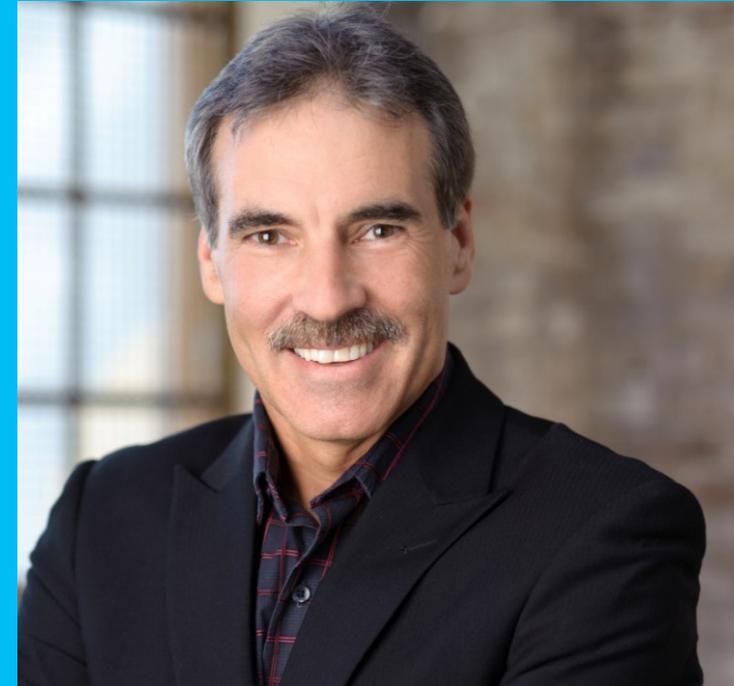


The Quest For Purpose

Presented by
Ken Keis, Ph.D.
President & CEO

www.crgleader.com



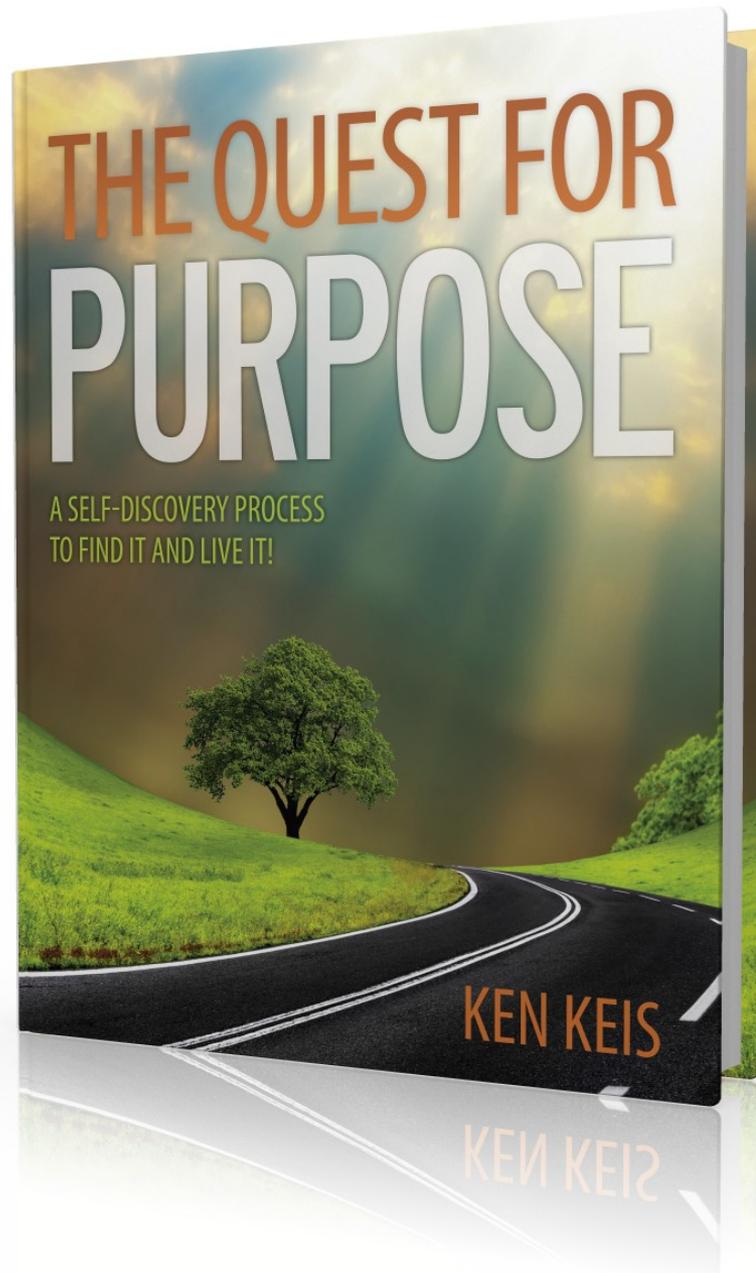
NEW BRUNSWICK
CAREER DEVELOPMENT ACTION GROUP

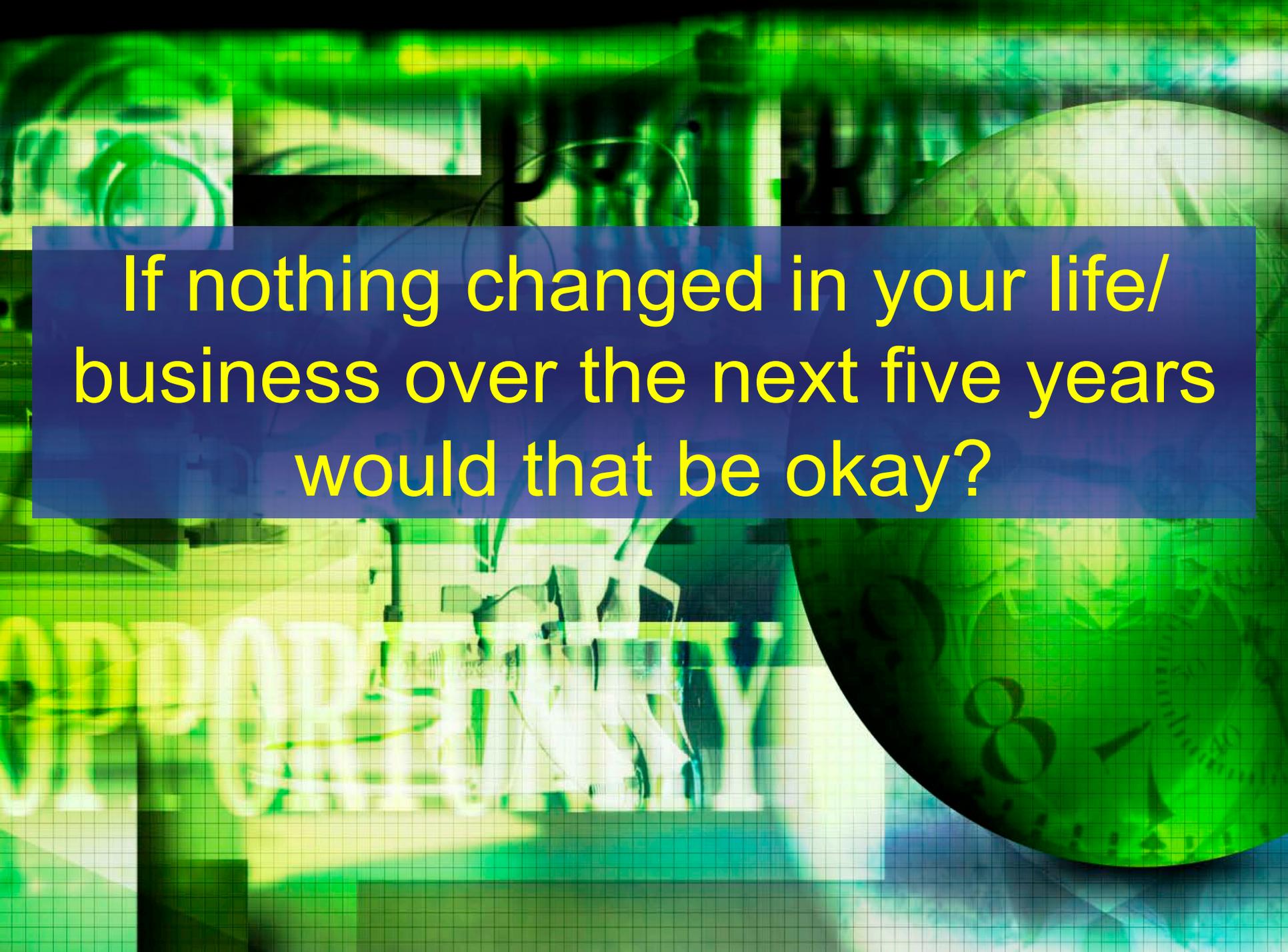
GROUPE D'ACTION EN DÉVELOPPEMENT
DE CARRIÈRE AU N.-B.

CRG

CONSULTING
RESOURCE GROUP
INTERNATIONAL INC.

Enriching People's Lives





If nothing changed in your life/
business over the next five years
would that be okay?

According to Gallup's 142 Country Survey

- What do think the percentage of the global workforce who are engaged?

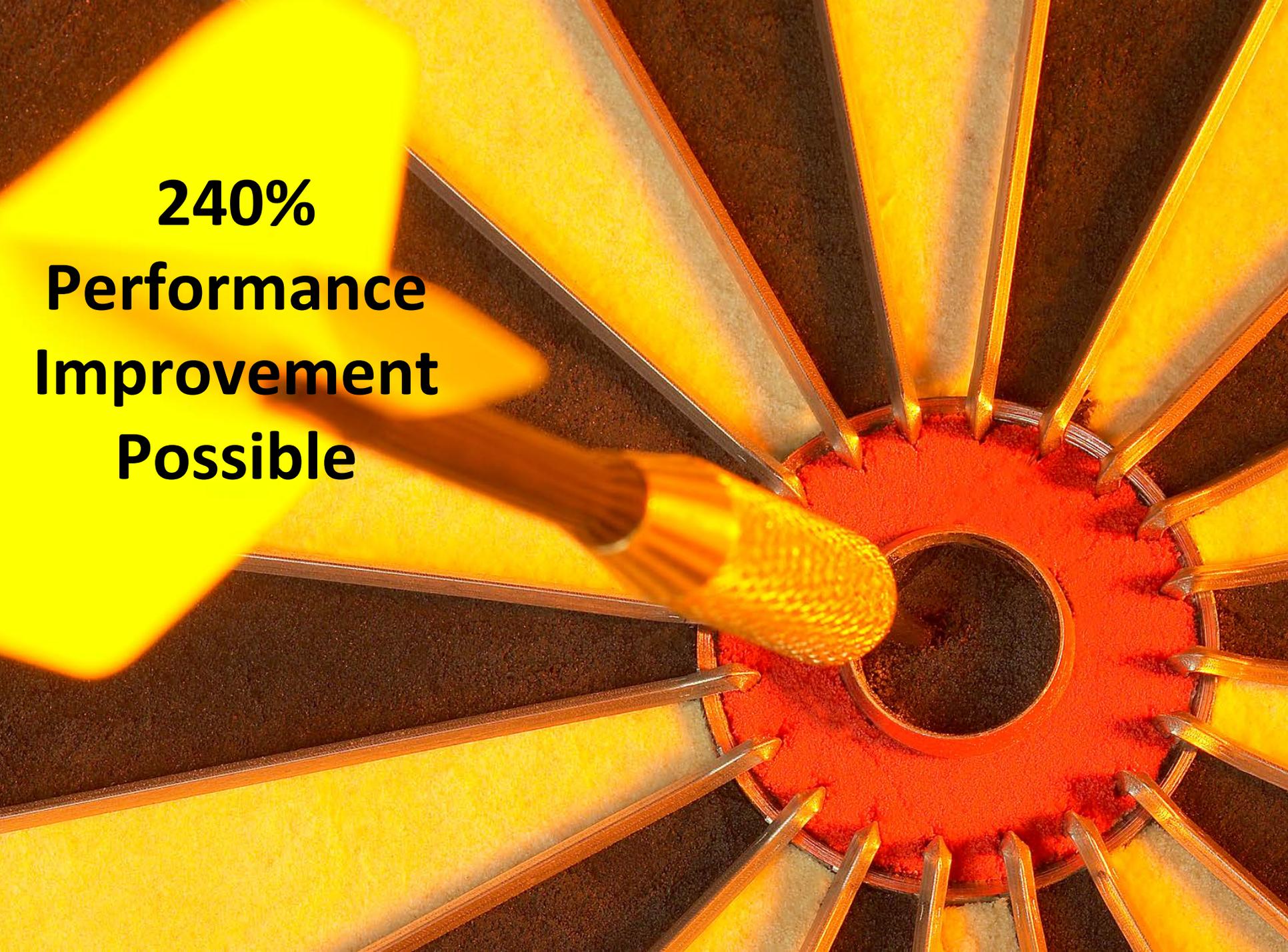
Gallup Employee Engagement

- Only 13% of employees worldwide are engaged at work. (142 country study)
- 63% are “not engaged”
- 24% are “actively disengaged”
- Top engagement level US and Canada at 29%
- Netherlands 9%
- Japan 7%
- China 6%



First Day
Looking for
Another Job
33%

240%
Performance
Improvement
Possible





What Is Your Purpose?



**It's To Live Your Purpose!
But Also to Help Others Live Theirs!**

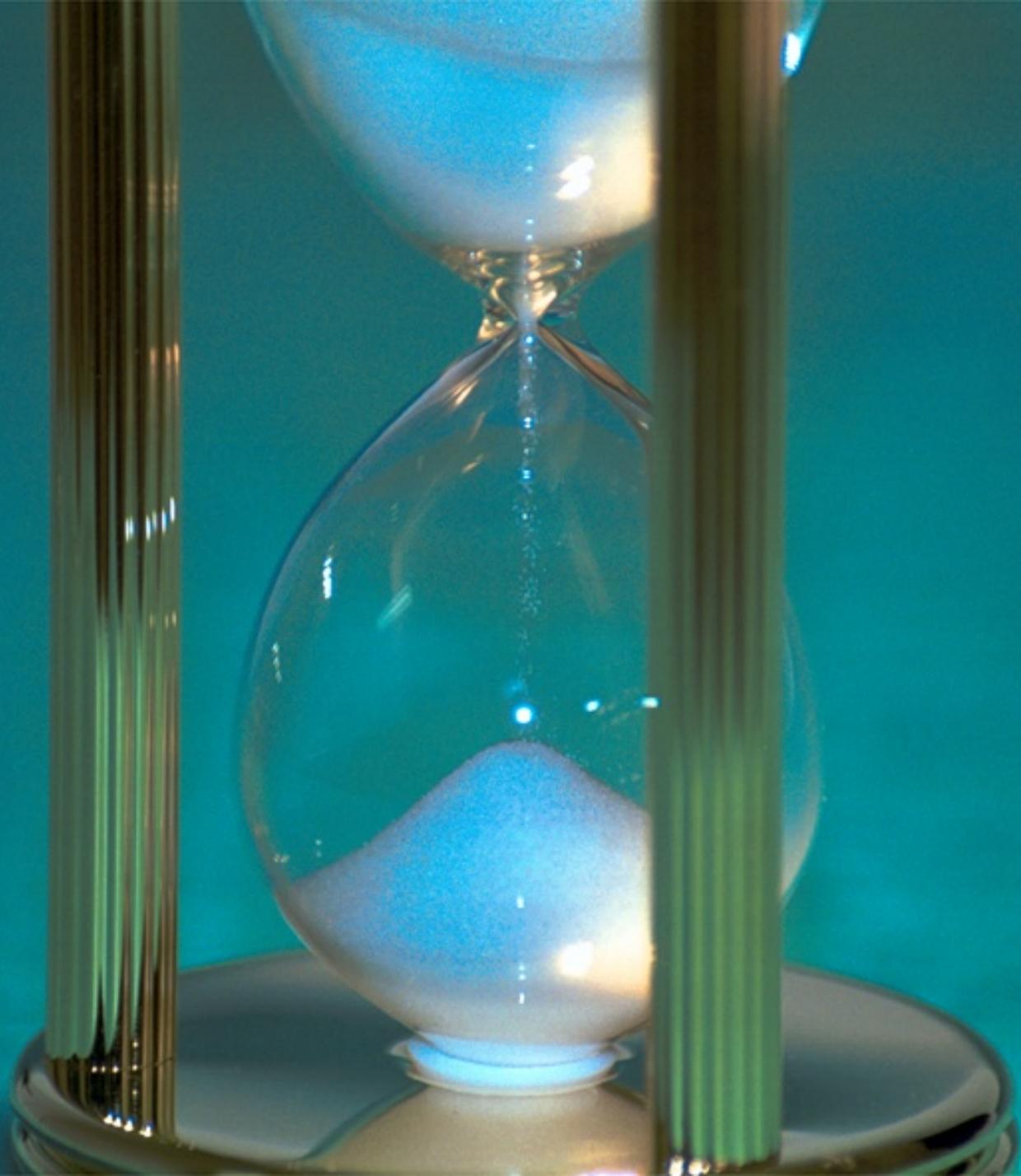


12 Inches
MEX 120

Vibe®

Wilson®







Less than 10% of the population feel that they are passionate and On Purpose in their life!

