

“The 8 Cylinders of Success is a ‘literary GPS’ for Generation Next. It provides a clear ‘trip plan’ for the reader via easy-to-follow and useful directions, insights, compelling stories & skill-building exercises.”

- Kevin Carroll, Author of *Rules of the Red Rubber Ball*

THE

8



TM

CYLINDERS OF SUCCESS

HOW TO ALIGN YOUR PERSONAL
& PROFESSIONAL PURPOSE

JULLIEN GORDON

FOREWORD BY ANDY CHAN

PRAISE FOR THE BOOK

“*The 8 Cylinders of Success* is a ‘literary GPS’ for Generation Next. It provides a clear ‘trip plan’ for the reader via easy-to-follow and useful directions, insights, compelling stories & skill-building exercises. *The 8 Cylinders of Success* shows the reader how to take the most direct route to reach a life filled with inspiration, passion and purpose!”

Kevin Carroll, Author of *Rules of the Red Rubber Ball, What’s Your Red Rubber Ball?* and *The Red Rubber Ball At Work* & Founder of Kevin Carroll Katalyst consulting agency

“Jullien is a true messenger of purpose, sent to help young people find and live a life of meaning, without waiting for a ‘mid-life crisis.’ Unlike most books on purpose, *The 8 Cylinders of Success* is filled with practical exercises and tools that will help move you forward along your path. And once you are clearer about your purpose, Jullien will show you how to manifest it!”

Tim Kelley, Author of *True Purpose* & CEO of Transcendent Solutions Consulting

“In this delightful and innovative book, Jullien Gordon writes passionately about how finding purpose can lead to success in business and in life.”

William Damon, Author of *The Path to Purpose* and Director of the Stanford Center on Adolescence and Professor of Education at Stanford University

“Jullien Gordon is so full of wisdom and inspiration. I have learned so much from him, and am constantly amazed at his creative ideas for helping people find purpose and meaning in their lives. Anyone who does all the exercises in this book will benefit tremendously.”

Scott Sherman, Executive Director of The Transformative Action Institute

“Jullien Gordon truly is the Purpose Finder. *The 8 Cylinders of Success* is an incredible framework to help any college student find the path to purpose and live a more deliberate and meaningful life.”

Steve Loflin, Founder & Executive Director of The National Society of Collegiate Scholars

“Jullien is passionate about enabling others to connect to and fulfill their true life purpose; *The 8 Cylinders of Success* is a guidebook to finding your own path to changing the world.”

Ebele Okobi Harris, Director of Business and Human Rights Program at Yahoo!

“This is an enormous undertaking for Jullien Gordon and it will help galvanize the entire country to read and know that the destiny of their future is in their own hands.”

Tim Ngubeni, Founder & former Director of the UCLA Community Programs Department

THE 8 CYLINDERS OF SUCCESS

“Jullien’s 8 Cylinders of Success gives young people an extremely valuable framework for managing their careers to win – for themselves and for others around them!”

John Rice, Founder of Management Leadership for Tomorrow

“In a world replete with methods of creating plans—business plans, game plans, day plans—Jullien Gordon has offered here a much needed process of determining a primary purpose, upon which plans should be built. Jullien has instinctively and through personal experience recognized that the questions (and answers) concerning purpose are the missing ingredients in happy and fulfilling life. This is a book young (as well as old) should not just read—but use.”

Charlie Hess, President of Inferential Focus

“Jullien Gordon speaks to the Millennial Generation in a creative voice that excites and challenges them to act in a directed, purposeful way. Through the 8 Cylinders of Success, Gordon provides a practical and easy-to-follow roadmap for personal and professional fulfillment.”

Nicole Lindsay, Executive Director of New York Needs You

**THE
X-FACTOR
TO SUCCESS
IS KNOWING
YOUR
WHY**

THE **8**  TM

**CYLINDERS OF
SUCCESS**

**HOW TO ALIGN YOUR PERSONAL
& PROFESSIONAL PURPOSE**

JULLIEN GORDON

FOREWORD BY ANDY CHAN



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GOOD EXCUSE GOALS

DEDICATED TO

God, Spirit, Universe, Man-you-fact-urer

My mother for being my motor-vation and #1 fan

Generation “Why”—the Millennial Generation

IN MEMORY OF

Janet Brown: My first writing coach and spiritual editor

Dr. Edward “Chip” Anderson: The StrengthsFinder who led
me to become the PurposeFinder

Angelo Primas Sr.: A small man with big passion and the
father of my best friend

**MANY
ACHIEVE A
LOT, BUT
FAIL AT THE
ONE**

**THING THEY WERE
DESIGNED
TO DO BEST**

THE C.E.O. OF YOU

Businesses have visions.
What is yours?

Businesses have strategies.
What are your goals?

Businesses have competitive advantages.
What are your strengths, talents, and gifts?

Businesses have quarterly and annual reports.
How often do you evaluate yourself?

Businesses have operations divisions.
What are your regular processes and routines?

Businesses have research and development divisions.
How do you innovate and creatively express yourself?

Businesses have human resource divisions.
How well do you develop your talent?

