to stay the same, there is now a price to pay. If you choose to hide, you will feel you have given up.

Glimpsing your potential is where desire starts. You want to be in that place of bliss knowing you are doing your greater work. You want to feel the peace and joy that comes with the knowing of a job well done.

The minute you choose the journey, the journey begins. On some level, you've been waiting a long time for this. Potential has knocked on your door time and again, seeking its rightful place. Its desire for expression can no longer be silenced. The dance has begun, and you and your Purpose are partners.

*In 1986 I hit the wall in both my life and work—nothing felt right. I knew the answer to my dilemma was not just any old change—it was not about another job, a new boyfriend, or a new place to live. These were old escape tactics that I knew no longer worked. This was about my soul, my life path. It was time for a new and different journey that would take me to the unknown terrain called me. So I surrendered! That's one of the hardest things to do for someone whose pattern is control at any cost. But I had no choice. Turning back would be like slowly dying on the vine. I read every book I could get my hands on about personal and spiritual growth, attended workshops from the East Coast to the West, practiced a variety of religions, and saw a whole new side of myself. I realized I was not who I thought I was. I was much more!*

Now it's your turn, your time, and your journey. Have you hit your "wall?" Is your pain great enough to encourage the changes needed? Are you at a point of no return where forward momentum is your only choice? Then come along. Evolution is your destiny. You have no choice.

*A. You AND Your Work Are More Than You Imagine – Here's the Homework:*

The homework section is here for YOU to stop, reflect on what matters, and put pen to paper. This is where the real work happens—and something in you knows that. You might hesitate, but don't skip over this section. Give yourself at least 20 minutes. If your responses don't surface, come back later. Finish this exercise before moving forward.

Thank You So Much,  
Patricia

1. Close your eyes, put a smile on your face, and imagine a more self-assured YOU. What do you see yourself doing? How do you feel when you are self-assured knowing that your work or business is what you want it to be? Give as much detail as possible.
2. If you consistently demonstrated and leveraged your potential through your work or business, what would be the result? Write all that surfaces. Don't cancel any of it.
3. The more you get to know and understand yourself, the more clearly defined your work becomes. If you believe this statement is true what does it mean to you?

## *B. Evolving Beyond Old Patterns*

You have an image of self-based on a set of assumptions developed over time. This image is often contrived from a series of ideas and ideals based on a limited and limiting set of beliefs. You see yourself the way your parents, peers, and society sees you, a frame of reference that does not encompass the full picture.

You've created yourself from what you know, not from what you could be. You reach to the past to reshape and reshift, telling yourself things will be different. "This new job will be better—it must be; having a new boss will make all the difference" or "The answer is starting my own business; our business needs to model the competition."

Don't rewrite the past, reinvent your future. The limited thinking, fear, and separation rooted in our traditional belief system taints any effort to create new work. It stifles you with a false sense of security.

*I know this well, having lived and worked in Corporate America for years.  
I played the part, and I was good at it. I was rewarded with money and praise.  
I was stuck!*

*It took a deep depression for me to begin to wake up. I began to realize that the life I was leading was actually not mine. It was what I thought I needed to be doing in the world: making money, looking good, and being "successful." I was living from a false sense of self. My life was based on the shoulds, oughts, and musts, not my dreams and desires.*

*Of course I saw none of this at the time. I was living and working on autopilot. It's like turning yourself on in the morning and turning off at night—a pretty dismal way to live. This treadmill kept me stuck in my old patterns, reinforcing them every step of the way. That left little room for my essence to develop, let alone flourish.*

Old habits die hard. The ways of the past are so engrained that, until you consciously choose to change your outdated beliefs and attitudes, they control your destiny, dictating your thoughts, actions, life, and work.

Stopping this cycle begins with identifying your core beliefs about self and work. This process takes time, requiring tremendous self-awareness and self-acceptance. This is the underpinning for the entire process. If not addressed, the true depth of your purpose and the height of your potential will never be reached.