Happiness Research

- Vancouver, BC Canada
 - Rated one of the top 5 most livable cities in the world
 - Recent research identified that Vancouverites are the least happy residents in Canada out of 22 Canadian cities surveyed

Are You Living *On Purpose*?



A clear glass filled with water is the central focus, sitting on a white surface. The background is softly blurred, showing a metallic object and a light-colored wall. The text is overlaid on the lower right portion of the glass.

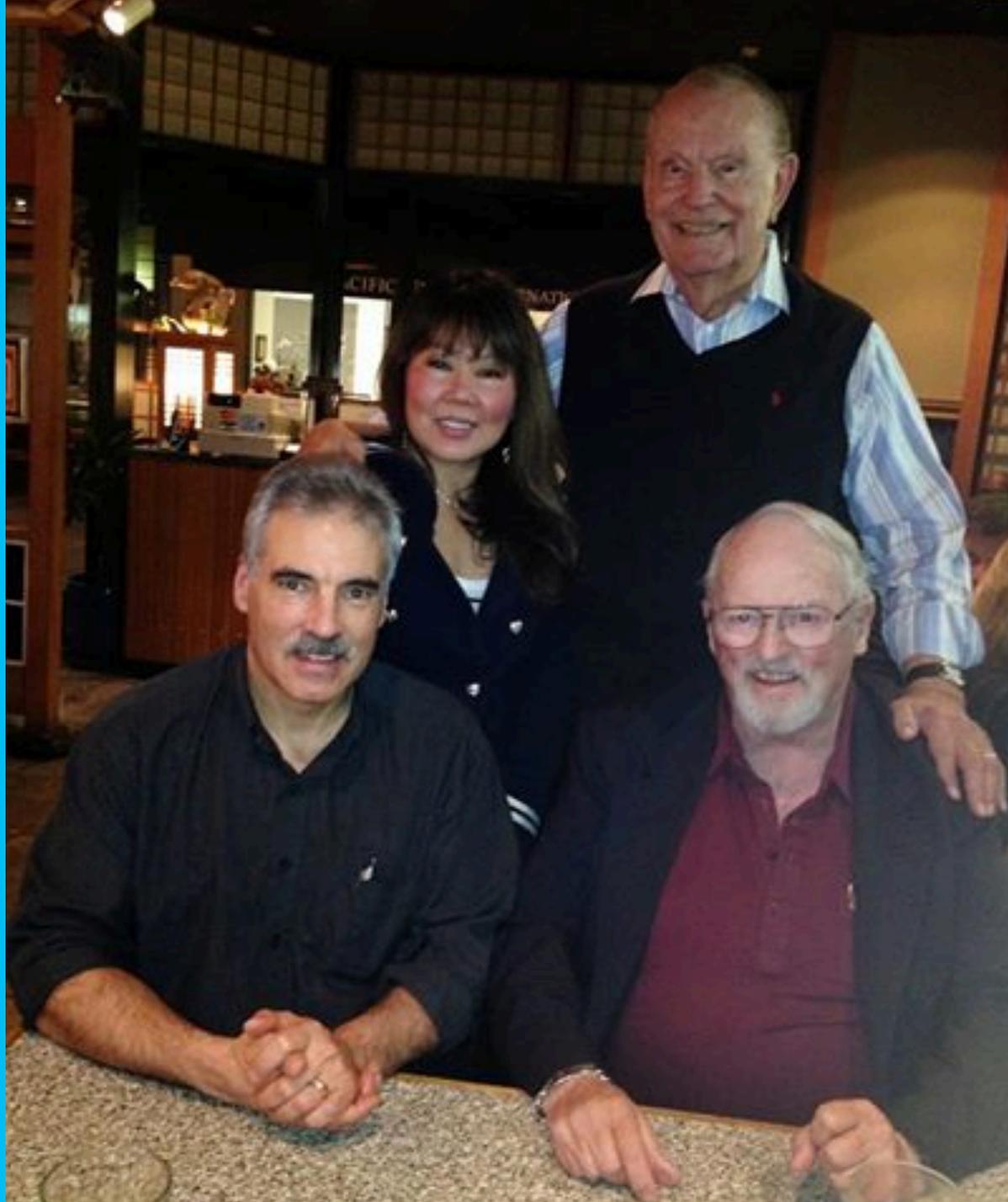
**Self-Awareness
is Foundational
to Sustainability**

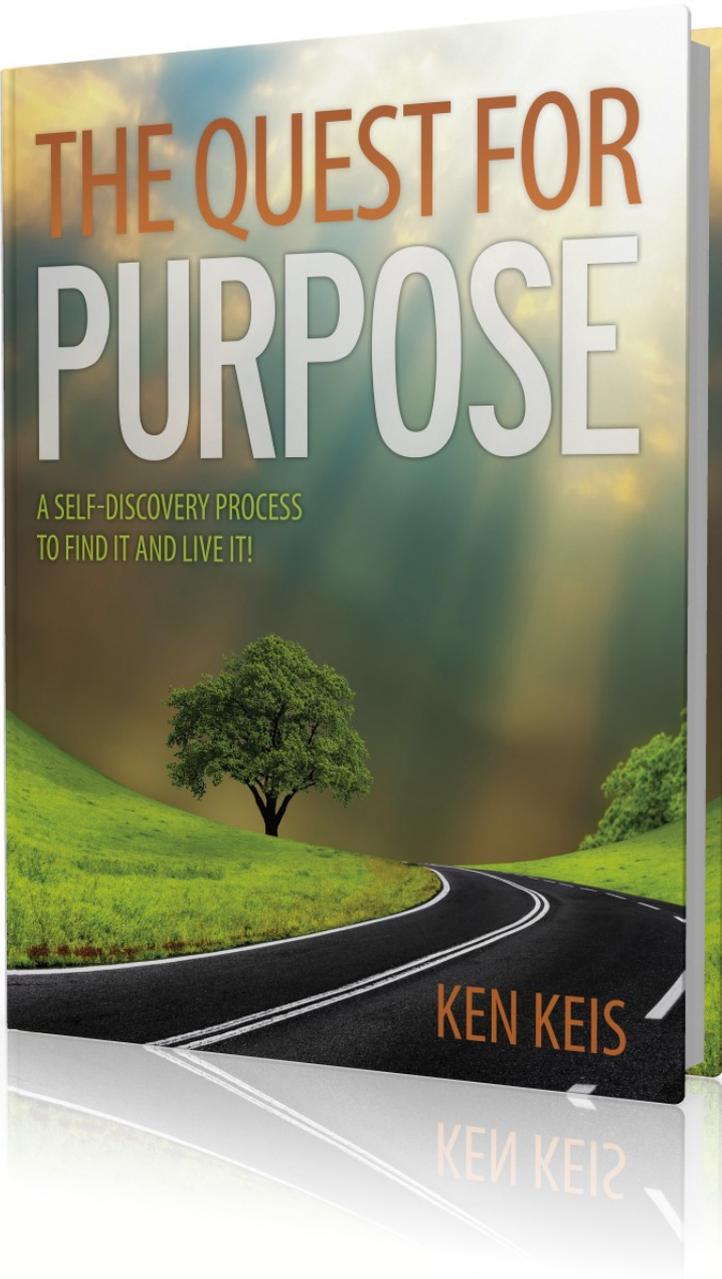
The reason awareness of awareness is so powerful is that it immediately puts me in touch with a dimension of myself that knows that here in self-awareness, all things are possible.

Dr. Wayne Dyer

Best Selling Author of *Excuses Be Gone*

**Ken Keis
with
Richard
Knowdell
&
Dick Bolles**





THE QUEST FOR PURPOSE

A SELF-DISCOVERY PROCESS
TO FIND IT AND LIVE IT!

KEN KEIS

KEN KEIS



ISSUE 160 ISSN 1712-468

Welcome to CRG's Ezine

Designed to encourage and equip you to act on what is possible for your life!

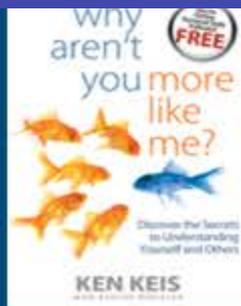


KEN KEIS
President

What is the first business of one who practices philosophy? To get rid of self-centeredness (conceit). For it is impossible for anyone to begin to learn that which he thinks he already knows.

Epictetus, The Discourses
Roman Slave and Stoic Philosopher

Free Draw For Book



Order Your Copy Now



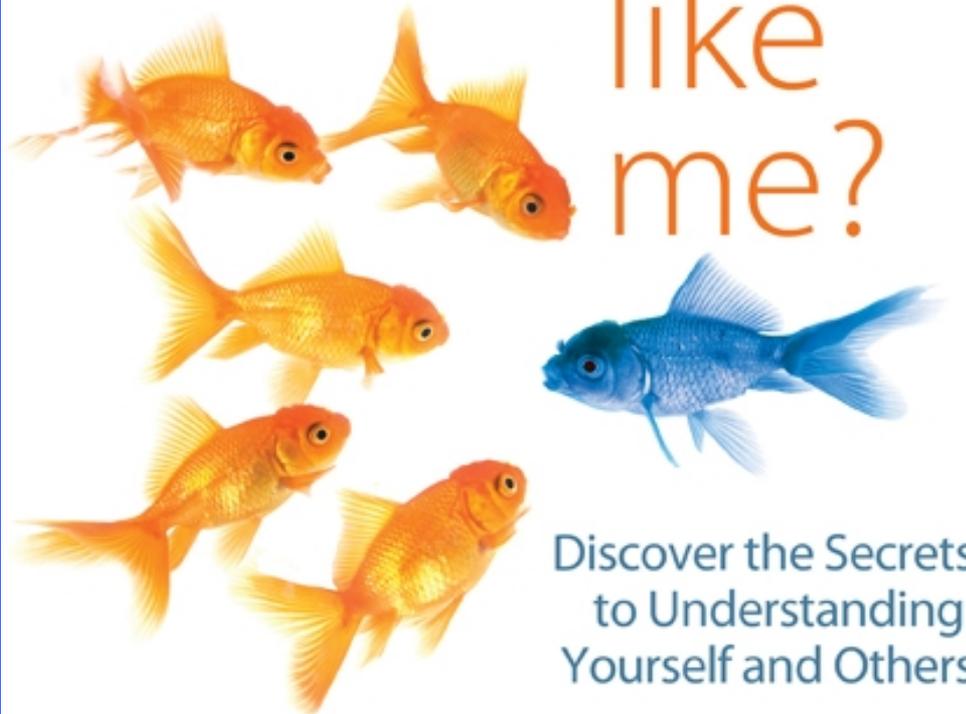
- Self-Centered:** Independent of outside force or influence; concerned solely with one's own desires, needs, or interests
- Narcissism:** A doctrine that individual self-interest is the actual motive of all conscious action; that individual self-interest is the valid end of all actions; love for one's own body and appeal

Before everyone gets defensive and denies they are self-centered or narcissistic, I offer a couple of stories and then a few questions for you.

Recently, I attended an event that had about 12 participants. We were together for several hours, with lots of time to connect and communicate. For



why
aren't
you more
like
me?