Businesses have partnerships.
Who is supporting you?

Businesses have boards of directors.
Who is holding you accountable to your goals?

Businesses position themselves.
Who are you positioning yourself to be?

**YOUR LIFE
PURPOSE IS
YOUR
GPS**

**DON'T DRIVE THROUGH LIFE
WITHOUT ONE**

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**YOU'RE NOT
AHEAD OR
BEHIND
ANYONE.**

PACE

YOURSELF.

**YOUR
CARE-ER
SHOULD BE
SOMETHING
THAT YOU
CARE
ABOUT**

FOREWORD

During my tenure as the Assistant Dean and Director of the Career Management Center at the Stanford Graduate School of Business, I taught, mentored and counseled thousands of MBA students and alumni. Some commonly expressed desires among both students and alumni are “I wish that I had more time to reflect on my purpose and vision for my career and life” or “I wish that there was a for-credit class on career and life management.” These desires are not unique to MBA students. Wherever you went or are going to school, you’re probably asking yourself the same questions right now.

The current reality is that almost all colleges, universities and graduate schools do not see career and vocational development as an essential component of the student's academic career. Most often, the term “job placement” is used to describe the role of the career office, which trivializes the process to just getting a job (or even being “placed” into one) upon graduation. This terminology misleads students into believing that their career paths are finite and diminishes the huge opportunity for soon-to-be graduates to *pave* their own career paths rather than be *placed*. Others use the term “pre-professional school” which communicates that your undergraduate degree is just a stepping-stone to graduate school. Many students choose graduate programs as a default option because they did not spend sufficient time on self-assessment, purpose and vision definition, and generating and evaluating alternatives during their undergraduate experience. Sadly, students who were “placed” in their first jobs or encouraged to go to graduate school later realize that neither path was the appropriate



choice and can feel trapped in a path that they do not desire.

Neither the student nor the system is fully at fault. Career development isn't fully embraced by students and career offices nationwide are under-resourced. As I transition into my new role as the Vice President for Career Development at Wake Forest, I am committed to ensuring that students use their academic, extracurricular, and internship experience to position themselves for successful professional careers. In the same way that college should be at the forefront of the mind of a freshman in high school, career should be at forefront of the mind of a freshman in college or first-year graduate student. From there, an undergraduate or graduate student can more fully leverage his or her education to successfully prepare for their 40-year career.

In my 12 years in career development, I have had the opportunity to meet many talented and interesting people. Every so often, I meet someone quite special. Jullien Gordon is one of those unique people. I met Jullien at the end of his second year at Stanford's Graduate School of Business. He and a few classmates organized a special pre-graduation session, called "Reflections," designed to help their classmates reflect on their business school experience in a thoughtful, holistic manner. I was notably impressed when he shared his original poem, *The C.E.O. of You* (Read it right before the Table of Contents), to several hundred classmates. At that moment, I realized that he and I shared a passion for inspiring people and empowering people to take charge of their lives through defining their purpose, values, passions and vision, and to do so in creative, unconventional, memorable ways.

THE 8 CYLINDERS OF SUCCESS

After a few conversations of sharing our work and our lives, I knew that Jullien and I would be forever linked in our passionate pursuit to bless and serve others in our own unique ways. Wise beyond his years, Jullien conveys his insights and wisdom with passion and creativity. He communicates in an engaging and memorable manner that helps college students, graduate students, young professionals, in fact *anyone*, think more clearly about who they are and where they are going.

In *The 8 Cylinders of Success*, Jullien addresses the big questions every young person asks of him or herself: “Who am I?” “What am I passionate about?” “How do I align my passions with my profession?” “How will I define success?” “What’s my vision?” At some point, everyone wrestles with these questions. For many in my generation, it has occurred during a mid-life crisis. For millennials, it is taking place in the “quarter life crisis.” These questions are vital to ask oneself at any key transition point in life whether you’re going from college to career, career back to graduate school, one job to the next, single to married, career to career, preparing for parenthood, or planning to retire. From my own experience, I can attest that the earlier anyone begins the process of answering these questions, the better off they will be in the long run.

The 8 Cylinders of Success will guide you, your friends, your partner, your child or a colleague to ask and answer all of those questions you wished had been addressed back in college or graduate school. In the book, Jullien describes how he and other notable role models have applied his powerful framework to find and align with their purpose and create a unique vision based on their self-defined metrics of success. As a result, you will be inspired to take the time to



self-reflect and to dream in a much bigger way than you ever have before.

Even if you have answered these questions before, it's different every time. Something is new. New experiences. New circumstances. New lessons. New knowledge. New desires. It's a myth to think that you can reflect on your purpose once in your life and then be set forever. Let go of that incorrect assumption and get this book. And then re-read it again when you sense it's time for a tune-up. Before you do your annual New Year's resolutions, look at your notes from doing the exercises. It's pointless to set goals without having clarity on your purpose first. That gets you nowhere fast. Beginning with purpose will make a real difference towards helping you live the purposeful life you've been yearning for.

