



# Answering the Call

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What You Always Wanted to Know About  
Changing the World (but Were Afraid to Ask)

If you are reading this, then you have self-selected to assist in a grand and magnificent project: the transformation of our world. Whether or not you recognize your specific role in this incredible undertaking, some part of you knows that you have a part to play. You may have always known. Maybe it doesn't exactly feel like you selected yourself, yet you feel called into this conversation.

### ***Hear the Call***

You feel a call to investigate, to get involved. You want to tap into and connect with others of like mind and heart, others who are similarly intent on contributing to the change, and indeed the very transformation, of our world. One term that identifies people like you is "change agent."

As a change agent, you carry a special burden. If you're like most change agents and messengers, you know at some level that you are called to something bigger, something greater – even if you don't know right now what that is, what it looks like – and even if you are asking, "Who, me?!"

***Being a messenger or change agent is a unique challenge and a powerful responsibility.*** The call to change the world usually is *not* accompanied by the knowledge and the skills to do so! The compulsion to step into this exploration and onto the path of a change agent can lead to years of soul-searching and untold hours and dollars spent on growth and development.

Knowing that you have a higher purpose generally brings up fear, resistance and self-doubt. This leads to internal struggles between the part of you that wants to learn and manifest your higher purpose and the more practical and fearful aspects of your nature.

Living with this split can lead to a lack of fulfillment at work, as you judge and question your professional activities, knowing that you are meant for something else. Going through the motions of an ordinary job can be a soul-numbing experience for a frustrated change agent.

If you are able to find purposeful work that answers your call as change agent, you may discover that it doesn't provide you with enough money to meet your worldly needs. After a few years of giving your all to live your life's purpose, you may find yourself rethinking your choice. Unmet financial needs can cause you (or a frustrated spouse) to shut down activities that fulfill your mission in life.

***Some would-be change agents flip back and forth*** between underpaid purposeful activities and lucrative, unfulfilling ones. Either way, it's painful and frustrating,

because there's always some part of you that's being left out of the equation. This cycle can go on for years.

Your efforts to discover and manifest your purpose may be met with skepticism and criticism by others who do not share your vision. Change agents often feel lonely, surrounded by others who just don't "get it." This lack of shared understanding can lead you to doubt yourself and your capabilities, to question your quest to fulfill your purpose. Without the support of a tribe of like-minded, like-hearted people, bringing forth changes at the level you are called to can seem impossible.

***Fortunately, if you are reading this guide, you have found your tribe!*** We, the True Purpose Institute, are here to help you on your path. It is our goal to equip you with everything you need to know about your role in changing the world and to show you how to succeed at it. If you do not perform your role in this global transformation, no one else can do it. You are the only one who can tell your story and deliver your gifts.

If too few change agents say, "**Yes!**" to their inner call, the results for our planet and our society will be catastrophic. This realization magnifies our urgency to connect with you and invite you into the conversation.

As you read this document, notice your responses. Some of the things we say will resonate deeply, like the tones of a ringing gong. Our messages may provide you with a new clarity that puts many things into perspective. You may have strong reactions – sadness, fear, skepticism, joy or tears. If any of these feelings arise, it is a sign that you are meant to be with us in this community. If you do not resonate strongly with our message, then we send you on your way with our blessing. There are other guides who will better serve you.

### ***See the Vision***

One of the best ways to plan a journey is to start at the end and work backwards. We invite you to join us on a trip into the not-too-distant future. Once there, we will be able to learn important things about your path.

Imagine for a few minutes that you have become a future version of yourself. You are a powerful change agent with great results to your credit. You are successfully earning a living changing the world! Having an impact on global transformation is not some future dream; it is your current reality.

***You are part of a global network of change agents,*** working together to design and implement a new planetary society. You can see the results of your handiwork

all around you: in the news, in the stores, in the faces of people you meet on the street.

There is much still to be done, but you are filled with hope and pride at all you have been able to accomplish so far. You are crystal clear about your higher purpose, and you have a plan for manifesting it. This plan has been in action for several years. Despite some bumps and rough spots, it is going far better than you believed was possible. At first, it seemed far too much for a human being to accomplish in one lifetime; now it seems doable, even likely.

You are proud of the skills you have developed and the impact you are having. The people whose lives you've touched are profoundly grateful to you. They are forever changed as a result of your work, and they know it. You no longer see yourself as a problem to be fixed. You are an agent of transformation, continually developing yourself so that you can achieve greater and greater levels of impact.

***Changing the world is like some joy-filled game that you are privileged to play.***

Allow yourself to sink into the emotions of this future you. Are you feeling joy? Pride? Confidence? Take a moment and fully experience this state. The more you allow yourself to engage in this visionary future, the more fruitful you'll find this exploration.

Now that you've basked for a minute (or more) in this vision, here is the key question: *How did you get here?*

From this future vantage point of power, joy and success, ask yourself about the path that led you to having such amazing impact. In short, "*What does it take to be a powerful, successful change agent?*"

We have a point of view about this, but before we say anything, take a moment (before you read on) to write down any wisdom that comes to you. Then we'll share our answers. We encourage you to stop reading, take out your journal or open a document on your computer, and reflect on these questions in writing.

### ***What Does It Take to Be a Change Agent?***

There are a number of requirements you must meet in order to become this powerful agent of transformation. We describe the range of requirements in more detail in other documents and in our teleseminars.