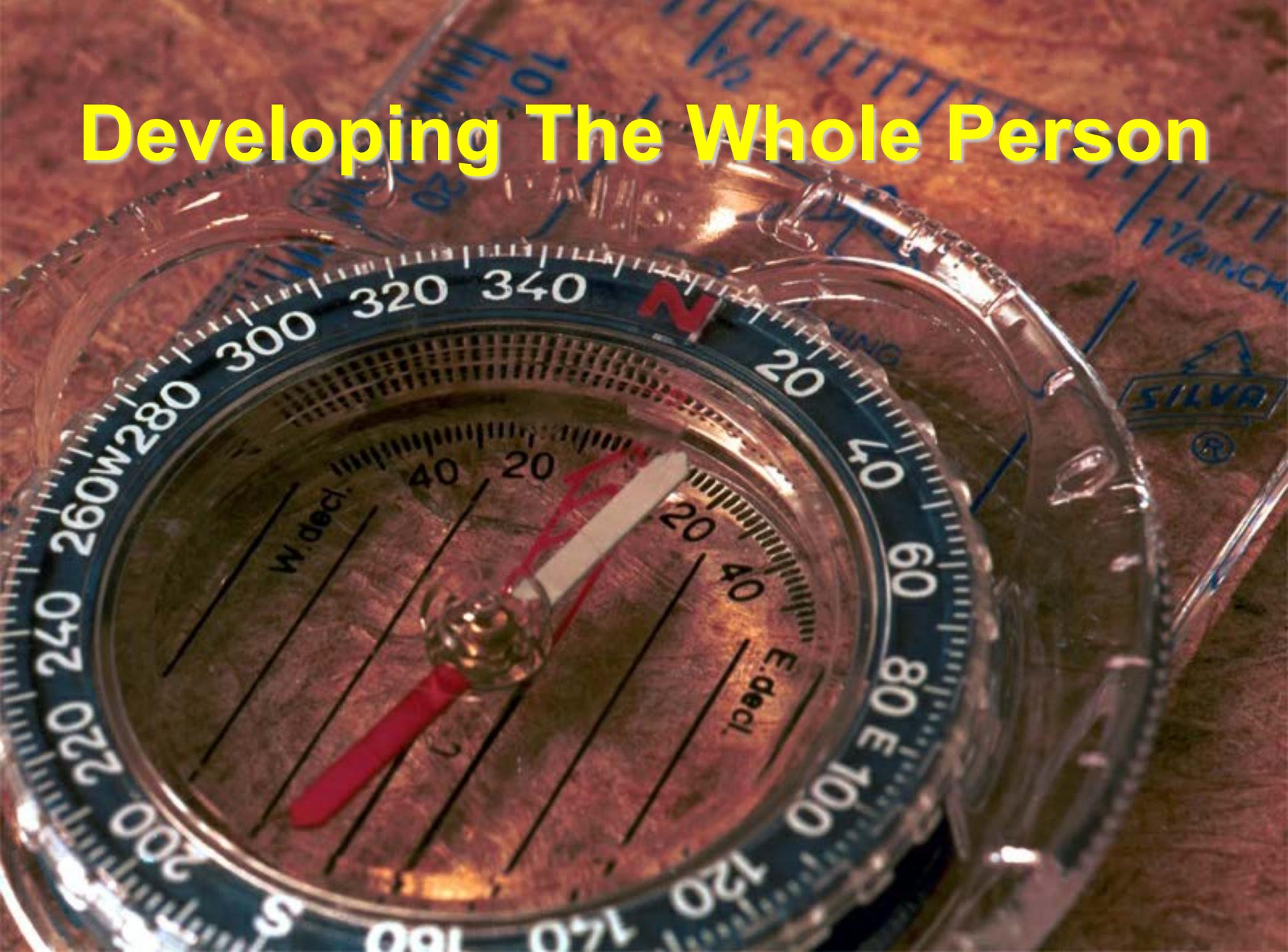


Discover the Secrets
to Understanding
Yourself and Others

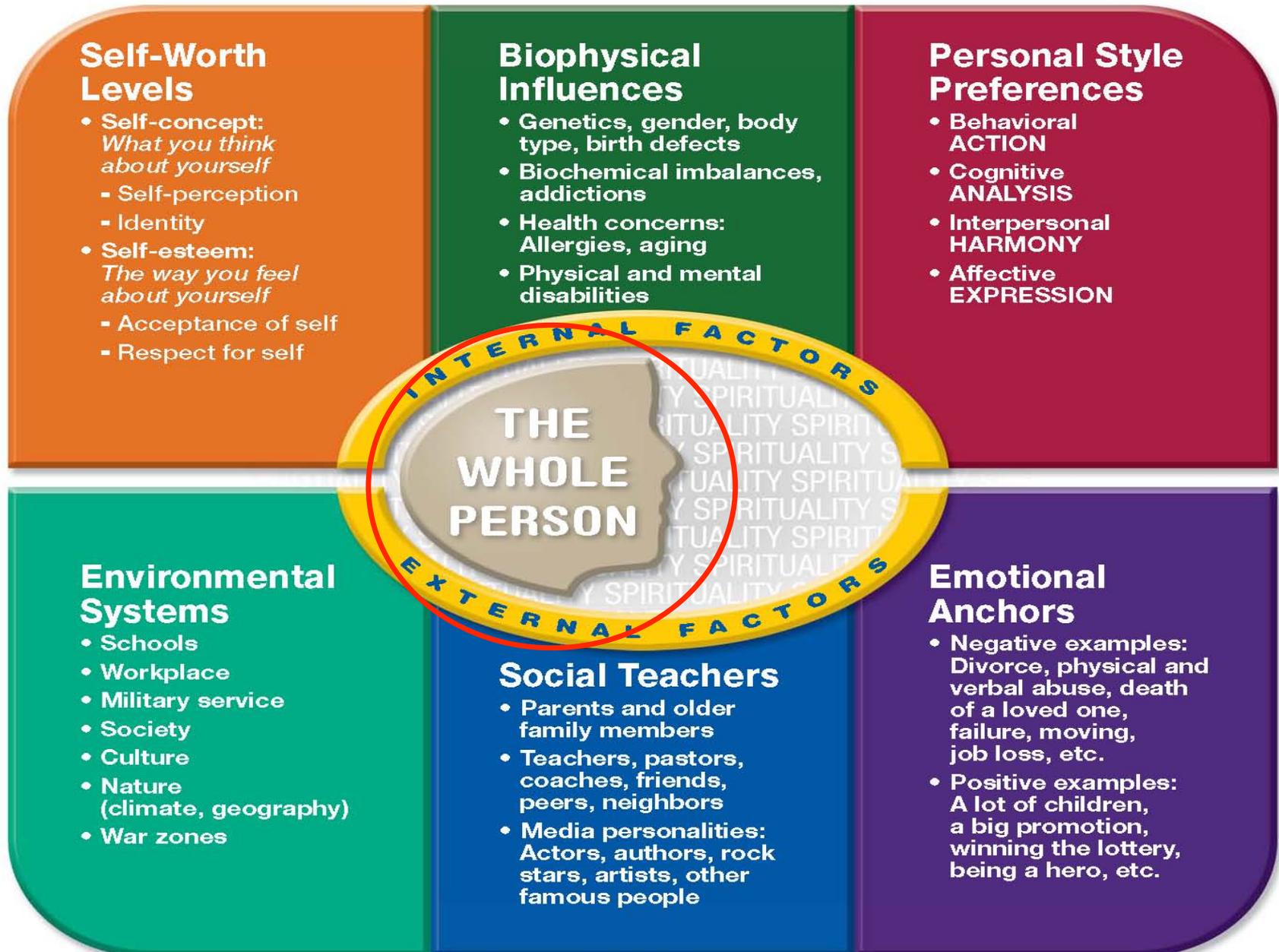
KEN KEIS
with Everett Robinson

- *Ken Keis has written the definitive go-to guide for understanding what makes you—and people around you—tick. Why Aren't You More Like Me? is a fascinating read, because it's all about you! This book will change the way you think about yourself and your world. Ken Blanchard, coauthor of *The One Minute Manager*® and *Lead with LUV**

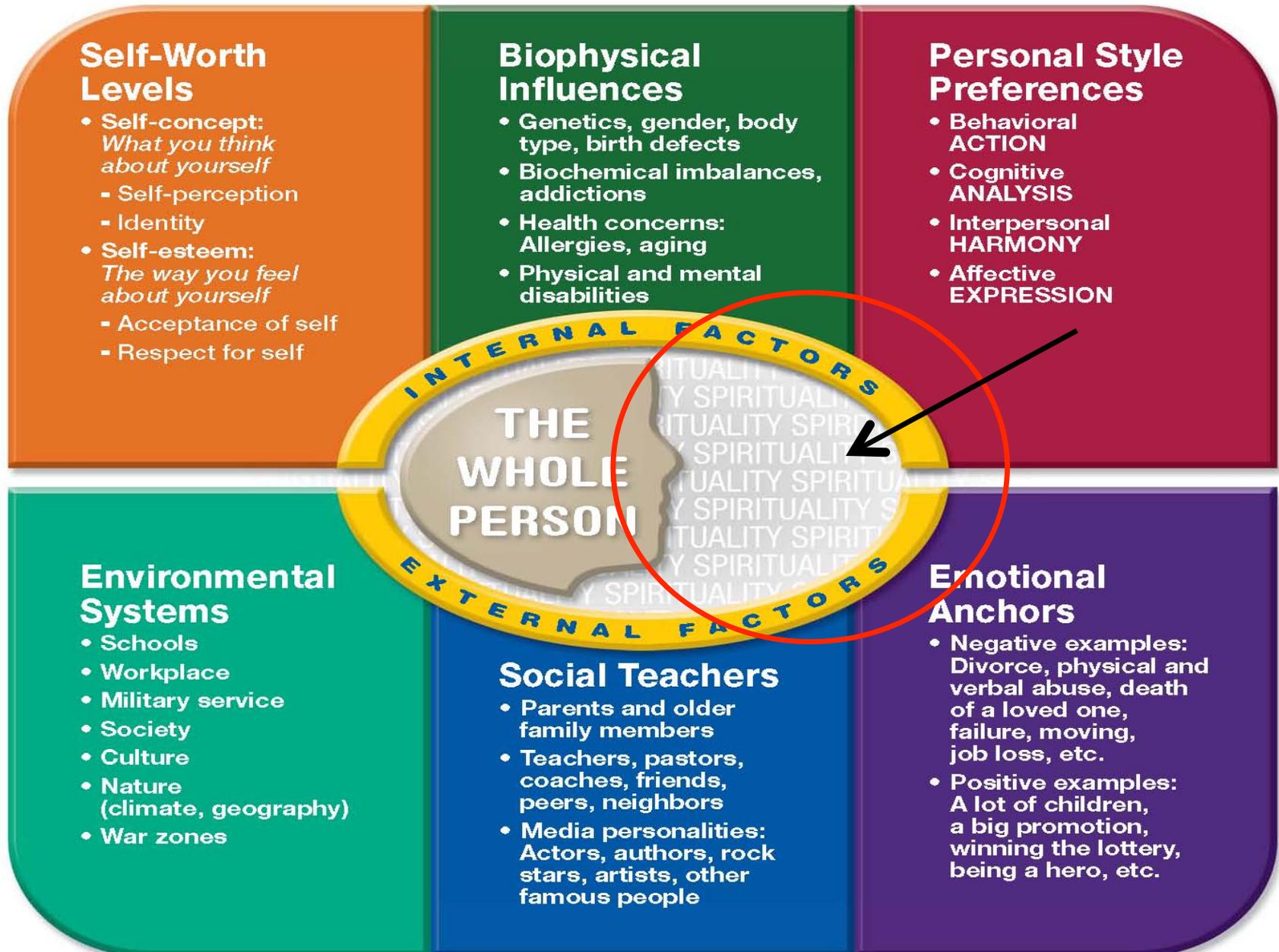
Developing The Whole Person



Personality Development Factors Model



Personality Development Factors Model



A person is seen from behind, standing with their arms raised high in the air. They are wearing a dark, long-sleeved shirt. The background is a dramatic sky at sunset or sunrise, with a bright sun low on the horizon, creating a golden glow and silhouetting the clouds. The overall mood is one of hope, freedom, and aspiration.

Meaning Before Purpose

Meaning Journey



Where Do You Get Your Meaning?

On Purpose Mindset



On Purpose Mindset

- **Fear** (27)
- **The Worriers** (31)
- **Slothful, Lazy, Weak and Bullies** (33)
- **Are You Optimistic or Pessimistic?** (34)
 - Permanent vs. Temporary
 - Specific vs. Universal
 - Personalization (internal vs. external)
Elements

THE NATIONAL BESTSELLER

LEARNED OPTIMISM

HOW TO CHANGE
YOUR MIND AND
YOUR LIFE

"Weird idea that if you think...no, follow moderate pessimism,
go for the best." —*The New York Times Book Review*

Martin E. P. Seligman, Ph.D.
AUTHOR OF *Authentic Happiness*

Why the Girl Scouts introduced a happiness badge

Astrid Van Den Broek Thu Oct 20 2011



Tweet

25



Like

48



I'm no Girl Scout, but after hearing about the [Girl Scouts of the USA's](#) new badge called The Science of Happiness, I think I'd like to be one. Take some steps to see if they improve my happiness? Sign me up.

As part of the 100th anniversary of the Scouts' badge program, the organization has introduced more than 100 new badges including the Science of Happiness. "We did tons of focus groups and research with girls about what they wanted to learn about and this is really in response to them wanting to earn badges with purpose and really be interesting science," says Alisha Niehaus, executive editor, program content for the New York-based Girl Scouts. "And looking at happiness through the psychology and sociology and research is something a lot of girls wouldn't even know." Ultimately, while the badge helps

bring the importance of happiness to the top of girls' minds, it also emphasizes the science and research behind it by giving them ways to be happier.

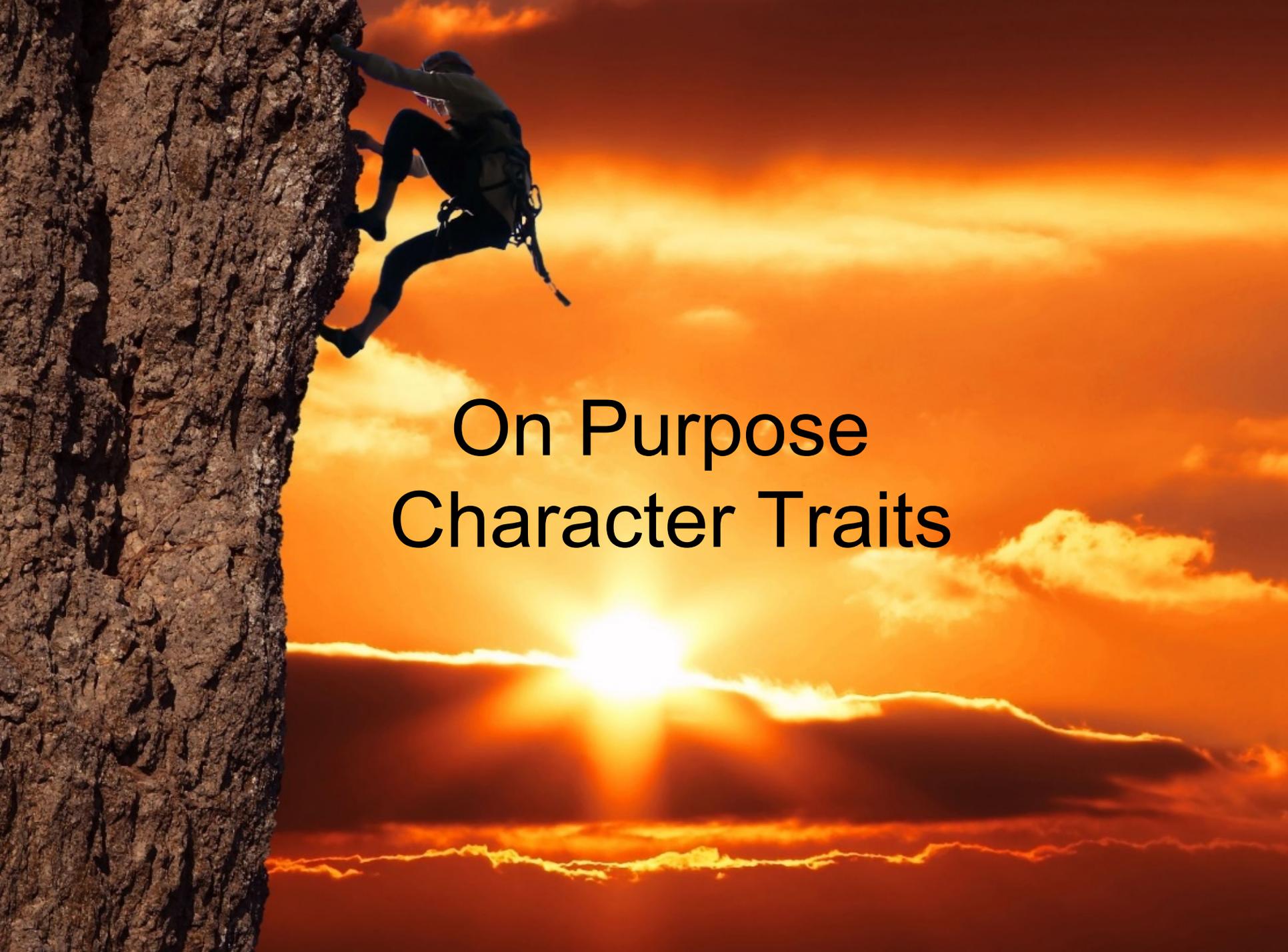
To create the badge, the Girl Scouts enlisted the help of [Dr. Martin Seligman](#), who is well known in happiness circles for his work as the director of the positive psychology center at the University of Pennsylvania. "There are five steps to every badge in the program," says Niehaus. "And in the Science of Happiness badge, you try out five different activities that research says will make you happier and you keep a journal to see if in fact they do make you happier. Each badge has three different ways to complete it."

So what are the steps and can I do them myself? They include:

1. Make yourself happier: Girls get to choose from self-awareness activities, from realizing when they're happy to keeping a gratitude journal.

2. Think differently for happiness: Emphasizing optimistic thinking, this step encourages girls to be happy for others and to focus on realistic thinking by walking through worst-case scenarios for everyday events that are bothersome and assessing...how bad are they, really?

3. Get happy through others: This step suggests girls make something meaningful to them such as a collage and make a

A person is climbing a dark, textured rock face on the left side of the image. The climber is silhouetted against a vibrant sunset sky filled with orange and yellow clouds. The sun is low on the horizon, creating a bright glow and long shadows. The overall scene conveys a sense of challenge and achievement.