A common yearning among young adults of all ages is "If only I knew what I wanted to be when I grow up, then I'd pursue it, and *then* I'd be happy." I cringe when I hear this common mantra, because it's become an excuse for many as to why they are not happy. In reality, most people know that:

1. They have no definition for the age of a "grown up"
2. What they want as a career may not provide the lifestyle they want to lead
3. That they might pursue it and not get it, and
4. They're really not certain if following this mantra will truly lead to happiness.

Many use this phrase out of fear that they can't (or won't) figure it out. So, instead of defining and pursuing a job, it's time to first define and pursue your purpose.

The 8 Cylinders of Success is the answer to this commonly used excuse. This enlightening and engaging book is the road map every person needs. On your life journey, you can take the chance of trying to find your way without a road map, but you may pay a steep price by driving off a few cliffs. Why take the risk? Ironically, the biggest risk someone can take in life is *not* pursuing their purpose. This book will redefine who you want to be, what really matters to you, and motivate you to change your life in a new, inspired direction. You will create your own definitions of purpose and success. And as a result, you will discover a deeper fulfillment, satisfaction and joy in your life.

Andy Chan
Vice President of Career Development
Wake Forest University



**UNDER-
EMPLOYMENT
IS A
BIGGER
PROBLEM THAN
UNEMPLOYMENT.**



PREFACE

THE PURPOSE OF THIS CHAPTER IS TO:

- Identify where you are on the path of purpose
- Introduce you to the 8 Cylinders of Success
- Explain how to use this book to get the best results

QUOTES:

A man who becomes conscious of the responsibility he bears toward a human being who affectionately waits for him, or to an unfinished work, will never be able to throw away his life. He knows the 'why' for his existence, and will be able to bear almost any 'how'."

—Victor Frankl

Quit living as if the purpose of life is to arrive safely at death."

—Mark Batterson



YOUR LIFE IS YOUR VEHICLE

Vehicles drive the entire world. Corporations are vehicles designed to create economic value. Jobs are vehicles to achieve collective visions. People are vehicles to move the world forward. **Your life is your vehicle to design, drive, and maintain. Unfortunately, too many people end up back seat driving through life or driving other people's vehicles and never get in the driver's seat of their own lives.** The purpose of this book is to put you back in the driver's seat of your own life so that you can design the vehicle of your life and achieve your highest personal and professional velocity. **Personal velocity is the speed in which you are able to get to where you want to go. Professional velocity is your ability to close the distance between point A and B for other people and organizations.** You will have renewed your license to live so that you can enjoy the journey of life here and now.

When your personal and professional purpose aren't aligned, you will likely suffer from underemployment. In short, you are probably underemployed if you have ever said or thought to yourself "I hate my job." **Underemployment is the state of employment where an individual is working below their potential because they aren't passionate about the work or their employer doesn't bring out the best in them by allowing them to play to their strengths.** Underemployment is the greatest challenge in the world today because it affects more people than unemployment.

When you are underemployed, you are less passionate, less productive, and less innovative than someone who is fully employed. A company that find and align people whose personal purpose aligns with their professional purpose will

THE 8 CYLINDERS OF SUCCESS

likely outperform a company that simply seeks talent people and tries to shape that talent to serve its needs.

Underemployment hurts the employee, the company, and the customer.

According to a 2004 Age Wave survey of 7,718 American workers, 42% of workers feel burned out, only 33% of workers said they are satisfied with their jobs, only 20% felt very passionate about their jobs, and only 31% believed that their employer inspired the best in them. So imagine that we have a micro economy of 100 people. Let's say that 9 people are unemployed and 33 people are satisfied. That leaves 58 of workers underemployed. Assuming that a worker is only 50% productive when they are underemployed, the 58 workers only produce the value of 29 (=58 x 50%) workers meaning that underemployment is three times more of an issue than unemployment.

Most people try to separate their life and work, but our life is the summation of how we spend our time. Since we spend so much time in our careers, our personal and professional purposes should be one. **Only through aligning our time and mind, along with our purpose and profession, can we experience a meaningful life.** Work is one vehicle you can use to achieve success in life, but your purpose cannot be contained by a job title—it's much bigger than your career.

The purpose of any vehicle is to get an individual or group of individuals from point A to point B. Your life may be a vehicle to move people from learners to thinkers (i.e. teacher). Your job may be a vehicle to move your company from inefficient to efficient (i.e. operations manager). Your company may be a vehicle to move its customers from uninformed to informed



(i.e. Google). Knowing what type of vehicle you have and want to create will help you navigate the journey of life much easier.

We live life like we treat our cars. Our car is an extension of us in many ways. Most people only take their car to the mechanic when something is wrong. Some people believe that it is cheaper to wait until something breaks than it is to take their car in for regular maintenance. Since the full workings of our cars aren't visible or understood, we're unconscious that the wear and tear of one part increases the dependency and strain on others, and thus speeds up the wear and tear of the car as a whole. **The saying, "If it ain't broke, don't fix it" has cost people more in time and money than it has saved them on their cars and their lives.** Some of us are born with "lemons" for lives and some of us are born with "luxury" vehicles. Regardless of what type of life you began with, it will need maintenance.

