



**FOUR WAYS
TO INCREASE**

Contribution



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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.

Consonance



Knowledge
BOMB:

You can't be
insatiably hungry
for someone
else's goals.

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?

Contribution



Knowledge
BOMB:

The only definition of
success that counts
is yours, and yours
alone.

WHAT IS CONTRIBUTION?

The work we do should contribute something to our lives—but what? When we sit back and fantasize about the life we want to live, we all have different definitions of success. Some of us want to pay off our student loans. Some of us want to increase our vocational velocity. Some of us want our work to reflect and enhance the values we want to live by. Some of us want the access and power that privilege can afford. Some of us want to live a life in the service of others. And some of us want to realize some combination of all of these things and more.

And here's where contribution comes into play. Whereas connection is about how the work you do fulfills the calling you want to serve, contribution is all about you. Contribution is about how the work you do helps to build the life you want to live.

Why we've gotten it wrong:

We all have goals that we think of as our own creation. But the truth is, most of them were set by someone else. Your parents told you to get good grades in school. Your boss tells you to want the big promotion. Your friends and neighbors pressure you to score the right spouse, drive the right car, live in the right apartment, wear the right clothes in exactly the right size. And on and on and on ...

All too often, we get caught up in the momentum of this external motivation by pleasing someone else, following the footsteps, doing what is expected. And we don't stop to wonder why.

What if you were being honest with yourself—truly, unflinchingly honest? What would you really want? What is the Big Hairy Audacious Goal you're willing to fight for? What will this path, this goal, this dream contribute to the life you want to lead?

The most successful professionals are never the ones who simply want the next promotion to the next big job just because that's what is expected. Instead, they're the ones who are so hungry for their own self-determined goals that they are intrinsically motivated to go after them.

The most flourishing, most fulfilled workers are the ones who do the extra work, in the dark, when no one sees—the ones who own up to their BHAGs and are willing to dig deep and fight like hell to bring them to fruition. They do it for themselves, because they want to achieve those goals so badly that they can't not do it. They know that leaning into those goals will contribute to the life they want to live, and they are insatiably hungry for that version of success.

And you just can't be insatiably hungry for someone else's version of success, for someone else's goal, for someone else's cause..

1. FIND YOUR TRIBE

“Are your goals for contribution similar to those of your coworkers? Can you discuss and share these goals, and recruit help toward achieving them, among the people with whom you spend the majority of your weekday waking hours? And, perhaps most importantly, are you able to be the authentic you during working hours, just as you are at home?”

If your forty-hour-a-week vocation is merely what pays for your true avocation or advocacy, you will feel consonant only if this extra-curricular activity isn't at odds with the goals of your coworkers or company. Cancer researchers probably won't find willing conversational partners to discuss their cigar club at work. Dental hygienists will be looked at askance when they ask colleagues to taste-test the results of their weekend candy-making hobby.

Contribution leads to full consonance only when your goals are in alignment with the goals of those in your tribe.



2. FOCUS ON YOUR AVOCATION

If you are finding that your avocation—that thing you love to do, even if it's not part of or related to your vocation—contributes more to the life you want to live than the job you have, it's time to shift your focus. You've heard the saying: Figure out what you love, and then figure out how to get paid for it. What is it about the avocation that works for you? Does it allow you to live in greater alignment with your values? Does your avocation govern the company you keep, the friends you make, the leaders that inspire you? Does it help you acquire skills or methods that improve your approach to other parts of your life?



Of course, sometimes it's hard to fully replace your vocation with your avocation, especially if that hobby is, say, bird watching or stamp collecting. (Cue the hate mail from the ornithologists and philatelists.)

So if that type of move is out of reach for you, spend some time figuring out why you love what you love—perhaps your avocation offers creative freedom, joyful teamwork, or intellectual curiosity, for example.

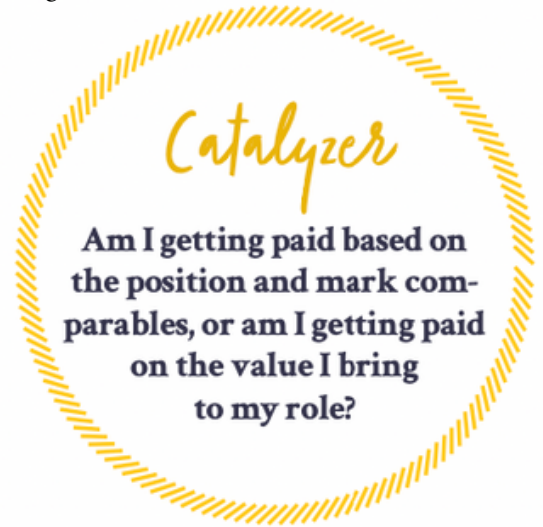
Then figure out how to build those components into your paying work..

3. KNOW YOUR VALUE

If your personal contribution is derived through money, the obvious solution is to negotiate a salary raise. For some, this is easier said than done. Simply asking isn't easy for someone who feels shy, guilty, or anxious.

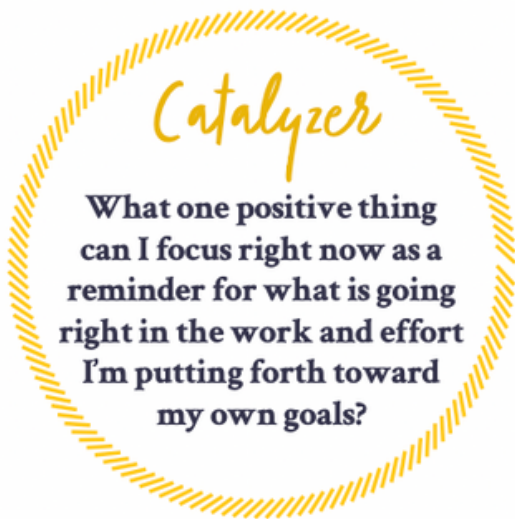
Know market comparables and what others in positions like yours , in similar industries, similar geographic allocations, and with similar experience get paid. This can help you determine a realistic price range.

Next, consider your value and what you bring to the table that is uniquely yours. If you are at a later point in your career, your value is the compounded wisdom of decades of experience—of successes and, yes, of failures, too. If you are just starting out, your value may be the time you are able to spend in a trial-and-error period of iteration, or the strong network of friends, mentors, and champions you gather around you—and learn from at breakneck speed.



4. PRACTICE GRATITUDE

When you see others who are living your shared values through their work, take a moment to recognize and praise how they are doing this. The active practice of gratitude cements for you just what they are doing—and why it matters to you. Being openly grateful allows you to more intentionally increase how your daily actions at work contribute to the values you want to live by.



Likewise, you can do the same thing for your own actions. So often we look to work on what's broken, but by focusing also on what's going well, we can increase contribution by making our own actions intentional too.

Remember your last big stakes piece of work, the one where things went mostly right, but also a few bits that didn't? You probably spent more time thinking about what went wrong. But doing that only leaves it to chance that you'll nail what went right at your next at bat.

This will not only allow you to pay attention to the parts of your work that you want to grow; it will force you to focus on what you actually think is additive.

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