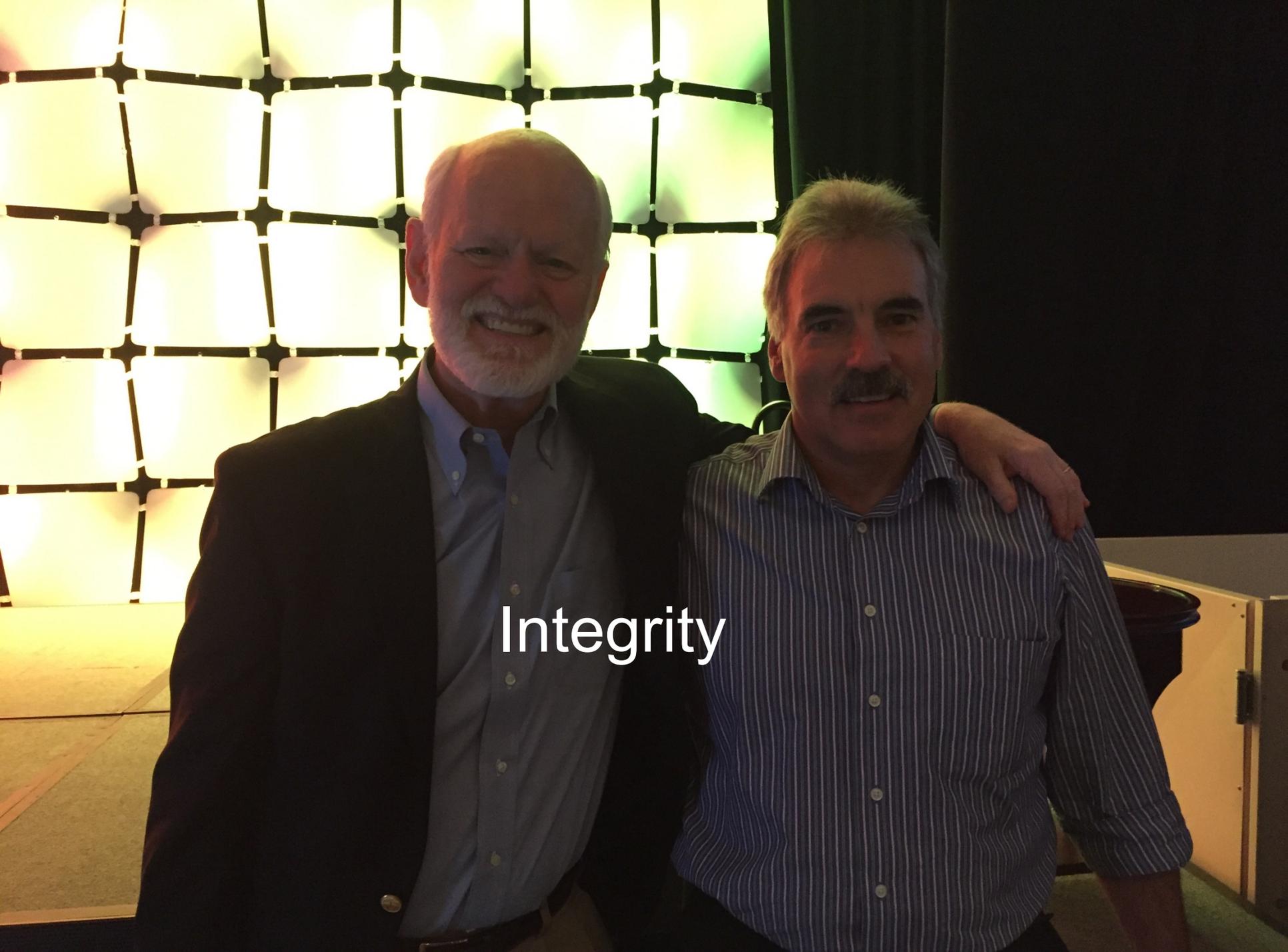
On Purpose Character Traits

On Purpose Character Traits (43)

- **Forgiveness**
- **Integrity**
- **Gratitude**
- **Worrying About What Others Say or Think About Me**
- **Love of Learning**
- **Avoiding Distractions**
- **Humor**
- **Persistence**
- **Love**
- **The Power of Association**

On Purpose Character Traits

- **Forgiveness**
- **Integrity**
- **Gratitude**
- **Worrying About What Others Say or Think About Me**
- **Avoiding Distractions**
- **Humor**
- **Persistence**
- **Love**
- **The Power of Association**



Integrity

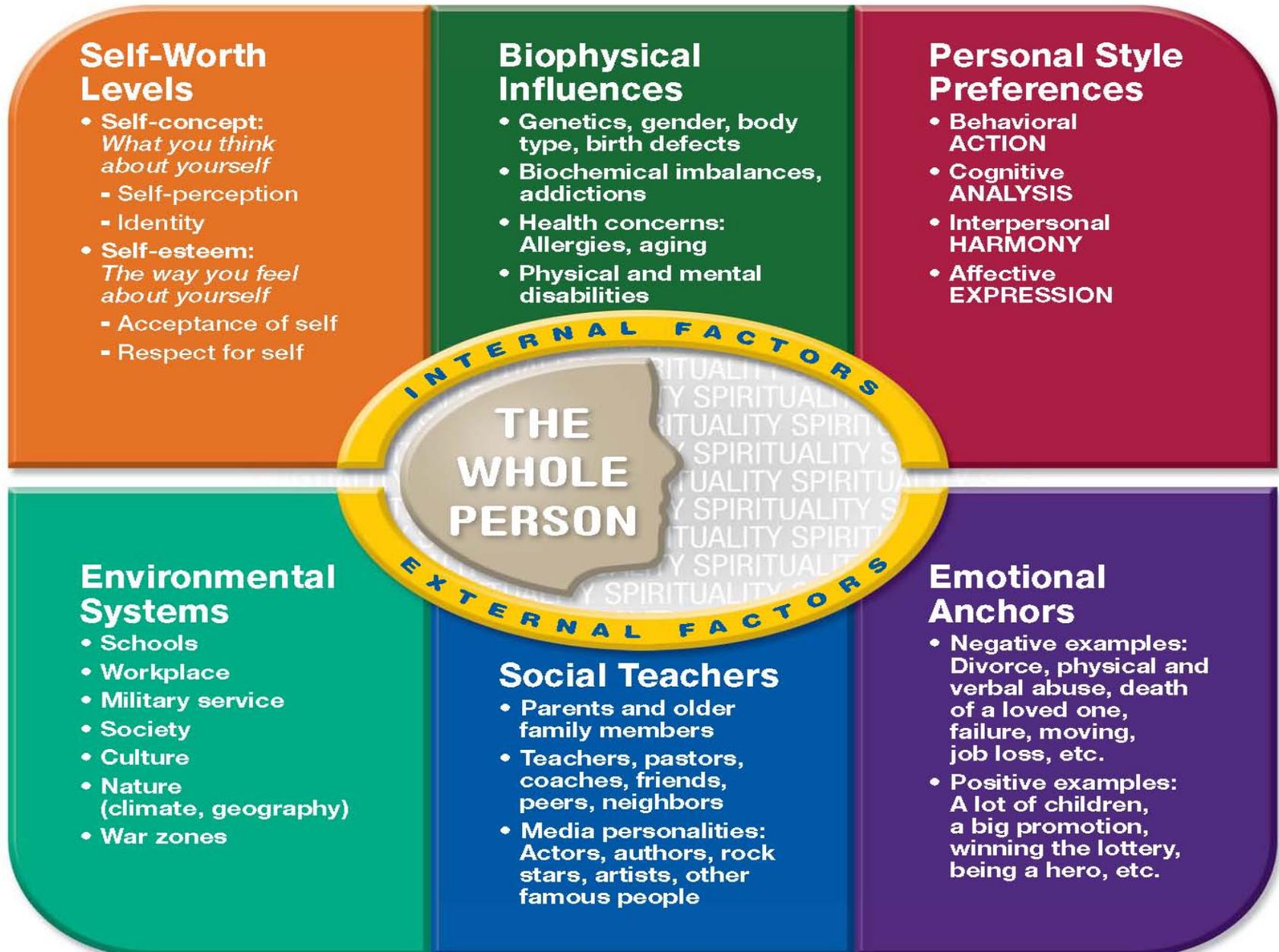
On Purpose Character Traits

- **Forgiveness**
- **Integrity**
- **Gratitude (well-being research)**
- **Worrying About What Others Say or Think About Me**
- **Love of Learning**
- **Avoiding Distractions**
- **Humor**
- **Persistence**
- **Love**
- **The Power of Association**

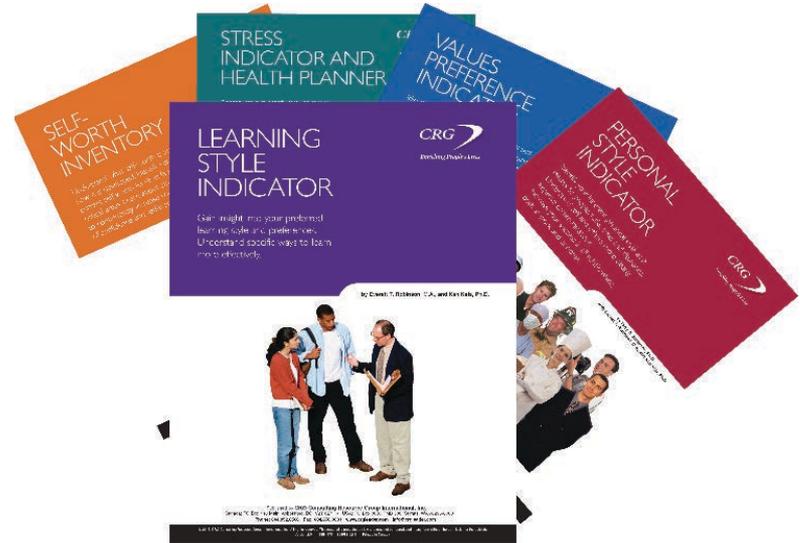
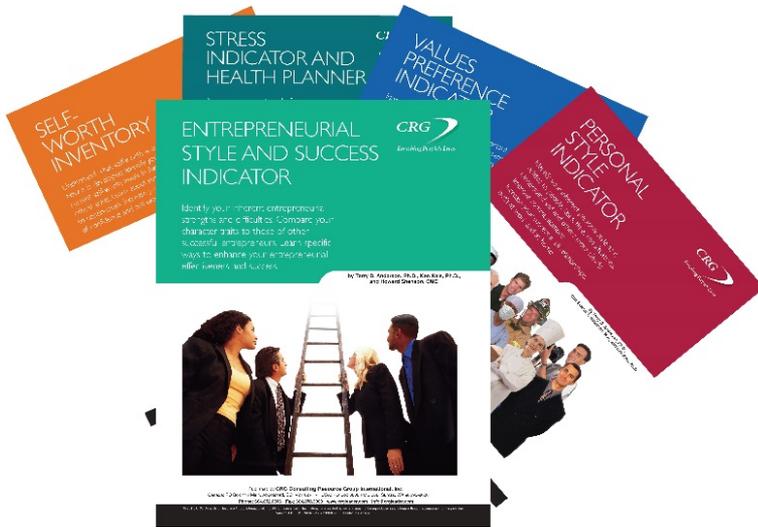
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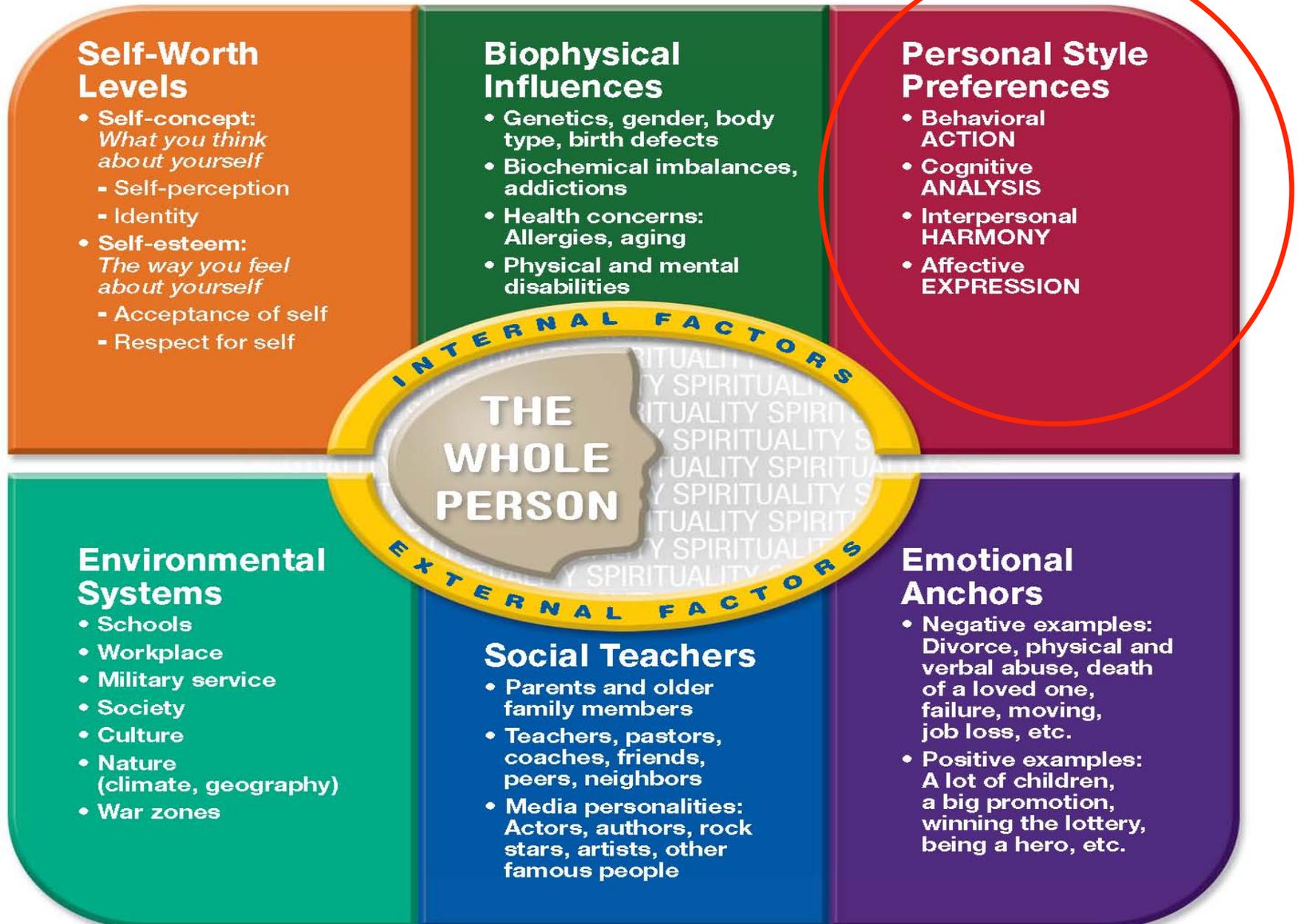
Personality Development Factors Model



Assess For Success (71)



Personality Development Factors Model



Personal Style

PERSONAL STYLE INDICATOR

CRG
Enriching People's Lives

Identify your inherent personal style as it relates to people, tasks, time, and situations. Understand self and others more clearly. Improve communications. Increase your success in all relationships, both at work and at home.

by Terry D. Anderson, Ph.D.,
with Everett T. Robinson, M.A., and Ken Keis, Ph.D.