The word "mechanics" has two definitions: 1. people who repair and maintain machinery, motors, etc. and 2. the scientific study of motion and force. Thus, auto mechanics study the various parts of vehicles so they can ensure that the vehicle can move at its highest velocity. Through this book, we will examine your **mechanics (skills and the patterns and routines that optimize your vehicle)** to improve how you are currently moving in the world and find your highest personal and professional velocity. You will come away with a simple framework that allows you to perform regular maintenance on your life so that you can easily move toward the achievement of your goals faster, safer, and happier with the least friction possible.

THE 8 CYLINDERS OF SUCCESS

As an upperclassman in high school, you may recall going to driving school to get your permit and ultimately, your driver's license. For many people, this was a liberating moment because it meant that you could go places on your own without relying on other people, especially your parents. You had the power to chart your own course, your own day, and your own destination.

The 8 Cylinders of Success™ is a similar process designed to liberate you to live the life you want to live—rather than the life you think you have to live. **The life you think you have to live usually starts with other people's opinions. The life you want to live starts with you.** Sometimes parents try to live vicariously through us, especially if they gave up on their dream. They act like **an officer, people who want the security of office life for you over a-line-meant (a state when all of your 8 Cylinders are harmoniously working together for good)** with your purpose. If these are your parents, it's up to you to navigate their potential traps and radars.

The journey you are about to embark on is all about you. The journey of life is a metaphor used by many throughout history to explain the inner evolution of every human being. Some familiar quotes include:

The journey of a thousand miles begins with one step.”
— Unknown

“The journey is the reward.”
— Chinese Proverb

“The longest journey of any person is the journey inward.”
— Dag Hammarskjold



You are going on a journey within yourself to align the key parts of your life with your passions and purpose so that you can move through the world as powerfully as possible. This book will redefine what it means to be “street smart”. “Street smart” is a term often used juxtapose to “book smart” to convey one’s level of common sense and understanding of life regardless of their level of formal education. It’s great to be “book smart,” but formal education only measures your GPA, whereas street smarts measures your GPS or alignment with your purpose. There a millions of people who are extremely “book smart” that could move more powerfully through the world if they developed their “street smarts.” When you complete this book, you will have:

- More clarity on your life's purpose and direction and be able to articulate it
- Insights on how to align your passions with your current profession or a new one
- A plan of action to turn your passions into skills that people and companies value
- A powerful vision for your life to motivate you and others

The pursuit of purpose is a self-discovery process. To dis-cover means that whatever you’re looking for is already within you—it’s just covered up. When designing vehicles, car manufacturers start with a brown block of clay and then they chisel away at it to shape the model car. The car is already in the block of clay in the mind of the designer. No clay needs to be added to the block. Nothing is missing. The designer's goal is to shed the unnecessary clay to reveal the car within in its finished form. **Like the car, you are already whole and complete in the divine mind of your Man-you-fact-urer (the source that you believe is**

THE 8 CYLINDERS OF SUCCESS

responsible for your creation) and this process is designed to expose your true design. Doing so will allow you to end your *search* for purpose and begin your *pursuit* of purpose.

5 POINTS ON THE PATH OF PURPOSE

One day I saw a cartoon of a family on a road trip with the nagging son in the backseat incessantly asking, “Are we there yet? Are we there yet? Are we there yet?” every two minutes. The father finally gets fed up and responds, “Stop asking if we're there yet. We're nomads for crying out loud. As long as we're on the journey we're there.”

For the beginning purposeseekers who just want to get there, there is no “there.” The pursuit is endless and you can't cut corners. The purposeseeker's journey is always evolving and unfolding into new chapters and directions. Therefore, because there is no “there,” it is impossible to compare two people by their proximity to “there.” Regardless of age, income, ethnicity, or education, no one is actually ahead of another person because everyone has his or her own path to travel. **Similar to the phrase written on the passenger side mirror of cars, sometimes our objectives are closer than they appear. You may be closer to where you want to be than you think, but when you don't have a process to evaluate where you are in relationship to your desired destine-nation (your unique end goal, state, or place), you default to feeling lost or behind.**

As pursuing one's purpose has no predetermined path, many people think that the pursuit is risky. Don't be fooled—it is. **However, pursuing one's purpose is not nearly as risky as choosing not to pursue it at all. By neglecting**



our purpose for various forms of security, we ultimately risk our true happiness and fulfillment. In trying to be someone you aren't, you end up competing with people who are clear on their purpose. That's a game you can't win. The journey never ends, however, the search can. Someone on the path of purpose can move confidently in the direction of their dreams, whereas a person off their path moves cautiously in seek of security.

Purpose is not a destination—You will never say, “I have fulfilled my purpose.” Living in alignment with purpose is something we must choose as a way of life in every moment. We are either on the path of purpose (not the path to purpose) or indifferent and off of the path of purpose. On the journey of life we begin off the path of purpose and life supports us in getting on the path through our experiences. There are 5 points on the path of purpose that you can use to define where you are on your journey. The cycle begins internally with one's self and then expands to touch others. These 5 points on the path of purpose are as follows: inquiring, investigating, invoking, investing, and inspiring. The cycle could take someone a lifetime to complete while another person may go through the cycle three or more times sequentially or simultaneously.

