



**FOUR WAYS  
TO BUILD MORE**

*Connection*



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**HeyLGO.com**      **#BeLimitless**

# Welcome



## THE WORLD HAS CHANGED

Many of us woke up after the pandemic and asked ourselves an important question:

"When life goes back to *normal*, is the normal I'm going back to really the *life* I want?"

And for a lot of us, the answer was a resounding, "Hell no."

I've put together these guides just for you, for this very endeavor, for your limitless life. In the following pages, you'll learn a little more about why, perhaps, you got yourself stuck in the *old normal* and precisely what you might do so that when life "returns to normal," your *new normal* is actually the life you want.

And, I don't mean the life you've been told by everyone that you should want. I mean the life that you — yes you, wonderful, quirky, unique YOU — really want.

Limitlessly yours,

*Laura Gassner Otting*

*Let's Go* →

*P.S. If you'd like to go deeper on any of these subjects, check out the online courses and video classes offered at [heyLGO.com/learn](https://heyLGO.com/learn).*

# Consonance



Knowledge  
**BOMB:**

The problem isn't  
how we achieve  
success, it's how  
we define  
success.

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## WHY AM I STUCK?

Many of us spend a lifetime pursuing success, filling in all the right checkboxes along all the right paths only to turn around one day and ask, "If all the checkboxes are full, why do I still feel empty? Why does it feel like something is missing? Why am I not happy?"

We are looking for the fastest, most expedient path to the idea of success handed to us by our parents and teachers and mentors and friends. But we are mistaken. Rather than trying to achieve this external, widely accepted version of success, we should instead be looking for success that actually works for each of us.

The problem, it turns out, is one of perspective. The problem isn't how we achieve success, but how we define success.

Is it any wonder that we feel stuck?

What is Consonance?

How do you define success? And, is the work that you are doing aligned with that definition?

Simply put, are you in consonance?

Consonance connects your daily activities to the success of those around you, and gives you clarity about why you—specifically you, in that seat, in that office, in that box on the organizational chart—matter. Consonance is not just purpose writ large (and lofty). It's your purpose, freely and clearly defined by you, and put into action through awareness of and alignment with your life's plan.

# FOUR INSIDIOUS, UNREACHABLE GOALS

Watch for these social-media driven unrealistic goals set against the background of sunset-gazing, flower-crowned young women with perfectly beach-waved hair!

## *Unreachable Goal #1*

### **“Follow Your Passion”**

Rather than following your passion, you need to invest in your passion—by devoting your time, treasure, and talent to leaning into the goals that you set for your particular life plan.

## *Unreachable Goal #2*

### **The Purpose Fallacy**

Those who satisfy their pursuit of purpose only with “worthy causes” often find themselves frustrated — especially when the whales are still dying, cancer still kills, and children still go to bed with empty bellies.

## *Unreachable Goal #3*

### **Happiness as a Stand-in**

Happiness can be a byproduct of being limitless, but being limitless is not a byproduct of happiness.

## *Unreachable Goal #4*

### **The Ephemerality of Work-Life Balance**

Balance comes from the alignment of the energies used both at work and in life towards the same overarching goals — not from achieving a mystical balance between home and work.

*... And why are we taking advice from girls in flower crowns, anyway?*

# Connection



Knowledge  
**BOMB:**  
Competence leads to  
confidence. Don't  
dream it so you can  
do it. Do it so you  
can dream it.

## WHAT IS CONNECTION?

Not all of us have that satisfying sense that the tasks we perform on a daily basis connect to the cause we want to serve, the problem we want to solve, the company we want to build. It's why we don't feel guilty about calling in sick or punching out a little early to beat traffic. It's also why we aren't shocked to hear that American workers feel less and less engaged in their jobs every year. Yet each of us, in each job we fill, is part of something larger: a box on an organizational chart that has local, regional, and perhaps even national and global goals. So the work you do might very well matter; perhaps you just don't have the sightlines that allow you to visualize the connection.

### Why we've gotten it wrong:

Why do we keep running on that hamster wheel, working harder and harder but not feeling like we are making progress? Why do we put our nose to the grindstone in pursuit of completing our to-do list or emptying our inbox when those things have nothing to do with the larger strategic imperatives weighing down on us? Why do we keep acting when our actions are so obviously not connected to fulfilling our calling?

It all starts with a lack of perspective on the actual problem we are trying to solve. And we gain perspective only when we step back and reevaluate how we connect with—and through—our work.

Too often, we decide how to act based on our limited, short-term perspective of what is needed in order to solve a given situation. When we fail to take a long-term view, our quick fixes don't contribute to the world we want to create. When we fail to envision the right solution, we're unable to align our acts with how we might leverage our best skills.

Sure, we had action—but we didn't have impact. Without impact, we don't have a lasting connection to how those actions actually make a difference, actually matter. And we wonder why we feel so limited in our ability to get anything done.

This contrast—the exhaustion from being so busy versus the lack of progress we are actually making—shows up again and again with those who feel focus on the daily tasks (the action) and who feel over-scheduled and stressed. They are left unfulfilled, because the root-cause problem never went away. On the contrary, those who focus on the results (the impact) feel consonance because they could see the connection between their work and the long-term problems they were trying to solve. What is the difference between the two? It comes down to asking the right question based on the right perspective. It comes down to no longer asking, "How can I help?" but instead asking, "What needs to happen?"