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Canada: PO Box 418 Main, Abbotsford, BC V2T 6Z7 • USA: PO Box 8000 PMB #386, Sumas, WA 98295-8000
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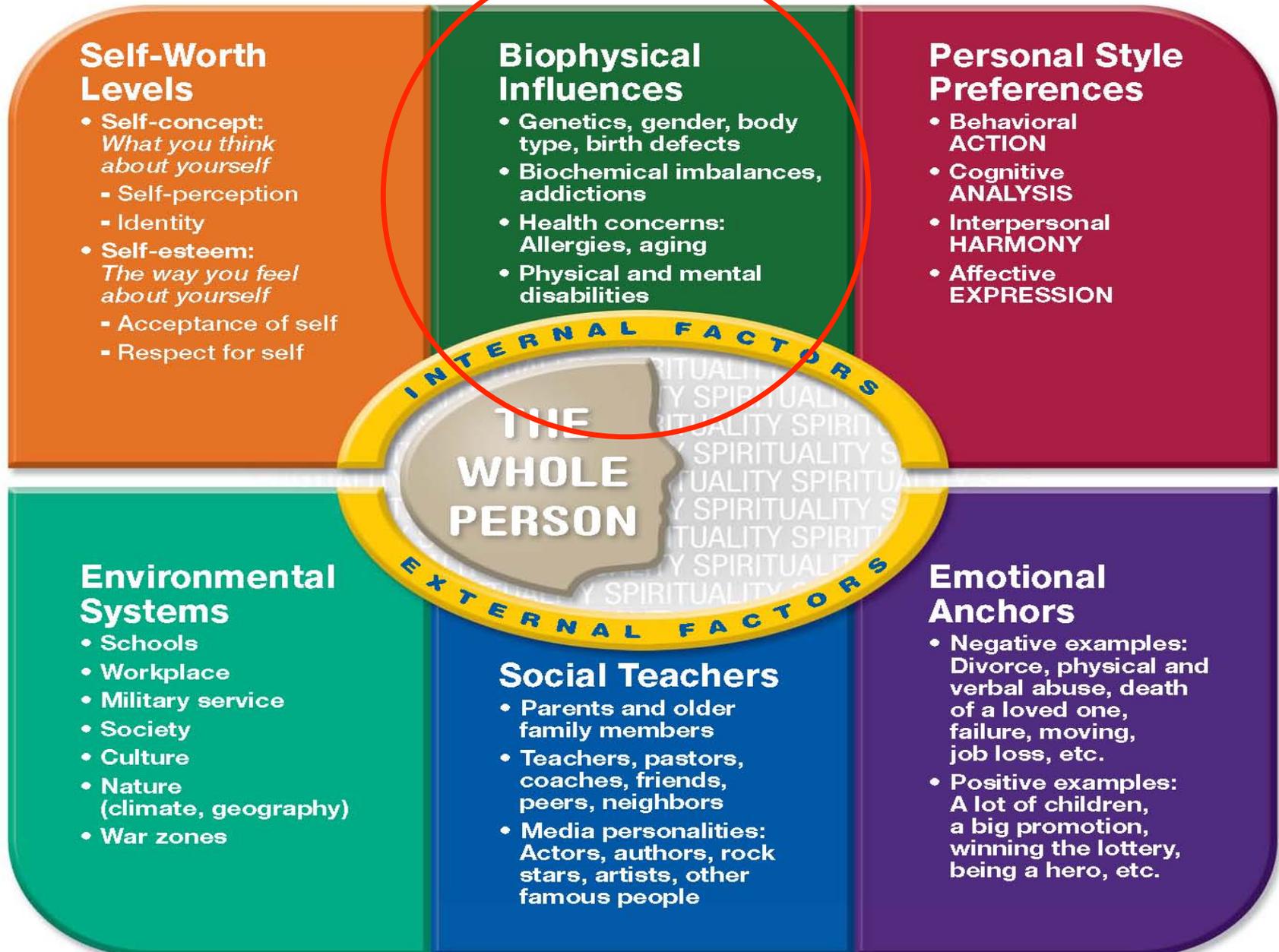
Challenging Development Myths

Linking Personality test results
to Careers or Career Clusters
should **NEVER** Done!!!

Your style pattern should only
be linked to a specific
position.

- Self-awareness is so predominate to success that it transcends age, intelligence, education, profession and job level. The Talent Smart Study found that **83% of top performers are high in self-awareness no matter what the industry or profession and yet just 2% of the low performers possess this critical skill.**

Personality Development Factors Model



**What Percentage of ILLNESS
in North America is Stress
and Lifestyle Related?**

90-95%

World Health Organization

Stress Research

- What was the number one reason cited for stress in the extreme and highly stressed group?

Their Work!

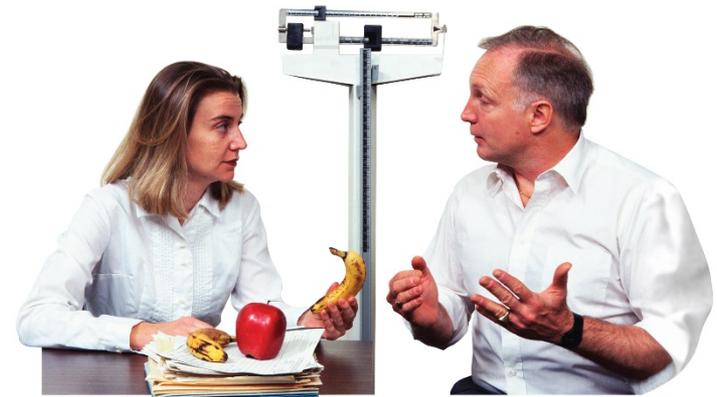
Health and Wellness

STRESS INDICATOR AND HEALTH PLANNER



Assess your current level of stress and wellness in five critical areas. Learn about specific strategies to immediately improve your health and performance.

by Ken Keis, Ph.D., Terry D. Anderson, Ph.D., and Gwen Faulkner, Ph.D., M.S.N.



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Personality Development Factors Model

Self-Worth Levels

- **Self-concept:**
What you think about yourself
 - Self-perception
 - Identity
- **Self-esteem:**
The way you feel about yourself
 - Acceptance of self
 - Respect for self

Biophysical Influences

- Genetics, gender, body type, birth defects
- Biochemical imbalances, addictions
- Health concerns: Allergies, aging
- Physical and mental disabilities

Personal Style Preferences

- Behavioral ACTION
- Cognitive ANALYSIS
- Interpersonal HARMONY
- Affective EXPRESSION

INTERNAL FACTORS

THE WHOLE PERSON

EXTERNAL FACTORS

Environmental Systems

- Schools
- Workplace
- Military service
- Society
- Culture
- Nature (climate, geography)
- War zones

Social Teachers

- Parents and older family members
- Teachers, pastors, coaches, friends, peers, neighbors
- Media personalities: Actors, authors, rock stars, artists, other famous people

Emotional Anchors

- Negative examples: Divorce, physical and verbal abuse, death of a loved one, failure, moving, job loss, etc.
- Positive examples: A lot of children, a big promotion, winning the lottery, being a hero, etc.

**Success requires
the ability to say
No as well as
Yes**

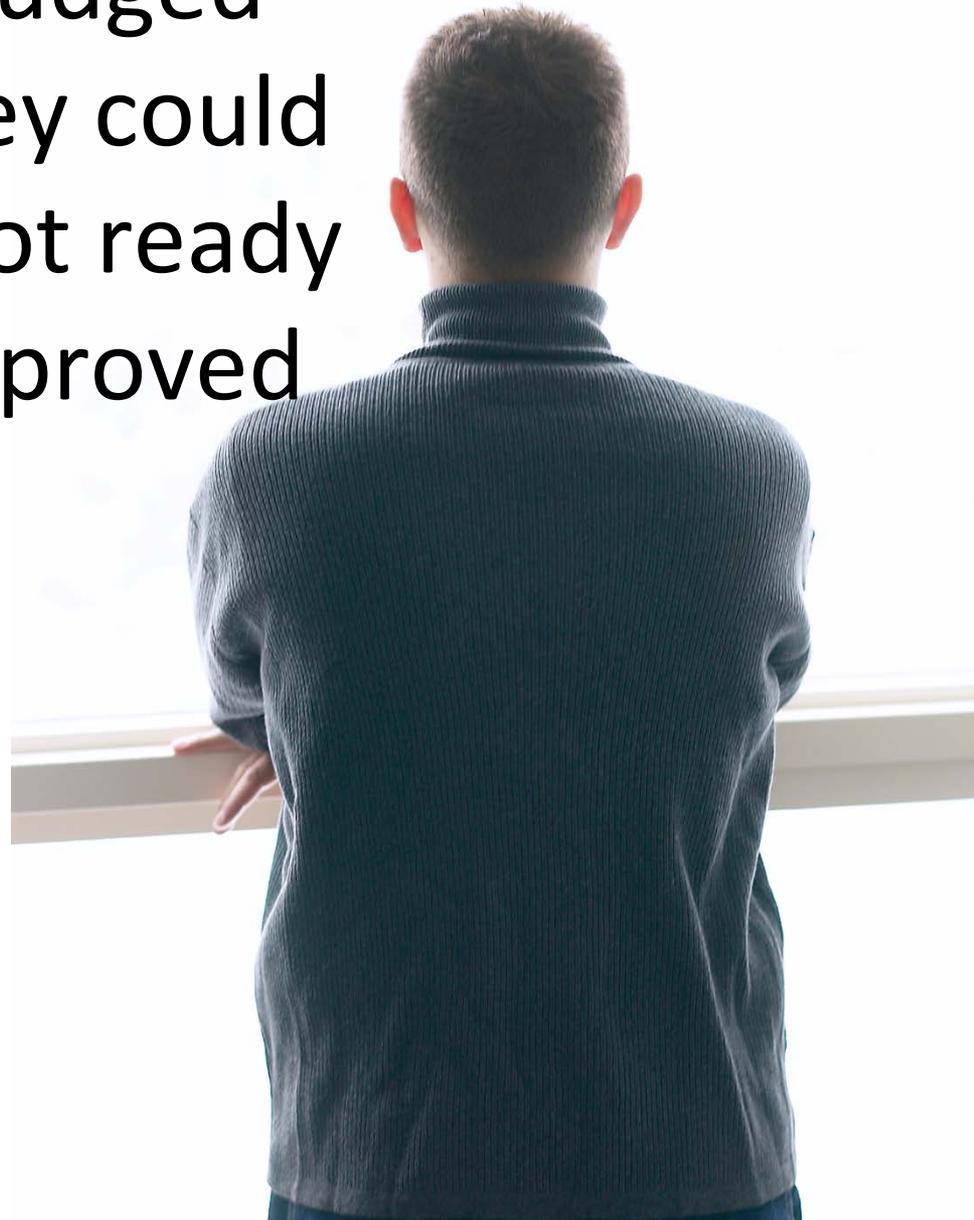


Readiness Proof

If there never has been proof or evidence that an individual can do what we asked them to do (fulfill their responsibilities) how do you know they can do it?

How can **PRIDE** contribute to Readiness Levels?

Have you ever prejudged
someone such as they could
not do something (not ready
or willing) and they proved
you wrong?



Self-Worth

SELF- WORTH INVENTORY



Understand what self-worth is and how it is developed. Identify your current self-worth levels in five critical areas. Learn about strategies to continuously increase your level of confidence and self-worth.

by Everett T. Robinson, MA, and Ken Keis, Ph.D.



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- Media personalities: Actors, authors, rock stars, artists, other famous people

Emotional Anchors

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- Positive examples: A lot of children, a big promotion, winning the lottery, being a hero, etc.

Entrepreneurial Style And Success Indicator

ENTREPRENEURIAL STYLE AND SUCCESS INDICATOR



Identify your inherent entrepreneurial strengths and difficulties. Compare your character traits to those of other successful entrepreneurs. Learn specific ways to enhance your entrepreneurial effectiveness and success.

by Terry D. Anderson, Ph.D., Ken Keis, Ph.D.,
and Howard Shenson, CMC

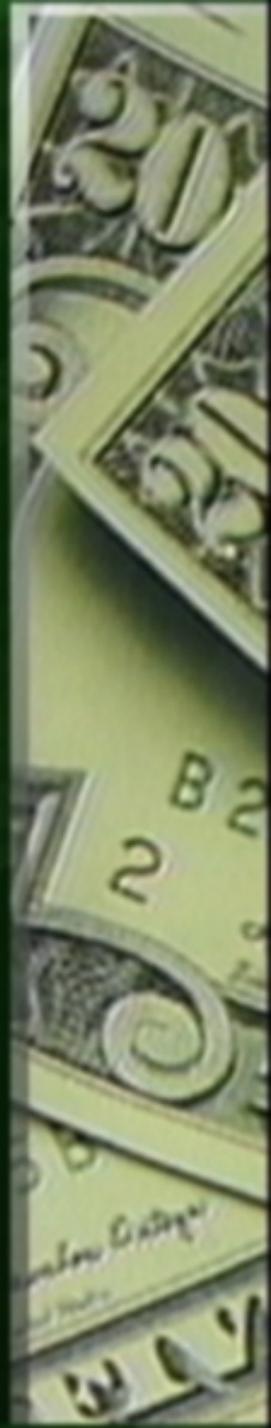


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What percentage of small
businesses start-ups
(less than 6 employees)
go out of business within
the first 5 years?

75%



What is the purpose of a business?

Typical responses will include:

- Make money
- Service clients and potential clients
- Provide employment and economic activity
- Support the local community

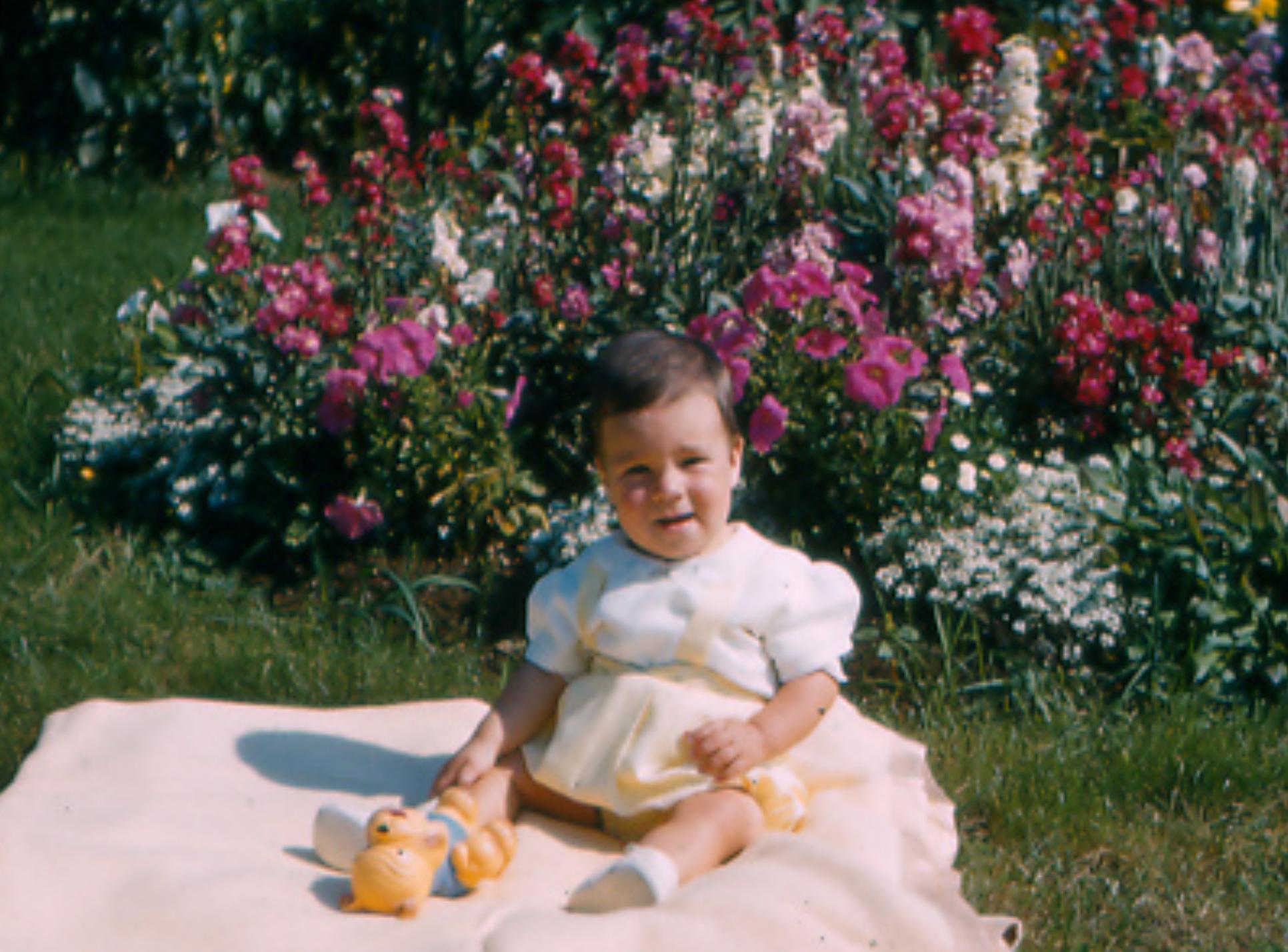
What is the purpose of **YOUR's and Other's Business?**

- To serve and fulfill Your/Their gifts, talents, and purpose!
- Plus support Your/Their dreams, wants, and desires!
- Are you clear what your/their gifts, talents, and purpose are?