Invoke and vocation share the same root word, invocare, which means to call. The more specific your call, the better your answers. This book will help you get through point three, which is invoking, by helping you clarify your purpose statement so that you can voice it to people who support you. Even if you feel like you're already investing or inspiring, this process may confirm, sharpen, or uproot what you're currently doing. **Once you are able to articulate**

THE 8 CYLINDERS OF SUCCESS

your authentic purpose to yourself and others, you will begin to attract the right people, information, and opportunities in your life. The momentum generated from your authentic action and pursuit will carry you forward through points four and five on the Path of Purpose.

5 POINTS ON THE PATH OF PURPOSE



THE 8 CYLINDERS OF SUCCESS

The 8 Cylinders of Success™ is a framework designed to help individuals and organizations identify and align their lives with their purpose. It is based on academic research and the in depth study of some of the world's most



successful people and organizations to help individuals like yourself and the organizations you work for or with discover and align their lives with their purpose. **Your purpose is your personal GPS system that continuously guides you in the right direction throughout life.** Each chapter focuses on one of the 8 Cylinders of Success to help you discover ways to align them and thus create the most powerful vehicle possible from your life. The more cylinders you are able to align, the more powerful your personal movement, but you don't need the perfect a-line-meant of all eight to live a purpose-filled life.

Since we spend so much of our core energy in our careers, it's almost impossible to have a purpose-filled life without having a purpose-filled career. Below you will find charts of the 8 Cylinders of Success for your personal and professional life. Your first goal will be to identify and align your personal 8 Cylinders of Success. Then you will use that information to evaluate how aligned your professional 8 Cylinders of Success are with your personal ones. From there, you will be able to make informed decisions about how you choose to spend your time with your career being one of the most important decisions you will make.

We are all part of one fleet of vehicles. Purpose is the only thing that really differentiates us from each other and makes us unique. And our entire life experience—race, gender, height, family structure, economic class, education level—are all part of the design to help us re-discover that which we know is within us. If you didn't believe it was in you, you wouldn't be reading this book. In order for your purpose to be revealed to you, you have to commit to pursuing it first. Would your parents buy you a car if they

THE 8 CYLINDERS OF SUCCESS

weren't sure that you would drive it? To have something and not use it is worse than not having it at all. There is no point in your Man-you-fact-urer revealing your purpose to you if there is a chance you might not live it whole-heartedly. **We must trust that if we were put here for a purpose, then our man-you-fact-urer will provide for us to fulfill it.**

Each chapter begins with a purpose, guiding questions, and quotes related to the chapter's cylinder. From there, I will share an anecdote of someone well known who has embodied the cylinder, in addition to an anecdote explaining how I integrate the cylinder into my life. Within the chapter you will also find a company profile about an organization that embodies the chapter's cylinder and new vocabulary or lane-guage to help you understand the journey. Finally, each chapter concludes with exercises to help you discover and document insights about yourself in reference to the chapter's cylinder as well as a **move-meant (movement with a particular intention)** activity for your personal and professional life to put that cylinder in motion. If you're ready to embark on the journey of a lifetime, then oil your pen, unbuckle your minds, roll down your fears, and start your engine! The journey begins as soon as you turn the corner of this page.

Godspeed!



THE 8 CYLINDERS OF SUCCESS - PERSONAL

Part 1		Where am I?
Principles	Your Dashboard	What beliefs equate to success to me?
Passions	Your Keys	What do I love doing and why?
Problems	Your Fuel	What social, scientific, technical, or personal problem do I want to solve?
People	Your Motor	Who moves you to want to serve them and in what way?
Part 2		Where am I going?
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Picture	Your Road Map	What's my vision for myself and my world?
Possibility	Your Destination	What's possible in the world <i>with</i> me that would not be possible <i>without</i> me?

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Jullien Gordon The Purpose Finder

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THE CHEAPEST WAY TO SUCCESS BY 30

I've only earned \$200.00 in my lifetime. That includes my job first job as an umpire, being a manager at the batting cages in high school, working for SHAPE as an undergrad, working for SHAPE full time post-undergrad, and working for MLT for a year and half. My career strategy has basically been to:

Seek and accept [...]

ABOUT MY 2 BOOKS

Underemployment & procrastination are pervasive in people's lives. The 8 Cylinders of Success will help you figure out where to go in life & Good Excuse Goals will show you how to get there.



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Route 66



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Was anyone else ever confused how Lauryn Hill had "Nothing Even Matters" & "Everything is Everything" back 2 back on her CD? (H)

Tatiana Mejia commented on

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2007 Stanford Graduation



The Cheapest Way To Success By 30

October 7th, 2009

I've only earned \$200.00 in my lifetime. That includes my job first job as an umpire, being a manager at the batting cages in high school, working for SHAPE as an undergrad, working for SHAPE full-time post-undergrad, and working for MLT for a year and half. My career strategy has



UCLA Route 66 Tour Stop on October 2nd

October 4th, 2009

The Route 66 Tour made its first pit stop in Los Angeles at the UCLA NSCS Induction. 130 students and their parents filled the Kenickhoff Grand Salon. It felt so good to be back at my alma mater and to do a trial run of the presentation. When I made the call to accept it [...]



