

# The DAY You Find Out WHY

*Discover Your Purpose  
and Bring Who You Really Are  
To What You Do in Life*



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# **The Day You Find Out Why**

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And Bring Who You Really Are  
To What You Do In Life***

**By Angela Loëb**

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The names in some of the examples and stories have been changed at the author's discretion.

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# Introduction

***“The two most important days of your life are the day you are born and the day you find out why.” – Mark Twain***

Are you ready for the other most important day of your life? Are you ready to find out your purpose and understand why you were born?

Well, let's see... do any or all of these apply?

- You feel like something is holding you back, and you are chomping at the bit to move forward – you want to release the limitations.
- You feel like you're all over the place, and you want to be more centered during the various events and experiences in your life.
- There's a lack of meaning in your career or life in general, and that's not good enough anymore.
- There's something nagging at you making you feel like there must be more to your life.
- You know your direction and your purpose are tied together, but it's not quite clear how yet.
- You wonder if the decisions you are required to make are the right ones for your path.
- You simply want to know what you're “here to do.”

Ultimately, the best test to know that you're ready to make this important discovery is when you have a deep desire to step into who you really are. You're thinking, “Bring it on!”

The reason I suggest you test your resolve is because over the past thirty or so years, I've learned that it takes courage to want to find out your purpose... and even more courage to actually step into your purpose and fulfill it.

All sorts of challenges and distractions can thwart you from your intention. The human journey is filled with potential detours, side trips and outright wrong turns – though I must point out that even those can be helpful in figuring out your way. There are no mistakes, only misalignments that can be learning opportunities if you choose to see them that way. And, of course, they merely cause delays for the inevitable. You've not arrived here where you are by mistake. You haven't picked up this book by chance either. It was meant for you, even if you don't think you're ready in this moment to receive the information. As the saying goes, “When the student is ready, the teacher appears.”

## THERE'S A FORMULA

It took me awhile to see it, but it turns out that I know how to help others figure out their life purpose. At one point in my career, it was part of my job to uncover how someone brought unique value as a potential employee. As a professional recruiter, I had to quickly assess the talents of the job candidates I submitted for consideration. It was up to me to help the potential employee recognize their uniqueness and articulate it well during the job interview. As time went on, my skills and methods for identifying a candidate's uniqueness improved, which ultimately led me to develop the "Personal Polaris Process." When I realized how the three components of the process went together, it was like stumbling on a secret formula that was right there all along.

Over the years, the process has evolved beyond simply being a way to discover your uniqueness – it's become a reliable way to discover your unique purpose in life, too.

Simply put, your Personal Polaris is a statement made of up of *what* you uniquely bring to the world, *how* you uniquely bring it and *why* you are bringing it.

## OUR ITINERARY

This book provides the formula for discovering your life's purpose – your Personal Polaris Statement – and practical tips on how to be courageously committed to doing what you were born to do. There are essentially three parts to this book: forgetting your way, finding your way and staying the course once you've rediscovered your life's path.

Here's a quick itinerary of the journey we'll take together:

**Chapter 1:** We'll examine the concept of forgetting your life purpose – of getting lost in the dark and finding your way out.

**Chapter 2:** We'll see what happens when you recover your purpose and see that it requires having courage; being able to deal with what feels and looks like chaos (but is not); creating change; realizing you have an internal guidance system to rely on; and consciously using what neuroscientists tell us is a special function of your brain for getting what you want.

**Chapter 3:** Next, we'll introduce you to the Personal Polaris, the internal guidance system you were born with. Yes, the answers are already in you!

**Chapter 4:** We'll break down the first part of the Personal Polaris, The Principle Method. We'll walk through ways to find out "*how you do it...*"

**Chapter 5:** After that, we'll break down the second part of the Personal Polaris, The Principle Theme. We'll look at the way you determine "*for what reason...*"

**Chapter 6:** Finally, we'll break down the third part of the Personal Polaris, The Principle Gift. We'll examine your core talent and how to figure out "*with what tool...*"

**Chapter 7:** Once you see how to discover Your Personal Polaris, it's time to understand the roadblocks that might pop up to prevent you from carrying out your purpose.

**Chapter 8:** Then we'll discuss how to remove the roadblocks. There are a couple of powerful tools in this section.

**Chapter 9:** Before we complete the journey, we'll discuss how to stay on the road of positivity and moving toward the life you really want... the one in which you bring who you really are to what you do.

## **OPEN YOUR MIND, OPEN YOUR HEART**

Before you embark on this journey to discover your purpose, I want to forewarn you that this is not simply a thinking process. It's not merely a left-brained logical approach to solving a puzzle. The work you will be doing requires you to be totally willing to access your intuition and your inner wisdom, too. This knowing is usually referred to as "coming from the heart." So open your mind AND open your heart.

Here are some additional foundational truths that I want to make before we move forward, so you know the kind of guide I will be to you on the journey:

- You are a beautiful, luminous being here to be who you already are. All answers to questions about how you "should" be who you are in the world are found inside, not outside, of you.
- The teachers in your life might be able to help you to quiet your fears through their prescribed techniques so that your own soul can speak to you, but your teachers are not your saviors – you are. They can bring forth tools for you to use or show you how to open to yourself. But don't look to them to provide the answers, for they tell you only what they know that their soul speaks to them about... not what your soul speaks to you about.
- No one can predict your path or your future but you. This is because, as a self-sovereign being, you are endowed with free will and can choose another outcome in a heartbeat if you so desire... and in doing so, your future will change too.

I ask you again, are you ready? If so, then let's courageously move forward and find out your "Why"!