Family Farm 1974









Ken 4-H 1972





February 22, 2013

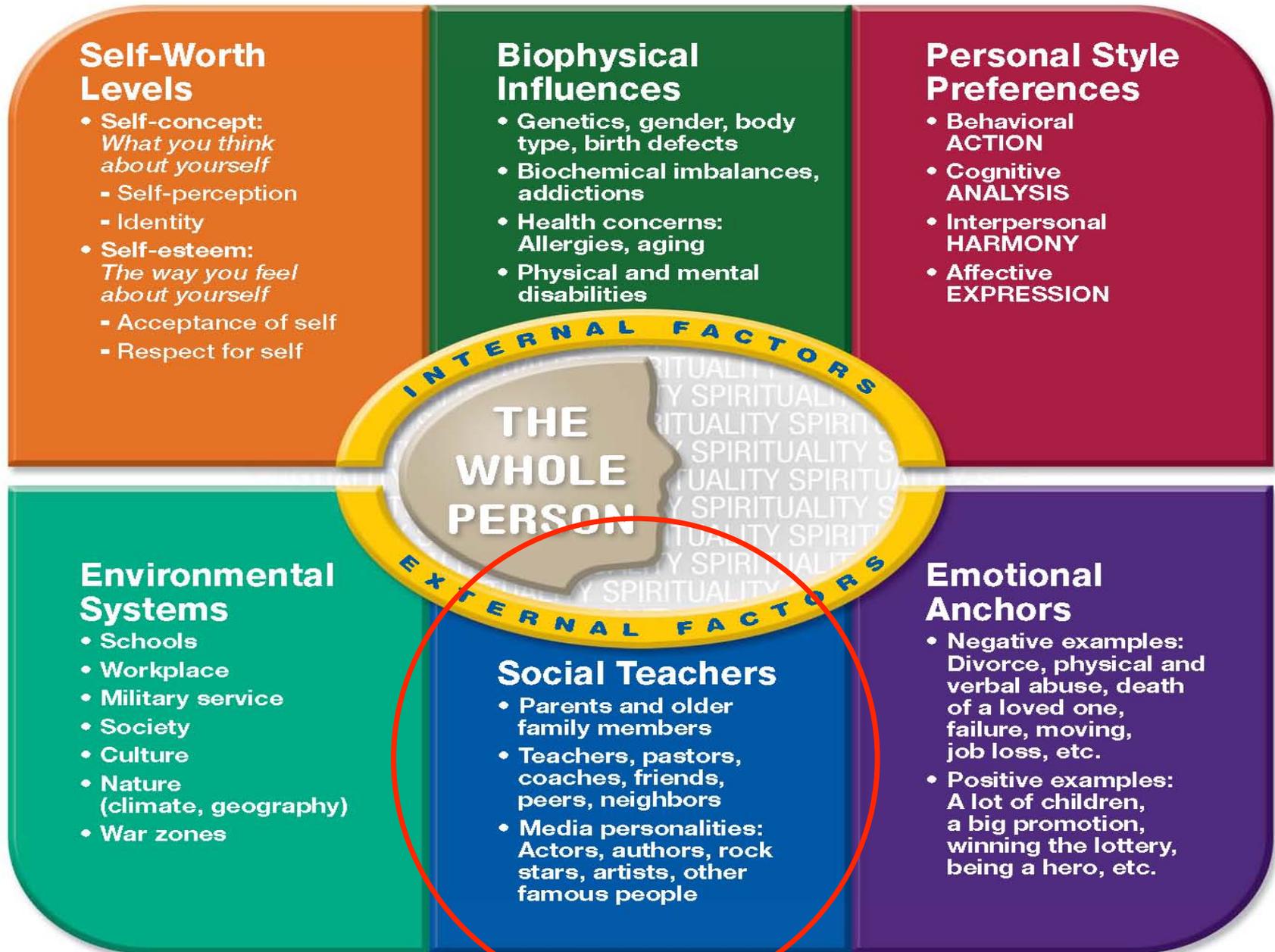


Dole
PLANTATION





Personality Development Factors Model



What Do You Really Value? Page 87

VALUES PREFERENCE INDICATOR



Identify the values that are most important to you and learn why they are. Understand how to increase your fulfillment and happiness in life. Develop a specific action plan that will move you toward living your most important values.

by Everett T. Robinson, M.A., and Ken Keis, Ph.D.



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The Power of Values Research

1. Reduces Stress

A Study by Traci Mann as UCLA found that participants who affirmed their values had significantly lower cortisol responses compared to control participants. It suggests that reflecting on your values can keep neuroendocrine and psychological responses to stress at low levels

The Power of Values

2. Strengthen Willpower

A study published in the Journal of Personality and Social Psychology, found that confirming and **affirming one's values can replenish willpower** when it has been depleted by repeated acts of low self-control. Self-affirmation is a strategy to improve self-control.

The Power of Values

3. Increased Openness

The University of Chicago found in their research that values affirmation exercises allowed participants to **objectively evaluate information** that would normally evoke a defensive reaction. They became less biased in favor of their own position and became more discriminating in evaluating others.

The Power of Values

4. Improved Accuracy

In a University of Toronto study researchers found people who affirmed their value were more **receptive to negative feedback** and better able to recognize and correct their own errors. “***Self-affirmation produces large effects.***”

The Power of Values

5. Closed Achievement Gaps

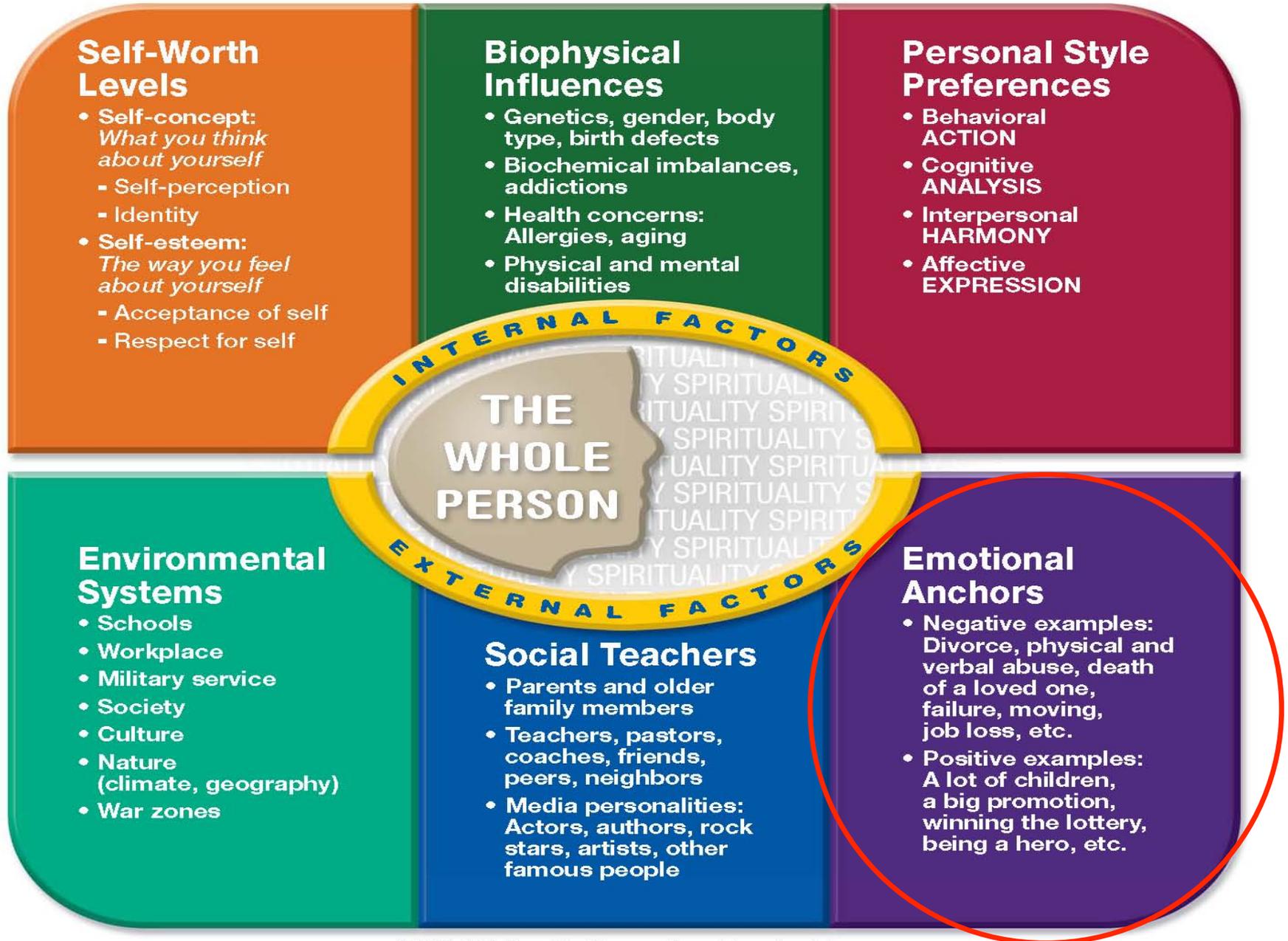
Geoffrey Cohen of Stanford

University found that affirming one's values raised test scores especially amongst minority students and female students in science and math. Personal affirmation of values protected students from “stereotype threat” and reduce concerns about their ability to succeed.

What Makes Something a Value?



Personality Development Factors Model



WHO SWITCHED OFF
MY
BRAIN?
controlling **toxic** thoughts and emotions

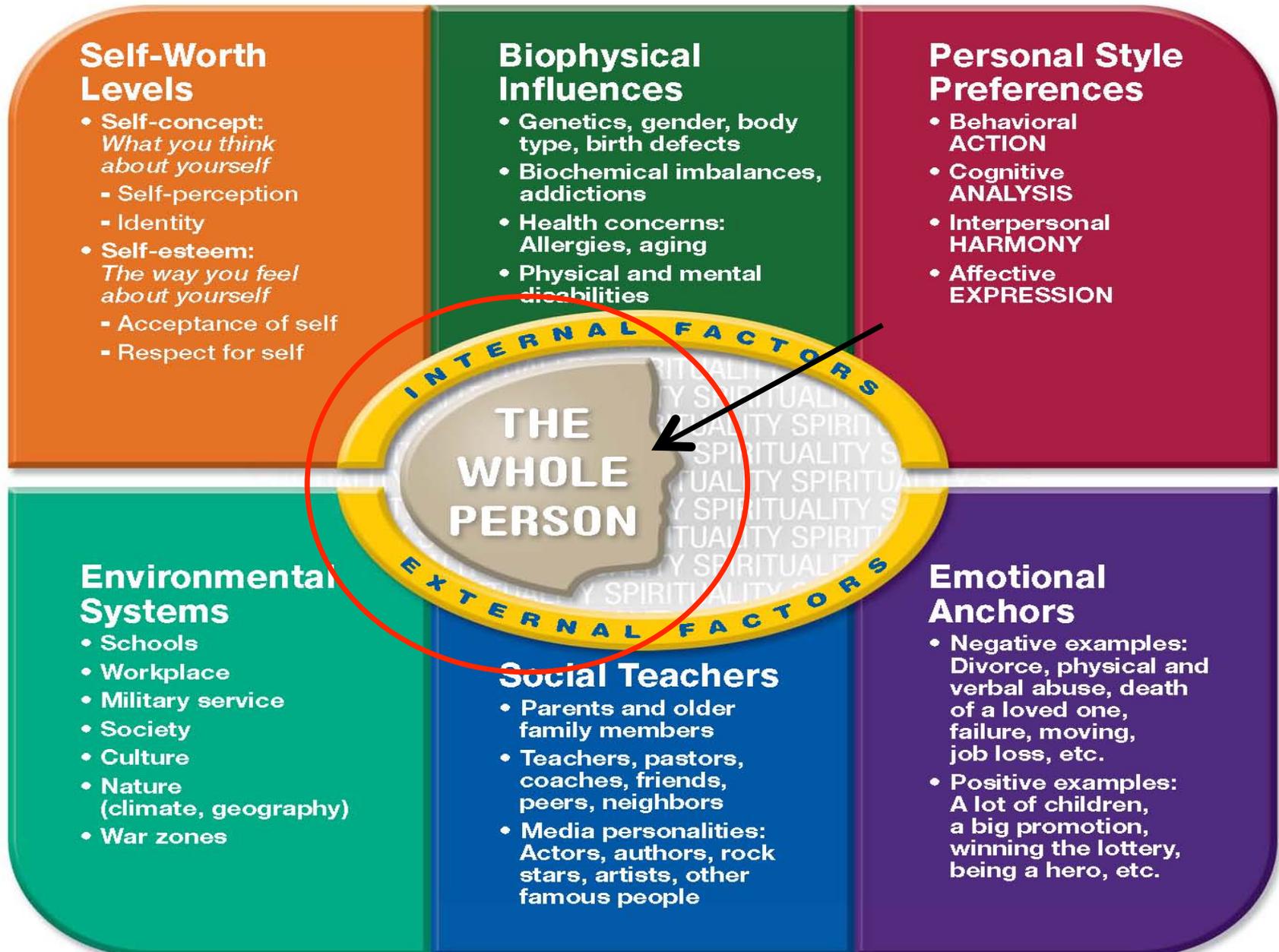
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Over 200,000
copies in print!

Plus bonus
material

dr. caroline leaf

Personality Development Factors Model



THE QUEST FOR PURPOSE

A SELF-DISCOVERY PROCESS
TO FIND IT AND LIVE IT!

KEN KEIS

Your Life Leaves Clues

The Myth of Motivation

- The pursuit of interests requires no motivation because we enjoy them. Interests compel us; which means to be pulled or attracted. This precludes any need for motivation.
- We require motivation only for those things that do not interest us.

Change of Form – Not Content

Our interests may change their form and shape throughout our life but their substance never changes.

Interest nourish us and help us to survive even thrive in difficult times.

We are empowered by our interests- whatever form they may take.



Your Positive Review Exercise

- You will be given some time to document your interests, intrigues, turn-ons, fascinations in several areas of your life.
- Disregard any neutrals or negatives.
 - Include only positives.