# 1. SAY "YES" BETTER

"You're just not that important."

When my mentor uttered these five painful words to me, I was in the midst of building my business, building my family, and building my community, all while trying to be everything to everyone all the time. It was killing me. I had to learn to say no. The problem I faced is my overwhelming desire to say yes to everything. I felt needed and important anytime someone asked for my input, time, and attention. As the desperation for relief continued mounting, I began searching for ways to justify my need to say yes to it all. Imagine the surprise I felt when all I could find were reasons to say no.

The moment I turned to my mentor looking for justification of my actions, he said "You're just not that important." It was then I learned there is always someone else to do the work, and most likely someone better than me - more connected to that calling.

Instead of saying no, I learned to say yes better. I learned to say yes to the right things that were connected to my goals and priorities instead of those tasks tied to someone else's goals and priorities.



# 2. ASK FOR SIGHTLINES

We have all worked for a boss who at some point in time tossed ideas our way "Wouldn't it be great if...?" Then, we find ourselves scrambling to come up with ideas and solutions to make it happen. We fail to stop and ask the questions necessary to justify our actions. We wonder if we are headed in the right direction, if this is what the boss really wanted. We wonder how this aligns to the overarching organizational goal and if it should even be prioritized.



When someone the boss says jump, it's only natural to ask "How high?" This is when it's important to ask for the sightlines before hopping on the hamster wheel of unproductive busywork. Understand the question first by asking for clarification. Ask what success looks like if this were accomplished and how it ties into the top ranking goals and priorities.

When you ask for more direct sightlines into how the work you're requested to do connects directly to goals, you waste less time and effort feeling busy.

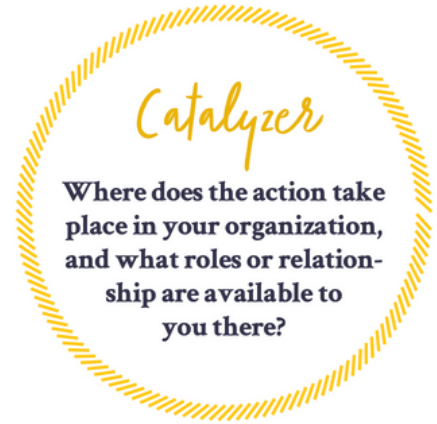


### 3. GO SMALLER TO GET BIGGER

Working for an inspirational leader can fulfill connection, regardless of whether than leader is the prototypical loud, out-front, charismatic personality, or. a quieter type who leads from behind. Either way, being close to the action can give you a sense of how such leaders work, how they think, and how they connect to your calling. And this might take th form of a role that is at a lower level but in a higher office.

Look for a role that is close to the action, even if it means taking a smaller job. Being an assistant in the CEO’s office will bring you closer to the action than a division manager fourteen rungs down. If you want to be connected, get in the room where it happens. You will gain the sightlines needed to know how your work matters, but also how the work of every other position in the organization matters too.

If taking a smaller position in the organization isn’t an option, look for opportunities to tag along to meetings, presentations, and networking events for other departments and positions in the company. Your interest will help you build connections to your work and connections to your goal-setting leaders.



### 4. MAKE YOUR RESUME WORK FOR YOU

Think about the last time you were asked for your resume. You likely went into a momentary state of panic considering the last time you updated it. Then, you sat at your computer only to be hit with professional amnesia not remembering the significant goals you accomplished or how they aligned with the organizational goals at the time.



Updating your resume each year will help you keep track of your most recent accomplishments. Better still, it will remind you how your work matters – or how it doesn’t. Don’t dwell on the actions, rather the results that came from your actions. Then, consider them carefully. If you can draw a distinct line from the work you’ve done to the overarching goal, you have connection. If you can’t, the holes you need to fill become clear.

If you can’t find connection, don’t fret. The process of updating your resume will remind you of your skills, build your confidence, and help you make the leap to something new when you’re ready.

# LIVE A *Limitless* LIFE

If you're going to clear the way to becoming limitless in your personal and professional life, you'll need to ignore everybody and carve your own path. Combining and balancing the four elements to suit your particular version of consonance will give you the confidence to do it.

What if you threw out everybody else's ideas of what you could be and who you should be and how you should be... and good gracious, what you absolutely shouldn't ever oh-my-god you'll fail do...and carved your own path instead? What if you did the work you wanted, crushed the problems that mattered to you, and got paid what you needed to live the lifestyle you desired?

Sounds like a dream, doesn't it? But, you know what they say: A plan is just a dream written down.

I invite you to check out The Limitless Course, an eight-module, self-paced online course compiled of exercises that I use with my lucky few executive coaching clients. This course asks you the tough questions and provides the perspective you need to answer them with proven exercises that I have used for decades with my lucky few executive coaching clients.

## What you get:

- Lifetime access to the course videos to watch and re-watch whenever you need a shot of limitlessness.
- A beautifully printed workbook, mailed directly to you, to track your work and stay on task.
- Access to a Facebook community of other Limitless Course Students who are on the same path as you for partnership and accountability.

*There's no better place to start than to figure out what your own personal version of being limitless looks like.*



Learn more about The Limitless Course at:

[heyLGO.com/learn](http://heyLGO.com/learn)