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DESTINATION

100 miles

8.

The 8 Cylinders of Success

- | | |
|-----------------------|-------------|
| 1. Your Principles » | Dashboard |
| 2. Your Passions » | Keys |
| 3. Your Problems » | Fuel |
| 4. Your People » | Motor |
| 5. Your Positioning » | Lane |
| 6. Your Pioneers » | Pace Cars |
| 7. Your Picture » | Road Map |
| 8. Your Possibility » | Destination |

Your Purpose »

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Location: Philadelphia, PA
Superhero Name: Dr. Crow
Mastering: Crowing Things
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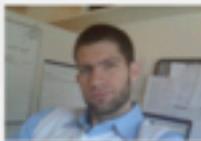
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THE 8 CYLINDERS OF SUCCESS

THE 8 CYLINDERS OF SUCCESS - PROFESSIONAL

Part 1		Where are we?
Principles	My Company's Dashboard	What are my company's values and metrics for success? How is my success measured here?
Passions	My Company's Keys	What are my company's competitive advantages and strengths? What strengths am I exercising and developing while at my company?
Problems	My Company's Fuel	What is my company's customers' personal, social, scientific, or technical problem? What related problems do I get to solve?
People	My Company's Motor	Who is my company's target market or customer? Who do I serve to ensure that the end customer receives quality service?
Part 2		Where are we going?
Positioning	My Company's Lane	What business or industry does my company want to establish itself as a leader? What is my career positioning me to be great at doing?
Pioneers	My Company's Pace Cars	Who are the old and new industry leaders? How is my position helping us be an industry leader?
Picture	My Company's Road Map	What's my company's vision for our organization and the world? What's my company's vision for my career?
Possibility	My Company's Destination	What's possible in the world with my company that would not be possible without it? What is or will be possible for my company that wasn't possible before me?



**YOUR LIFE
IS YOUR
VEHICLE
TO DESIGN,
DRIVE, &
MAINTAIN**

PART 1: WHERE AM I?

In Part 1 we will explore the question “Where am I?” Part 1 is about self-assessment and identifying what is already present within you. **You are perfect as you are right now and every miracle or perceived mistake that has happened in your life has prepared you for what you were put here to do going forward. Everything that has happened in your life has happened for a reason and where you are is exactly where you are supposed to be.** To answer the question “Where am I?” we will begin with the first 4 Cylinders of Success: principles, passions, problems, and people.



YOUR PURPOSE STATEMENT

To document your growth through this process, I ask that you write two purpose statements: an initial purpose statement before going through the 8 Cylinders of Success, and then another statement upon completion. My hope is that the 8 Cylinders of Success will give you clarity on your reason for being so that you can effectively articulate it to yourself and others. **The x-factor to success is knowing your “why” and your purpose statement captures your “why”.** The pursuit of purpose never ends, but sometimes we need to take pit stops along the way. By coming to a **S.T.O.P. (stillness to observe patterns)**, you give yourself time to reflect, document, and assess what you’re discovering about yourself.

In the legal system, they say, “If it isn't in writing, it isn't legitimate.” Written word gives form to your thoughts. Even if you feel that your initial purpose statement isn't right, at least you have a starting point. Write to the best of your ability. Whatever comes to mind arises for a reason. From there you can make adjustments. When it comes to your second purpose statement, I encourage you to write for a different reason. Research shows that when we write something down, we are more committed to doing it than if we simply verbalize or think about it. There will be worksheets to help you clarify your personal and professional answers for each cylinder of success. You will use your answers to craft your final purpose statement at the end of the book.

**TO GET
IN THE
DRIVER'S
SEAT OF
YOUR
LIFE**

TURN THE CORNER OF THE PAGE

**UNBUCKLE
YOUR MIND.
ROLL DOWN
YOUR FEAR.**

(LET)

GO

1



PRINCIPLES » YOUR DASHBOARD

THE PURPOSE OF THIS CHAPTER IS TO:

- Create a short-term and long-term dashboard for your life and work
- Convert qualitative principles into quantitative measurements

GUIDING QUEST-IONS:

Personal: What beliefs equate to success for me?

Professional: What are my company's values and metrics for success? How is my success measured here?

QUOTES:

The more I have thought about what I believe, the more certain have I become that it is what I have been taught to believe.”

— Walter White

Establish unto thyself principles of action; and see that thou ever act according to them. First know that thy principles are just, and then be thou.”

— Akenaten



GANDHI'S PRINCIPLE: SATYAGRAHA

Mohandas Gandhi's movement was united by a single principle, *satyagraha*. *Satyagraha* means “the pursuit of truth” and Gandhi believed that life itself was the pursuit of truth. In *Statement to Disorders Inquiry Committee* Gandhi goes on to further define the term:

“I have also called it love-force or soul-force. In the application of satyagraha, I discovered in the earliest stages that pursuit of truth did not admit of violence being inflicted on one’s opponent but that he must be weaned from error by patience and compassion. For what appears to be truth to the one may appear to be error to the other. And patience means self-suffering. So the doctrine came to mean vindication of truth, not by infliction of suffering on the opponent, but on oneself.”