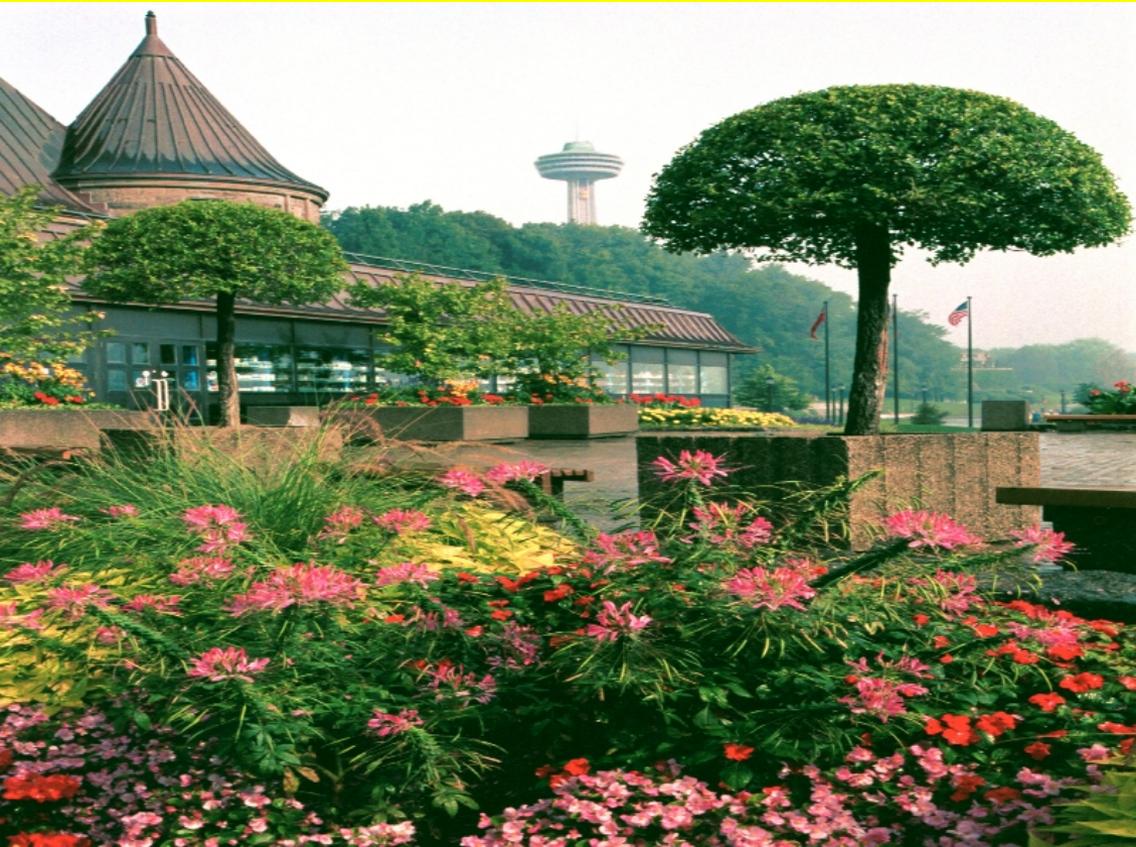
Your Positive Review

Page 137

- Senses
- People
- Places
- Intellectual
- Experiences
- Belonging
- Learning
- Work

Senses

- Smells, tastes, touches, sounds, sights











KEIS



209-E

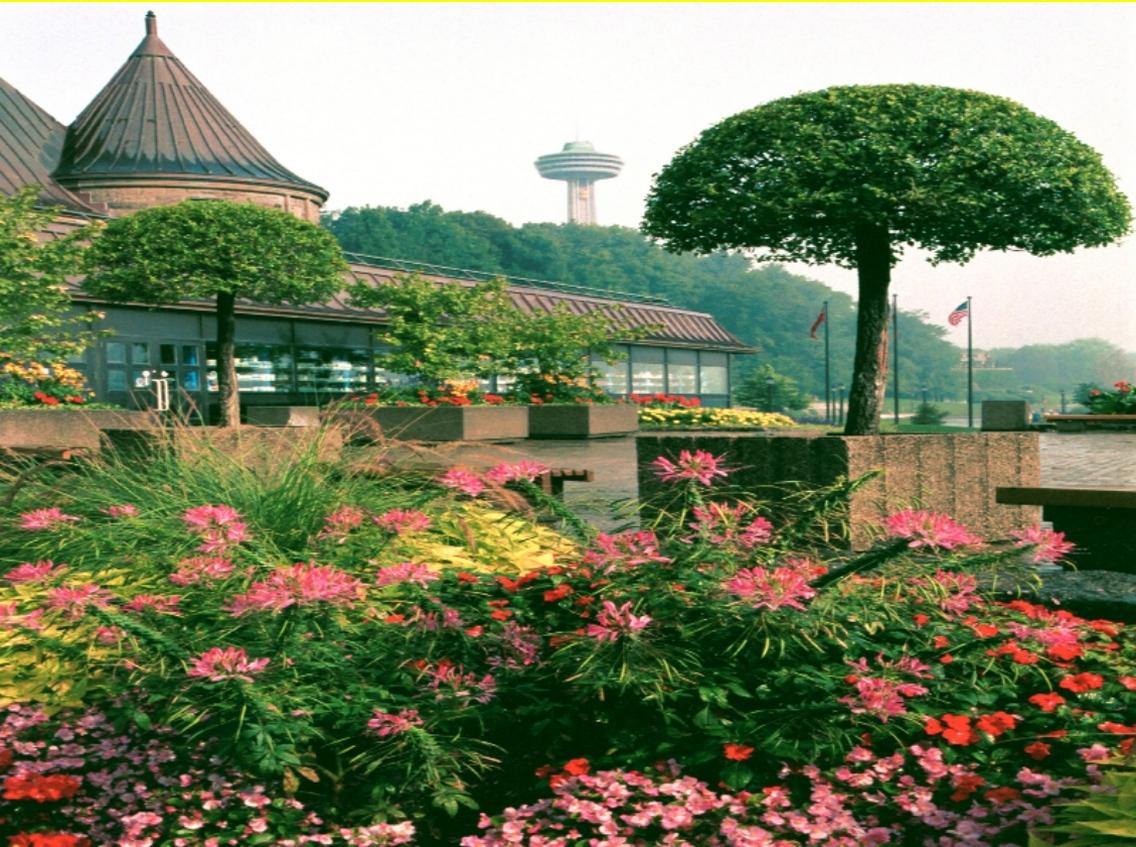






Senses

- Smells, tastes, touches, sounds, sights



Places

- Where? Geographic







DIAMOND HEAD
STATE MONUMENT









Places

- Where? Geographic



Experiences









**WHISTLER
BUNGEE**
WHISTLER UTAH
ACROBATIC PLUNGE
CANADA

**WHISTLER
BUNGEE**
WHISTLER UTAH
ACROBATIC PLUNGE
CANADA

**WHISTLER
BUNGEE**
WHISTLER UTAH
ACROBATIC PLUNGE
CANADA







10 Skiing
11 Ski Lift Cables
12 Snowcat Club
13 Park House
14 Elevator Shaft





FRASER



**SUPER
FLY** 

Experiences

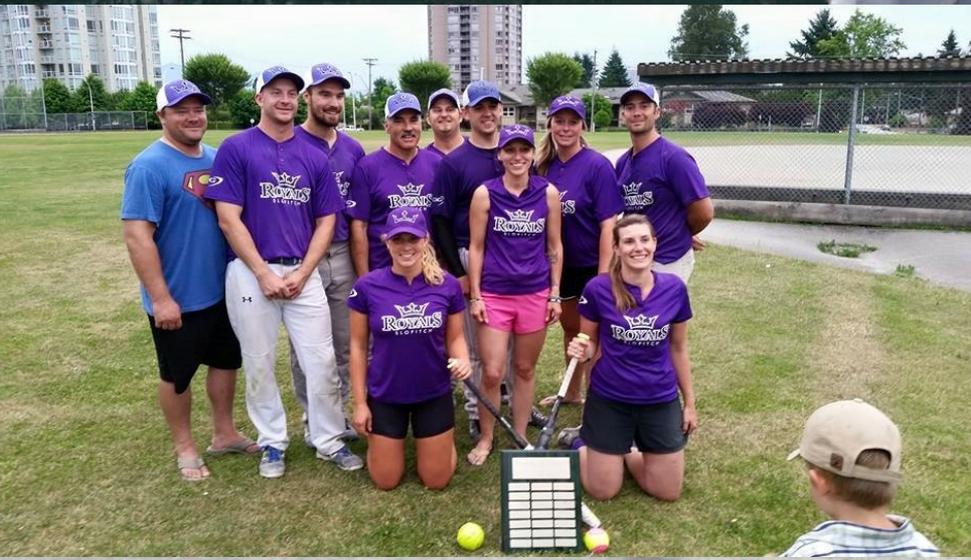


People

- Who & Why do they inspire you?

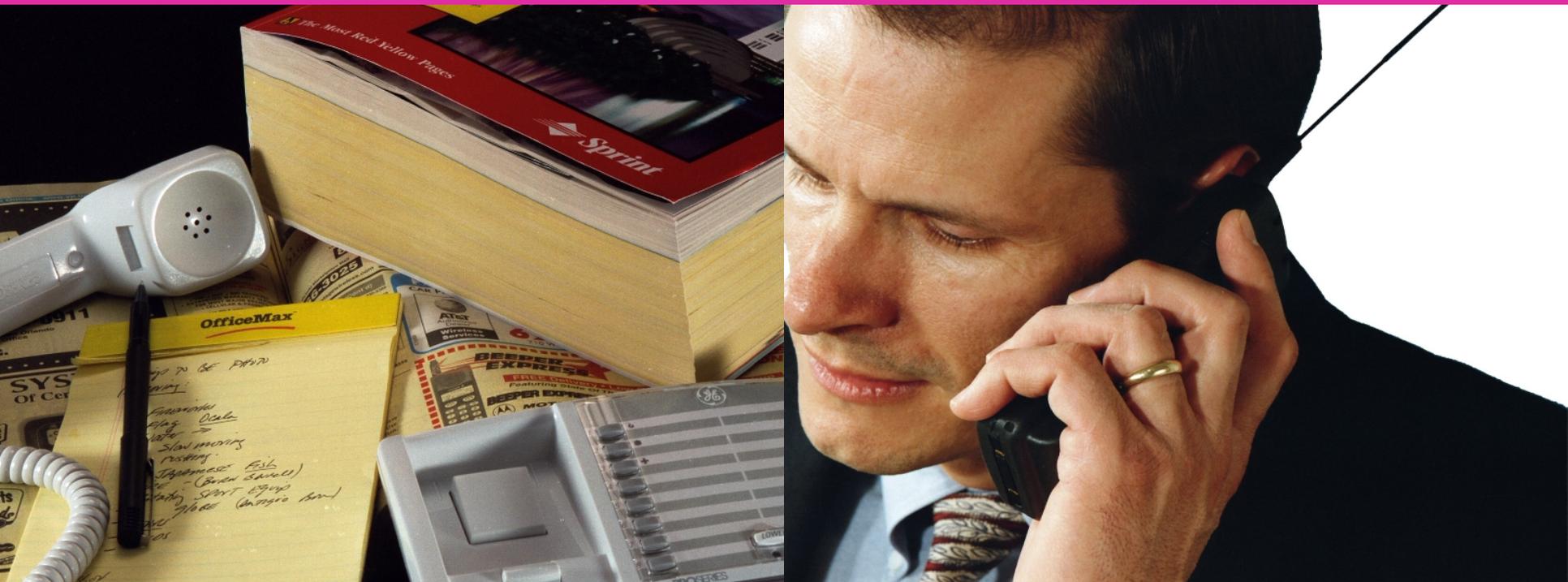






Intellectual

- Ideas, inventions, concepts



Belonging

- Memberships, associations, groups, clubs



Learning

- Formal and information education





Work

- Paid and unpaid (volunteer)



Your Quest

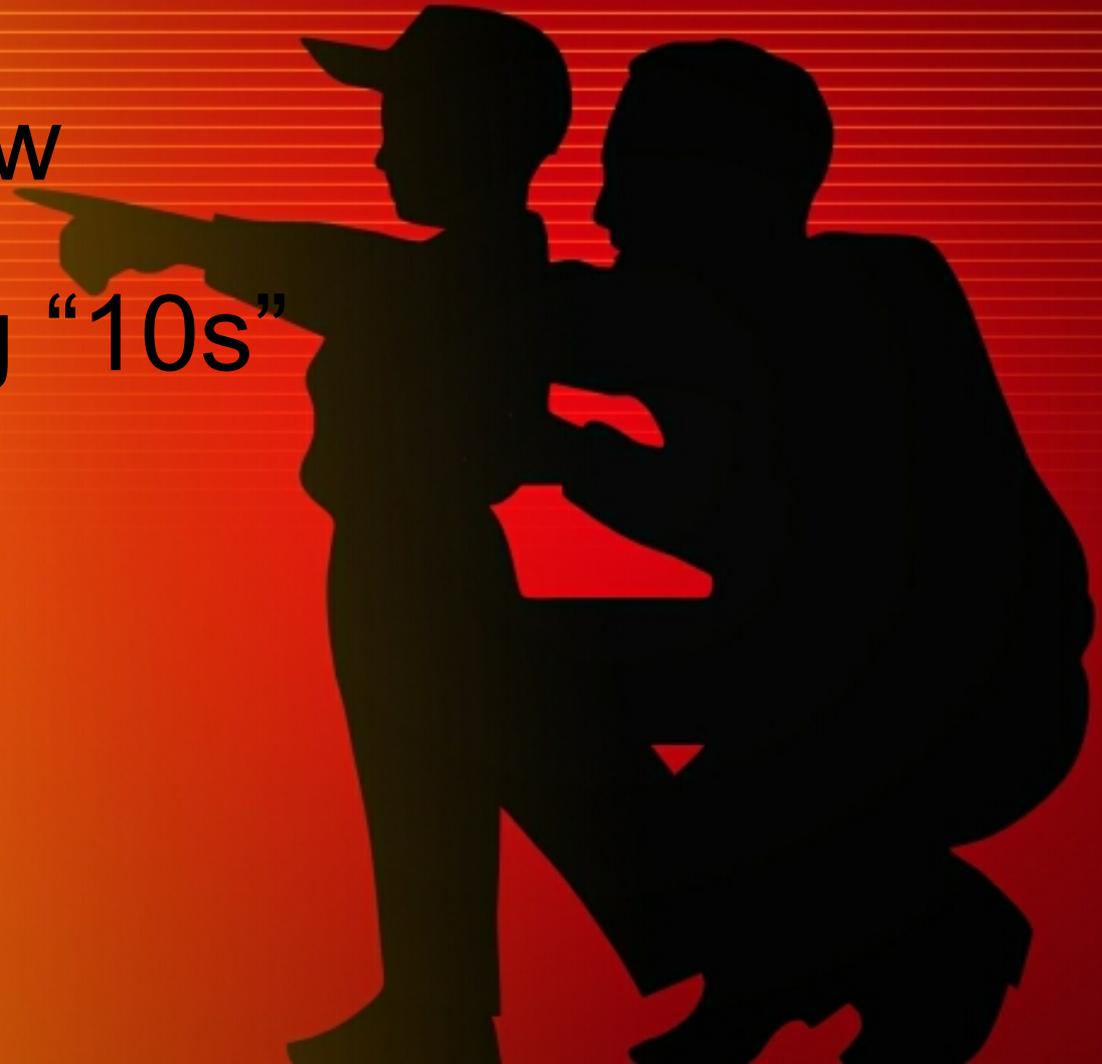
Positive Review

Your Three Big “10s”