For simplicity, they boil down to three essential things: You must cultivate the *internal state* of a change agent; you must have the *skills* necessary to create the

transformation that you are meant to create; and you must have the *resources* you need to manifest your purpose.

### **Internalize the Change Agent State**

Many change agents ask themselves the question, “Who am I to change the world?” This is an excellent question, but not for the reasons you might think. Whether you are wealthy, powerful, famous or educated is not the issue. Many of history’s most powerful change agents came from the humblest of beginnings.

The real question is, “Who are you *being* as you change the world?” Your beliefs, habits, skills, and even your desire to create change are all products of the world, *as it exists today*. Like everyone else alive today, you are a manifestation of the old, existing paradigm more than you are a manifestation of the new one.

Before you are qualified to change anything, you must become an agent of the transformational new paradigm that is emerging. Your beliefs, your clarity of purpose, your very sense of identity must reflect the world you seek to create. As Mahatma Gandhi put it so aptly, “You must be the change you want to see in the world.” Take this instruction literally! You must **become** the new paradigm in order to create it.

If you’re like most change agents, you’ve probably already done much of this work. You’ve attended workshops and teleseminars, read books, attended lectures and spent countless hours healing and developing yourself. But there are also likely key transformations that you have not yet done, things that stand squarely in your path, preventing you from making the difference you are meant to make.

### **Develop the Skills**

Your capacity to enact change in the world around you also depends on how skillful you are. You must be trained, experienced, and practiced in the various tools, techniques, methods and processes that are consistent with the reality you seek to create.

***Desire and passion alone do not create change!*** Action is required, and actions have consequences. Without skillful means, you will have little impact or the impact will not be what you seek to create.

Exactly which skills you need will depend on which type of change agent you are, what change you are creating, and which strategy you will employ.

*For example*, if you are a messenger, you need skill at speaking, writing or both. You must know how to inspire your readers and listeners to take action, not just give

them a warm, fuzzy feeling! Other types of change agents include leaders, practitioners, consultants and teachers. Every kind of change agent needs to develop skills appropriate to the chosen strategy that will lead to the intended changes.

It is crucial that the techniques and methods you employ to create change are consistent with the reality you are generating! Consider the old adage, “The beatings will continue until morale improves.” The point is, using old paradigm techniques to create a new world makes as little sense as saying, “We have decided hierarchically what the new paradigm will be, and we look forward to imposing it on you.” To put it another way, there’s no longer any place for, “The ends justify the means.” As Gandhi observed, “The means are the ends in the making.”

### **Connect with Resources**

Once you have achieved a state of internal alignment as change agent and developed your toolbox of skills, you need to manifest your purpose! This requires resources of many kinds, including connections, time, support and money. You may need to create a business or a not-for-profit to implement your chosen strategy. Manifesting your purpose may generate the revenue you need. If not, you will need to obtain funding and backing for your plan.

This is an exciting time to be launching projects that will create a better world. As more people awaken to the need for transformation, new legal structures are being formed to accommodate this new awareness. It is no longer taken for granted, for example, that the goal of a business is simply to enrich its owners. Many governments now recognize types of legal entities that combine profit generation and public benefit.

***If you’re not well positioned to launch a change-the-world project on your own just yet, don’t despair!*** Sometimes, the simplest way to get started manifesting your purpose is to join an organization already headed in that direction. Combining your efforts with those of others whose missions are aligned with yours is both smart and very fulfilling.

### ***Answer the Call***

The world is changing extremely rapidly. As Alvin Toffler predicted in his landmark book, *Future Shock*, the pace of change is accelerating. Has the time come to take your place in the global network of change agents? If you do not get on board now, the train may leave without you! You must continue to transform as rapidly as (or more rapidly than) the world around you in order to be of any use as a source of transformation for others.

That said, not everyone is called to the way of the change agent. This path will challenge you to transform; it will bring up your fears and skepticism. We do not need *every* change agent to answer the call in order for the world to transform. Many would-be change agents, in the face of their resistance, will elect to remain on the sidelines, watching the process of global change as spectators. Which will you be, a participant or a spectator?

***Our message of transformation is not a good fit for everyone.*** Is it meant for you? Are you one of the few who will lead the great turning? Take a moment and notice what is happening inside you right now. Are you having physical and emotional reactions? Does this seem too good to be true? Are you pulled in more than one direction – joy and fear, urgency and skepticism? All of these are signs that you are one of us.

One of the things we've learned is that it is best not to worry about the totality of your purpose and all that will be asked of you. That can be too overwhelming. Overwhelm leads to paralysis. It is better to ignore your future as a powerful change agent than to become completely paralyzed! For now, focus only on the next step of your journey: making your personal connection with a like-minded and like-hearted community.

This is not a theoretical conversation for us. We have all walked this path. Our purpose has called us to take on changing the world as our day job, and it has led us to you – and you to us. We know well the challenges that you face, both internal and external, because we have faced them. And you are part of our plan for changing the world!

***We have been guided to reach out and call you to join us on this journey.*** Writing this e-book is every bit as purposeful for us as reading it is for you. We are called to spread our message of change, just as you are. We need you in order to fulfill our purpose, every bit as much as you need us!

If this message has touched you and resonated deep within, then come participate in our events including the Gathering for Change Agents, which you will be hearing about soon in an upcoming invitation. If you are *not* meant to be with us, may your purpose guide you wherever you need to go; may you find the support you desire; and may you die happy and fulfilled. We send you blessings on your journey.