*Old beliefs haunt me still. They are so very familiar. I've been thinking these thoughts forever. When they surface, they result in behaviors I'd rather not show the world, behaviors that sabotage my life and my work. They play out in many different ways. Sometimes I catch them; sometimes I don't. I often don't realize the damage they've done until someone brings it to my attention. At other times I recognize their presence, but it's too late and I'm having to make amends. If I'm*

*lucky, I catch them before the old belief permeates my thinking, and I feel saved — for the time being.*

*I wonder if I'll ever be "consciously conscious" enough where not thinking the negative thoughts will be an option. Managing the thoughts is really all I'm after.*

*Here are some of the old beliefs that I know so well:*

- 1. Patricia, stay close to home.*
- 2. You are no better than anyone else.*
- 3. You can't trust anyone.*
- 4. People aren't safe.*
- 5. You are valued when you have a good job and make good money..*
- 6. This is just the way life is — you can't change it.*
- 7. You don't deserve to be happy.*

Odd as it may seem, we are all benefiting from our outdated, limiting beliefs. You have held onto them for a reason, negative as that reason might be. This can be difficult to admit, but it's true for me and it's true for you. In your own way you have held onto the past because it provides safety, comfort, security, and minimum risk.

Old beliefs are keeping you in your place. They tell us not to rock the boat and that things are just fine the way they are. Fooled again.

These old beliefs play themselves out in work as they do in life. Work based on the Industrial Revolution model is meant to control and to encourage conformity. This outdated definition limits and devalues your potential, humanness, and spirit, stifling everything that organizations now need most.

Everything starts with a belief, and your beliefs can change. At some point the pain of staying the same becomes greater than the pain of change. It is human nature to change and grow. We are not stagnant beings. Examining the past is the first step.

## *B. Evolving Beyond Old Patterns – Here's the Homework:*

Again, this homework is your time to step back and reflect. The exercises that follow are a prerequisite to the next session, so take the time needed. Use the page that follows for your answers.

Thanks,  
Patricia

1. Think back to the past and the environment you grew up in. What was the belief system within your home and in society at the time? What were the statements and messages you heard about yourself, life, and work that are still part of your world today? Write these down in column one. This may take time to surface, so don't rush.
2. In the second column write down the current outcome of each belief. What is occurring in your life and work given this belief? What is the result? Again, if answers don't surface right away you can come back later.
3. It is important to be clear on the reason these beliefs are still in your life. You are benefiting from them. This may be difficult to see, for often we don't want to admit this to ourselves, especially if that gain is reinforcing a negative pattern. In the third column, be easy on yourself and be honest as you write down whatever comes up.
4. In the last column, write down where those beliefs originated. Was it a parent, your religion, a friend or relative, society, etc...? Realize that the belief was not and is not yours. Stop owning it. Loosen its grip.

WHAT THE PAST HAS TO DO WITH IT

Old Belief	Current Outcome based on this belief	Benefit gained-Why belief is still active	Source of belief It's NOT yours!
1.			
2.			
3.			
4.			
5.			
6.			
7.			

### *C. Maturing Takes Releasing and Forgiving the Past*

Many of the outdated beliefs you just identified were developed as a result of life experiences. This was all you had to base life on. These beliefs resulted in an often unhealthy, limiting definition of self, life, and work. You can now choose to release these beliefs to make room for the new.

To evolve into your future first takes shaking hands with your past. Release the hold the past has on you. Loosen its grip. Gain the strength to shift your perspective into a new present. Only then can your life and work create your dreams and desires.

There is an old adage that goes, “You either live in guilt from the past or fear of the future.” You let the negative of the past hang on your shoulders like an unbearable weight. It taints every decision you make. You operate out of obligation, shame, and a feeling of being not enough.

Life teaches us much—all for a reason. It guides you through experiences from which to learn vital lessons. These lessons are part of the carving out of your purpose. You are given experiences—some utterly delightful, others painful, and many life changing.

The painful experiences are the ones to now pay attention to and embrace. If you don’t, they will surely work against you. Their energies, when denied, shut down or block your life force and purpose from emerging. The resulting pain can be overwhelming—stopping you in your tracks.

This part of our work together isn’t always so pleasant. It can be difficult to come face-to-face with the truth of your past. We would rather skip over it completely, but believe me, this work must be done.