In “Requisite Qualifications,” he goes on to say that, “The *Satyagrahi*’s object is to convert, not to coerce, the wrongdoer.” In the face of violence in South Africa and India, Gandhi’s redefinition of success as the extent to which the truth was being pursued challenged social norms that were rooted in non-truths. His commitment to truth and the lifestyle that accompanied it led him to become one of the greatest leaders who ever lived.

According to his grandson Arun Gandhi, *satyagraha* wasn't the original principle. Gandhi had to search within himself and among his people to create his philosophy. Arun said that,

“He first called his campaign a civil disobedience but then he gave that up because he said there is nothing disobedient

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about what I'm doing. And then he adopted Tolstoy's passive resistance and he gave up that also because he said there is nothing passive about this. It's a very active philosophy."

By way of a community competition, Gandhi's supporters combined two words, *saty* meaning truth and *agraha* meaning the pursuit of, to create *satyagraha*. Old philosophies or the English language could not define Gandhi's movement. He had to create his own definition of who he was and what success in life meant to him.

Out of the singular principle of *satyagraha* came other principles and rules to encourage and help believers know if they were living in a-line-meant with *satyagraha*, but *satyagraha* was ultimately the single most driving force behind Gandhi's thoughts and actions. Gandhi said, "A principle is the expression of perfection, and as imperfect beings like us cannot practice perfection, we devise every moment limits of its compromise in practice." Here he expresses the difficulty of truly living out a single principle every moment and yet, many of us have more than one principle. Living in accordance with our principles is an aspiration, however it is the metric we should use to measure our success without punishing ourselves if we fall short.

Principles are beliefs you can choose to align with in every moment of life. They can be conscious or unconscious, but they are particularly harmful when we are unconscious of what we truly believe. Gandhi said that, "Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny." This implies that people determine how they want to be in the world based on their principles first, and



then that shapes how they act. Decision always comes before action and we make decisions according to what we believe will lead to our definition of success.

MY PRINCIPLE: THE EARLY BIRD GETS THE WORM

“The early bird gets the worm” is a principle that has directed my life since childhood. Growing up as the child of two doctors, I remember waking up at the crack of dawn to go to school and waiting in the early morning darkness for the first kid to arrive at the playground with a basketball before school. As an anesthesiologist, my mother went to work before the surgery, and as a surgeon, my dad had to be there as soon as the anesthesiologist was done. I deemed them both as successful and their conditioning got embedded in my DNA. It was so ingrained in me that I was even born one month premature. I couldn't wait to take on the world.

Embracing this principle causes me to finish everything early. If I got an assignment at the beginning of the month that was due at the end of the month, I would finish it in the first week while most people waited until the night before to begin. I even finished college early. Once I found out that I could graduate in three years instead of the traditional four, I packed on all of the classes I could handle just to get done early. At every job I've ever had, from working at a batting cage to directing a non-profit, I was always the first in the office by at least an hour. Not only was I more productive during the time when no one else was around, but I also avoided traffic to and from work. I went to business school a few years early as well. Whereas most people begin their

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MBA around the age of 28, I finished at the age of 25.

Holding onto this principle also has its downsides. It causes me to be impatient. Sometimes I do things too early or too quickly and I miss out on vital parts of the process or experience. It also means that I'm usually in spaces with older people and sometimes I have to overcome ageism within myself and demonstrate that my voice is equal. All in all, this principle has helped me more than hurt me, so I continue to embrace it today. I love the feeling of waking up early and already having things checked off of my to-do list while the rest of the world is sleeping. It makes me feel focused, ahead, and hardworking. I measure myself by how punctual I am to events and on projects.

PRINCIPLES AS DASHBOARD

Imagine driving a car without a dashboard. You would never know how close your gas tank is to being empty and therefore could get stuck along your journey. You would never know how fast you were going and as a result you may get a costly speeding ticket. You would never know how hot your engine is and the car could overheat causing major mechanical damage that could have easily been avoided. And without an odometer, you could only schedule maintenance based on a period of time rather than miles driven or when something breaks. A dashboard is necessary for any extended journey such as life or careers.

Your car dashboard immediately lets you know how fast you're traveling, how many miles you have traveled, how full your tank is, and how warm your engine is. These indicators help you gauge how successful your journey is moving. Car manufacturers strategically placed these metrics on the



dashboard because they believed that these were the four most important metrics for any driver to be aware of at all times. They did not include secondary things like your tire pressure, windshield wiper fluid level or centripetal acceleration. Though important to the car's function, they aren't relevant in every moment. In the same way, your principles co-create the dashboard that allows you to measure your personal formula for success.