When you refuse to see and then release painful experiences in your life, the blocked energy turns against you. Its power must go somewhere—if not purposefully outward, then destructively inward. You shut down, get depressed, and isolate into a small, lonely world. This negative energy feeds off the well of your fear, and the downward spiral begins.

Take a minute to stand up and literally shake loose from the hands of the past. Just shake your body: your shoulders, back, arms, legs, and head. Let those old burdens fall away. Take a few deep breaths and release it. Great!

Reconcile with the past. It will always be a part of who you are. In fact, there are many wonderful aspects of the past that you want to cherish. But the aspects that drag you down, stifle your nature, and make you less than who you are need to now go. Let them pass through you like water rolling down your back or a breeze on your cheek. Let them go once and for all. They may have served you once, but now they’re getting in your way.

There is more at stake here than you might imagine. Your life and your purpose are on the line. Your freedom and your ability to leave the world a better place are up for grabs. Any

part of you denied denies the whole, and the whole is the place from which your purpose blossoms.

Every last one of these experiences has contributed toward your evolution, toward surfacing the authentic you, and ultimately toward shaping your purpose. This may be hard for you to admit because some of these experiences have been painful and the anger is deep. You end up clutching even tighter, refusing to forgive and release.

*Over the last 15 years of my life I've been on a journey that has taken me to both the heights and depths of my existence. I've 'remembered' experiences I've kept hidden up to now. These have been extremely painful—almost too hard to see. In facing this deeper level of truth I've been able to see the isolation, abuse, and shame that has kept me locked in old patterns.*

*I have both thanked and cursed God for helping me see what, over the last 40 years, I've been unwilling to see. These realizations created many tear-filled nights, have brought up a lot of anger, and have often left me confused. Once I opened up to a deeper level of my truth it became a constant companion. I could no longer hide in denial, as we humans are so good at doing.*

*When I was willing to come to terms with these experiences, their energy weakened, and the truth set me free. What had been holding me back, sabotaging my life and purpose, is now propelling me forward. The recognition of a deeper level of truth has given this blocked energy room to breathe. This is freedom.*

*I'll be the first to admit that this is a lifelong effort and some of the hardest work I've ever done. It's not easy to understand the concept of releasing and forgiving. But we can't let our need to know get in the way. Our minds are apt to resist this effort anyway, having a vested interest in holding onto the past and what it believes is there to help. Our higher knowing needs to override. I'm with you on this one, so don't give up.*

Only after you loosen your grip and release can you forgive. This is the next key step. Forgive the past, the people, and the circumstances that you see as having harmed you. Forgiving does not mean giving up or giving in—it means letting go. Forgiving comes from a deep sense and belief in humanity. It takes a big person to forgive, to let go of the hurt and anger, and to embrace the humanness and imperfection in us all.

Without forgiveness you remain bitter and separated. The person you hurt most is yourself. You suffer in silence, rage, and guilt or shame.

Desmond Tutu talks about the very essence of forgiveness in his book, *No Future Without Forgiveness*. Forgiveness of the atrocities of Apartheid. He argues that true reconciliation cannot be achieved by denying the past. He shows that through forgiveness we can move forward with honesty and compassion to build a newer and more humane world.

*I am truly my mother's daughter. An old Eastern Indian proverb says the mother gives the character and the father gives the will. My character is much like my mother's: self-centered, insightful, controlling, and afraid of being taken advantage of. As I become clear on who she is, I become clear on who I am. As I forgive her for her imperfections, I forgive myself.*

*I forgive myself for not always saying and doing things "right." I forgive myself for the many times I've been inconsiderate and self-centered. I can no longer deny these truths as I can no longer hold myself wrong because of them.*

Forgiveness is a blessing that only you can give. As you do, you gain access to an emotional part of yourself previously untapped. You open up to a new depth of aliveness that can now become a part of your life and your purpose.

We all have extremely important work to do. Don't let your life experiences hold you back when they are meant to move you forward. These experiences are part of your authentic self and can only contribute to your purpose if their energies are free to do so. This is where the hard work starts.

But as you might know or will soon find out, this process is ongoing. We don't just forgive once, we forgive again and again. We do the work, and then it circles back for us to take to the next level. It never ends but does get easier, because you have gained the new awareness and tools needed.