Principles shape our relationships with ourselves, other people (i.e. family, friends, colleagues), objects (i.e. information, money), actions (i.e. work, eating), and God. Collectively, one's principles create a way of life that they hold themselves accountable to regardless if they reach their desired destine-nation. **It is possible to get to where you want to be while losing yourself along the way and it is possible to fall short of your destine-nation while staying true to yourself.** Though principles inform our notions of success, being true to ourselves may be a better criterion for success than total distance traveled.

TYPES OF PRINCIPLES

On the journey of life, there are many types of principles:

- Spiritual (“You reap what you sow.”)
- Social (“The early bird gets the worm.”)
- Financial (“A penny saved is a penny earned.”)
- Nutritional (“Food is medicine.”).

Principles are the few bumper-sticker-worthy messages that guide our daily decisions—what we will say “yes” to and what we won’t. They come in the form of rules, definitions, aphorisms, values, quotes, scriptures, mottos,

THE 8 CYLINDERS OF SUCCESS

mantras, slogans, or single words. One principle can be articulated in any of many forms as demonstrated in the chart below. When a principle is deeply engrained in our lives, it usually manifests in a combination of ways.

Principles inform our choices, but they don't make the choices for us. They don't prescribe behavior, they inform behavior: They help us make day-to-day choices, but don't say which choice is right, because in many cases, choice is unlimited. Since choice is unlimited, it would be impossible for any belief system to prescribe how one should act in every situation possible. Two people can believe in the same principle but interpret it in completely different ways. Therefore, it is important to quantify your principles when you can, even if the quantitative measurement

EXAMPLES OF VALUES, RULES, APHORISMS, & POTENTIAL MEASUREMENTS

	PERSONAL	PROFESSIONAL
Value	Punctuality	Economic efficiency
Rule	Do not be late	Do not waste
Aphorism	The early bird gets the worm	A penny saved is a penny earned
Potential Measurements	# of times I am early vs. late or # of times I am first to arrive	% reduction in customer acquisition cost or % reduction in variable costs



doesn't capture the full essence of the qualitative meaning. For example, if one of your personal principles is "Do unto others as you would have them do unto you," then you may measure that by the number of random acts of kindness you do for others throughout your day or week.

What gets measured is what gets done. This holds true in life, work and academics. Though the general purpose of education is to equip students with a broad knowledge base, students tend to focus on grades instead of knowledge. Many students employ strategies such as cramming and procrastination to excel on exams and essays without fully engaging the course content. As a result, the moment final exams end, most students forget everything they just learn to pass the test and get the grade.

The exact same mentality gets carried over into our professional lives. At work, what gets measured isn't always explicit. However, through careful observation of whom and how the company culture celebrates success, one can decode the internal dashboard to accelerate their career. Likewise, in our personal lives, constant measurement of our weight, time spent with family, or savings accounts supports us in the achievement of our goals.

THE SOURCE OF OUR PERSONAL PRINCIPLES

Every vehicle has a unique frame and its frame is designed according to its purpose. Some vehicles are designed to achieve high speeds, some vehicles are design to drive off-road, and some vehicles are designed to be comfortable. Our daily choices are made based on principles that we created or adopted over the course of our lives to create our **frame-work (the foundation of beliefs you build your life**

Your life is your vehicle to design, drive, and maintain.

But unfortunately, too many people end up back seat driving through life, or driving other people's vehicles. Many people never take the driver's seat of their own lives. The 8 Cylinders of Success™ will put you in the driver's seat, and help you achieve your highest personal and professional velocity.

Are you going in the right direction? Do you have a GPS?

What's your purpose? How do you discover it? The 8 Cylinders of Success™ inspects your Principles, Passions, Problems, People, Positioning, Pioneers, Picture, and Possibility. These coincide with your Dashboard, Keys, Fuel, Motor, Lane, Pace Cars, Road Map, and Destination. Together, they lead to your purpose or personal GPS.

Your life purpose is your personal GPS system to success

that continuously guides you in the right direction through life so that you never feel lost.

“Jullien is a true messenger of purpose, sent to help young people find and live a life of meaning, without waiting for a ‘mid-life crisis.’ Unlike most books on purpose, *The 8 Cylinders of Success* is filled with practical exercises and tools that will help move you forward along your path. And once you are clearer about your purpose, Jullien will show you how to manifest it!”

—**Tim Kelley**, Author of *True Purpose* & CEO of Transcendent Solutions Consulting

“Jullien Gordon truly is the Purpose Finder. *The 8 Cylinders of Success* is an incredible framework to help any college student find the path to purpose and live a more deliberate and meaningful life.”

—**Steve Loflin**, Founder & Exec. Director of The National Society of Collegiate Scholars



Jullien Gordon, The PurposeFinder, is the country's leading voice on purpose and motivation for the millennial generation. At the age of 27, he already has 10 years of experience working with millennials as a CEO, coach, and counselor. Through his company, the Department of Motivated Vehicles, Jullien has inspired thousands via motivational teaching and speaking, employee motivation consulting, executive coaching, and publishing. Jullien received two masters degrees from Stanford University—his MBA and Masters in Education. He believes that his purpose is to help as many people as possible find their purpose and reach their full potential by helping them make a living doing what they love.



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