Many of us are doing the same work; we know how you feel. We have felt it, faced it, and lived through it for the better. This work is extremely hard to do in a vacuum. What benefits is a personal support system of like-minded folks. We support you and honor the work you are doing. Your courage is appreciated.

Please complete the following exercises, for there is much at stake—your true work is on the line. Give this your full attention.

### *C. Maturing Takes Releasing and Forgiving the Past – Here's the Homework:*

As I mentioned earlier, this homework is vital. Work through it with an understanding friend if that gives you comfort. There are six steps to do so take all the time needed. Be patient as you call your life experiences to surface. Don't wait. ACT NOW. Your old self will want to talk you out of this, I guarantee. Don't listen. Just act!

Thank you so much,  
Patricia

1. Identify and write down as many life-changing experiences as you can that have caused you pain, brought up internal conflict or confusion, and made you angry or sad. Search your mind, body, and soul and write down all that you can. These are the past experiences you want to unblock and release.

2. What might be stopping you from releasing the past and its blocked energy is anger, which is sometimes so deep you don't even know it's there. Do the following and see what surfaces. Go slow and be easy on yourself. Do this as often as necessary—today, tomorrow, next week, or next month. You will quickly feel a loosening and letting go.

Get angry! Take a pillow and pound your bed, scream in the shower, tear up old phone books—this is my favorite. As you do this think about the experience and person you are angry at. Say out loud what you are angry about. Keep pounding, screaming, or tearing and release the anger from your mind and body. When you are done, close your eyes and let it all go. Breathe and release again and again.

3. You are going to work through this exercise twice. In the first go round, state who you want to forgive from your past and why you now need to forgive them. In the second pass, put your name after 'I forgive' and state why you need to now forgive yourself. Think of the hurt you may have caused others, the judgment placed, and the separation caused—innocently in most cases, but there.

Forgiving Others:

1. I forgive \_\_\_\_\_ for \_\_\_\_\_

\_\_\_\_\_

2 I forgive \_\_\_\_\_ for \_\_\_\_\_

\_\_\_\_\_

3 .I forgive \_\_\_\_\_ for \_\_\_\_\_

\_\_\_\_\_

4. I forgive \_\_\_\_\_ for \_\_\_\_\_

Forgiving Yourself:

1. I forgive \_\_\_\_\_ for \_\_\_\_\_

\_\_\_\_\_

2 I forgive \_\_\_\_\_ for \_\_\_\_\_

\_\_\_\_\_

3 .I forgive \_\_\_\_\_ for \_\_\_\_\_

\_\_\_\_\_

4. I forgive \_\_\_\_\_ for \_\_\_\_\_

\_\_\_\_\_

4. Close your eyes and, one by one, visualize releasing each of these experiences and forgiving every person including yourself. Visualize putting what you wrote in #3 in a big helium balloon and then letting it go. Cut the ribbon that's attached to the balloon and let it soar. Breathe deeply and blow out. Blow the balloon away. You no longer need these experiences to shape or influence your reality. Continue to breathe, blow and release the hold these experiences have on you.

5. Now connect with how you feel after releasing this unwanted hold on you and your future. Do you sense a loosening, a letting go, and even a new sense of freedom? Take a few moments and write about these feelings as you keep breathing and releasing

6. Well done! Take some time now to truly pamper yourself. Take a warm bath or a hot shower; go for a long walk and be with nature; curl up to a good book with a cup of tea or watch a funny movie. Do whatever you need to take good care of yourself.

#### *D. What the Future Can Be*

You are now on your way. As you forgive the past and enlist it as an ally, you are freed to use the lessons of the past to craft greater work in the future.

You have done good work. Keep it up. It's now time to really stretch the boundaries of your work future. It *can* be what you desire, dream about, and long for. Your passions and longings can become reality—one step at a time. Your highest potential can be realized in this world in the here and now.

The future will be what you make of it. You have been given the opportunity to literally create new work, work unlike this planet has seen to date. Work that is a path to your own evolution and that can heal you as it heals others. Work not as a job, in a traditional sense, but as a means to learning life's lessons. Work as a natural extension of your life, that creates unity instead of separation, and that is your purpose.

A part of the dilemma, you might face, is that you have been made to believe this can't be true. You have been told it's just the reverse, that what you see in the outer world—the jobs, careers, and income desired—is all you have to work with. *It* is the point of all decision. You look to what currently exists and then try to determine how to best fit in—often a square peg in a round hole. This viewpoint is extremely limiting allowing us to develop only what already exists. But as you surely know by now, you can create from nothing. Who you uniquely are and what you desire *are* the source and foundation of your life and work—not the limited external world. The outcomes you wish for and dream about are possible.

Your future IS of your making. It is built from choice—from the outcomes you desire framed in a set of NEW beliefs and then NEW behaviors and actions. This is the foundation for your new work world: beliefs, feelings, and behaviors that mold work that is purposeful, that serves self and others, that allows for a higher level of your potential and a deeper level of your humanity to shine. All three of these need to be clearly defined, claimed as yours to live into, and affirmed as the future you desire. Now the magic can begin.

There is a saying that goes, "Be what you want most in life." I've never found someone with a purpose that is not needed in the marketplace. There is ALWAYS a need. As you demonstrate your desired outcome. It attracts itself to you. Since you are energy, as is everything else, and like energy attracts, you attract who you are and what you want.

Let's not waste any time—the critical turning point is NOW. The following will guide you through a five-part process that when done to its utmost will reap grand rewards. Your longing needs to be strong, for this work is not for the faint of heart.

I would suggest reading through the following first before going to the Homework pages to note down your responses. This will give you a better sense of what is being asked of you before you delve deep to write your responses.

First: In the first section of this chapter you were asked to imagine yourself and your work or business as much more than it is now. You started with closing your eyes, putting a smile on your face, and imagining a more self-assured YOU. What did you see when you did this? Recall that image in your mind's eye. See it as clearly as possible and know that it is possible now.

You can influence your future of choice by first gaining clarity on what you desire that future to look like. The following questions will stimulate your thinking. The best place to start is by asking yourself new questions—from the inside out:

1. If your business or work could be anything, what would it be?
2. What could you be doing that no one else does quite like you?
3. What do you know without a doubt is needed in the marketplace that you could fulfill?
4. What would you like to see and have happen in the work world that is not happening now?
5. What are you often pulled or called to do?
6. What do you do naturally?

The first practice is visualizing all that you can do NOW in the present moment—not tomorrow or two months for now – but this very moment. See it so you can BE it.

Second: This next practice is vital. After you see what you want, you need to BE it.

For example, if you visualize having partners in your life, then you need to first be a partner; if you want well being and balance, then you need to bring it into your life and the lives of others.

Therefore, based on your vision, you might start BEING

1. A partner working side by side on projects with like-minded individuals where you all make a difference. You develop work that is a collective effort serving everyone's greater potential.
2. Flexible in how you create your workday and workplace so balance and well being come first. Your day is one where there is room for the artistic, musical, fun-loving aspects of who you are. You develop a workplace that honors your mind, body, emotions, and spirit.
3. A manifestation of your unique skills and talents, utilizing them so they result in a business model whose services are highly desired and needed in the global marketplace and generate a substantial financial return.
4. Highly conscious of your thoughts, words, and actions; well-aware and able to counteract your sabotaging patterns; and acting on your wants and needs but not attached to the outcome.

Third: Since everything starts with a thought, its time to gain clarity on the new belief system needed to create the vision you desire. This demands getting clear on the thinking behind the being. What do you need to believe and think to have all that you envision for yourself and others?

You already worked on recognizing and releasing the old beliefs that keep you stuck in the past. Now get clear on your new beliefs.

*As I write this I realize it would do me good to review and update my own beliefs, which change as I change. They are more positive and proactive than they have ever been. I'm quite sure there are lingering, sabotaging ones that still get in my way. It's time to clean up, heal, and move out the outdated beliefs and up the ante on others. It's time to play the larger game!*

*I share the following with you to claim these new beliefs as ones I'm committed to:*

- 1. I 'know' the power of this work and create a foundation and structure that works extremely well for myself and many others that join with me to carry it out.*
- 2. I am a partner in all my life and work initiatives. I partner with many others to evolve ourselves and our work. I solidify the training of others to carry out this work.*
- 3. I am a wonderful public speaker, speaking worldwide and charging a good fee.*
- 4. I bring my purpose to powerful enlightened individuals, entrepreneurs, and small businesses who are ready and willing to act on their next step to creating more purposeful work through Purposeful Business Circles worldwide.*
- 5. My financial house is in order, and my "wealth" is blossoming in leaps and bounds.*
- 6. I live what I say and I say what I live. I am all my talents and gifts, very powerful in many ways.*
- 7. I honor my inner child through fun, movement, being in nature, and art.*
- 8. I am more consciously conscious of my self-sabotaging patterns and my choice to shift to new healthy choices and actions. I know and honor my wants and needs.*

Fourth: This next practice is as important as the 'being' practice. This is the 'feeling' practice. It's time to conjure up the feelings that accompany the success of your new expanded beliefs. This may need some practice. The following techniques should help:

1. Recall any time in the past when you felt successful.
2. Duplicate those feelings of success onto each of the new ways you are now being and onto to your new beliefs.
3. Do this for each one at a time. As you recall and regenerate the feelings, live in it and with it as long as possible.

4. Move the feeling into your everyday activities—hold onto it and keep it with you.
5. The last step is to act as if some magnificent loving intelligence was waiting for you to accept all of these new ways of being, through a consciousness of faith, to then reveal your greater yet-to-be successful life and work!

Fifth: Now comes the proof of the pudding, so please don't stop. What now needs to follow are the new behaviors and actions that demonstrate the inner change to the external world. If you know and understand the urgency of your purpose, your evolution, and its ultimate impact in the world, then you will sense of urgency of this practice.

What actions are needed to mold the outcomes you desire? What are you willing to commit to—heart and soul—right now? Make your actions into commitments that are as concrete as possible, complete with milestones and deadlines.

*The following is my commitment to you. I will be asking you to make the same commitment to me in the homework section. As with all of this work, we are doing it together.*

1. *As of today, October 1, 2006, I partner with powerful like-minded people to strengthen a greater whole. I trust my instincts and have a process to determine and select the right people for the right partnering.*
2. *I finalize the evolving strategic plan for the business to build the foundation, structure, marketing, and branding of our Purposeful Business Circles and accompanying Train-the-Trainer program. This is our 2007-2009 plan written as a living document by end of November 2006. I share this plan with everyone working with PurposeInc.*
3. *I explore numerous public speaking opportunities—worldwide.*
4. *I'm very clear on my income and expenses. I work with my assistants to update my financial spreadsheet and review it every Monday.*
5. *I reflect daily on and write about what I am grateful for, old thinking patterns and ways to overcome, and my current intentions.*
6. *I plan weekly fun outings around art, culture, dance, nature, etc.. YEAH!*

The living picture of your work future, when planted in the present, can manifest into life and work beyond what you can imagine. Your new behaviors will cause your beliefs and feelings to occur in real time, transforming the essence of who you are. By affirming what your future can be on a daily basis, you will slowly breathe life into it. By acting, you will guarantee its place in the world.

*“The future belongs to those who believe in the beauty of their dreams”.*

*Eleanor Roosevelt*



4. Step back and feel what would accompany the success of your new expanded beliefs. To anchor these feelings, write about them with as much passion, description, and emotion as you can. Go all out! What do you FEEL?

5. Here is where the proof of your work shows up. Please don't stop. Focus on the new behaviors and actions that will demonstrate the changes you want to occur. What new BEHAVIORS and ACTIONS do you need to implement NOW?



# PLAY LARGE!

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**What Peter Block says about Patricia DiVecchio and this book:** *"There is some small but powerful thing you understand about life that we need to understand. Your ideas are useful and life-changing...one phrase that caught my eye was "we have it all backwards"...Your enthusiasm to share and your desire to change the direction the world is heading are noble."* Peter Block is the author of *"The Answer to How Is Yes: Acting on What Matters,"* published by Berrett-Koehler, 2002. Previous books include *"Flawless Consulting: A Guide to Getting Your Expertise Used,"* and *"Stewardship: Choosing Service Over Self-Interest."*

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