Important

Exciting

Peaceful



Your Quest

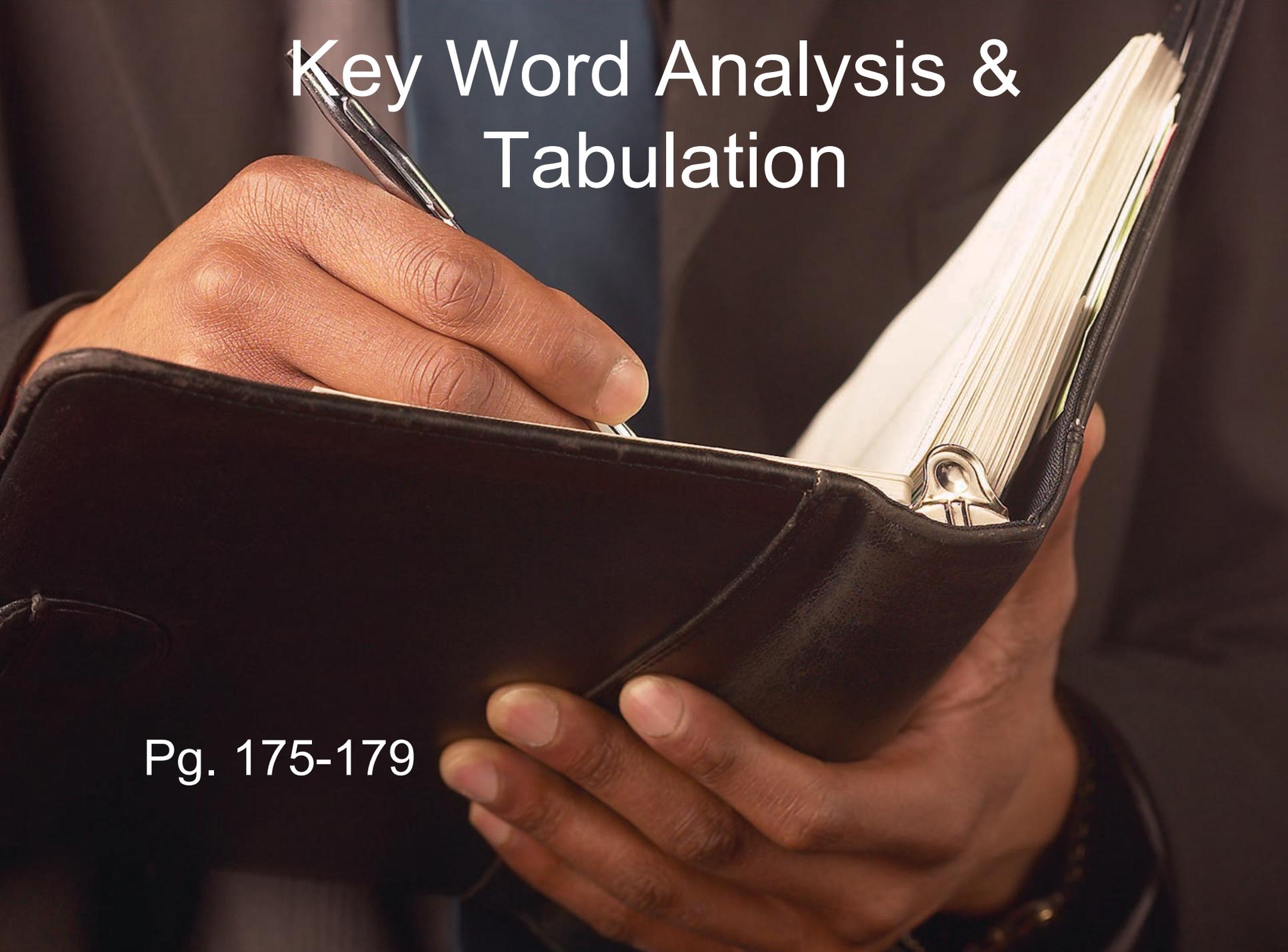
Your Seven Greatest
Passions

Assessment Reviews

Uncovering Your
Other Clues

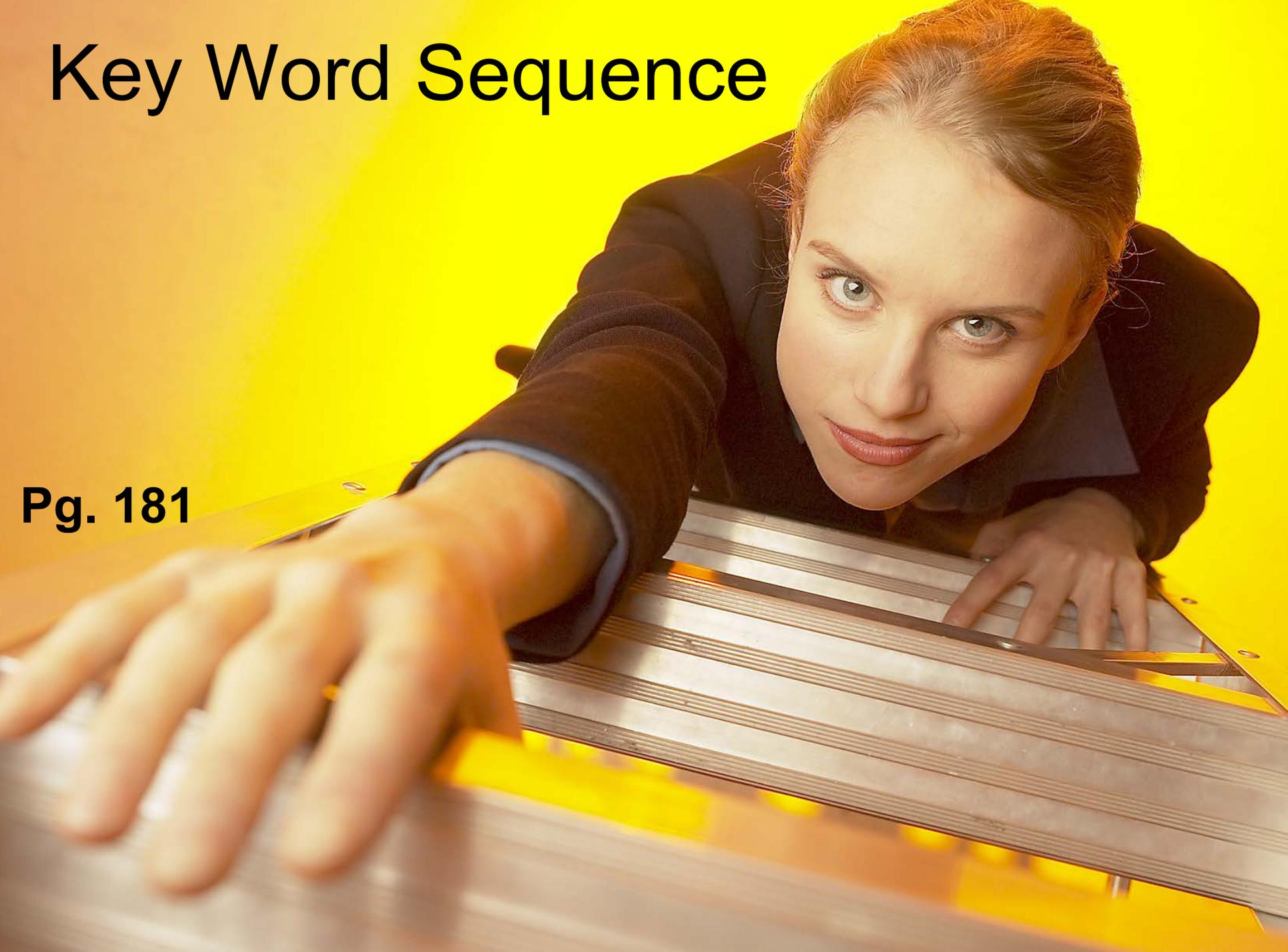


Key Word Analysis & Tabulation

A close-up photograph of a person's hands writing in a dark leather notebook. The person is holding a silver pen in their right hand and the notebook in their left. The notebook is open, showing several pages. The background is dark and out of focus.

Pg. 175-179

Key Word Sequence



Pg. 181

Key Word Pattern (186)

Helping Others		Speaking
	Activities	
Exciting/High Energy		Traveling
	Spiritual Walk/ Truth	
Lifestyle		Fun
	Health/Fitness	
Love		Writing
	People	



SILVA

®

1 1/2 INCHES

360
340
320
300
280
260
240
220
200
180
160
140
120
100
80
60
40
20
0
20
40
60
80
100
120
140
160
180
200
220
240
260
280
300
320
340
360

W. decl.

E. decl.

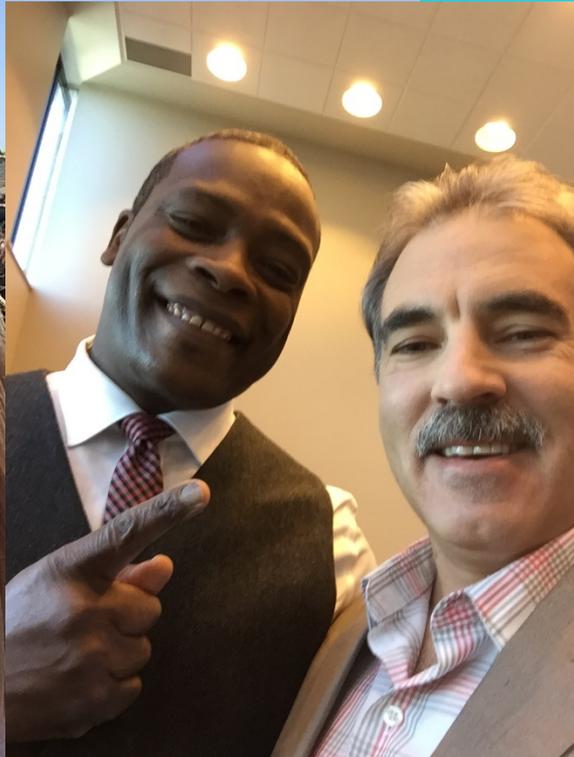
N

S

Quest Positive Preview (189)

- Self
- Family
- Relatives
- Friends
- Learning
- Spiritual
- Public Policy
- Social Life
- Recreation
- Physical Health
- Financial Portfolio
- Community Service

Your Ideal Work/Career Life A Calling, an Avocation or an Assignment (215)



Quest Micro Vision Statements

- Self
- Family
- Relatives
- Friends
- Learning
- Spiritual
- Public Policy
- Social Life
- Recreation
- Physical Health
- Financial Portfolio
- Community Service

QUEST WHEEL®



Motivation/Inspiration Model©

Emotional Condition/State	In State of Happiness/Joy	Have Clarity of Future Vision
Negative & Draining Spirit	NO	NO
Currently Reality Status Quo	YES	NO
Stressed	NO	YES
Optimized (istic) In the Zone	YES	YES

Partner Exercise:

Why Are You Here?

And We Don't Mean this
Conference or Session but Life?

Are You Living *On Purpose*?



Exercise:

What strategies or ideas will you consider to Live Your Life (or help others) more *On Purpose*?



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Welcome to CRG's Ezine

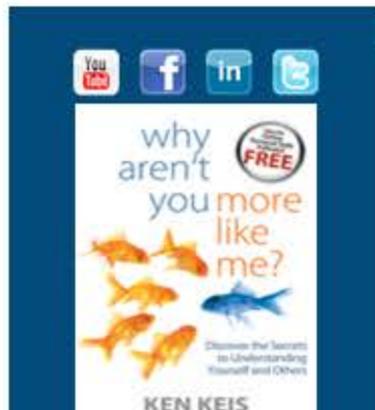
Designed to encourage and equip you to act on what is possible for your life!



KEN KEIS
President

What is the first business of one who practices philosophy? To get rid of self-centeredness (conceit). For it is impossible for anyone to begin to learn that which he thinks he already knows.

Epictetus, The Discourses
Roman Slave and Stoic Philosopher
(55 AD □ 135 AD)



This Week's Inspiration

Are You Self-Centered or Narcissistic?

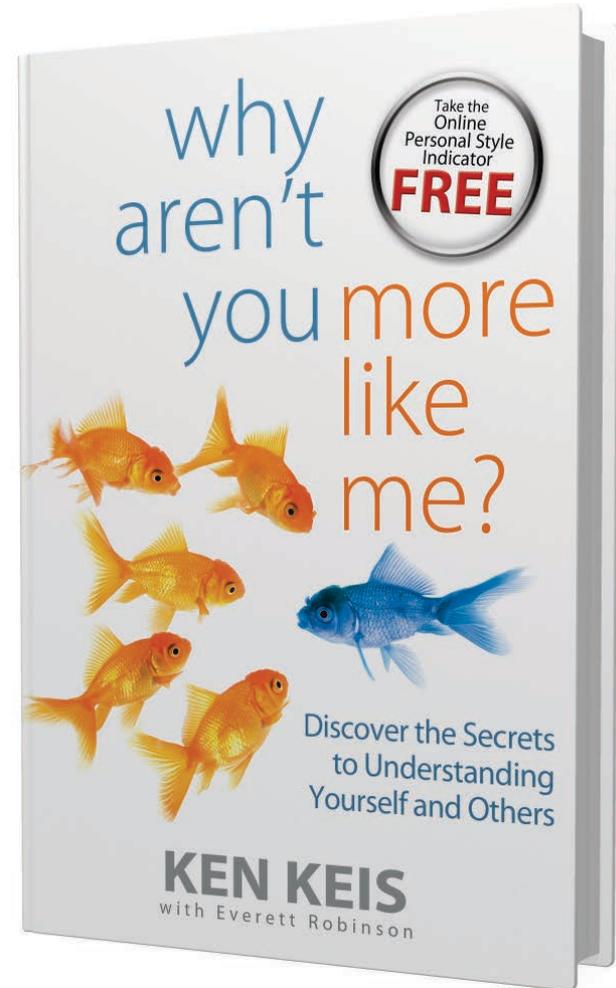
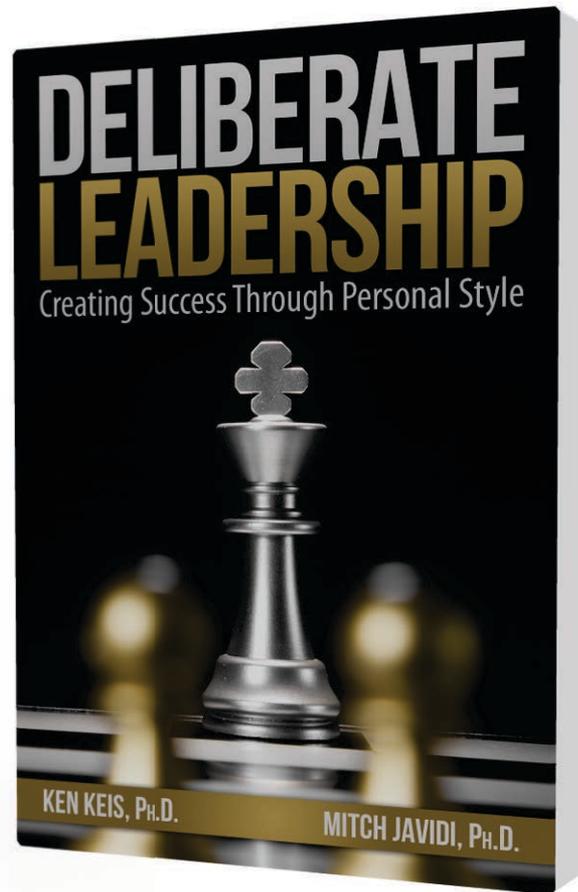
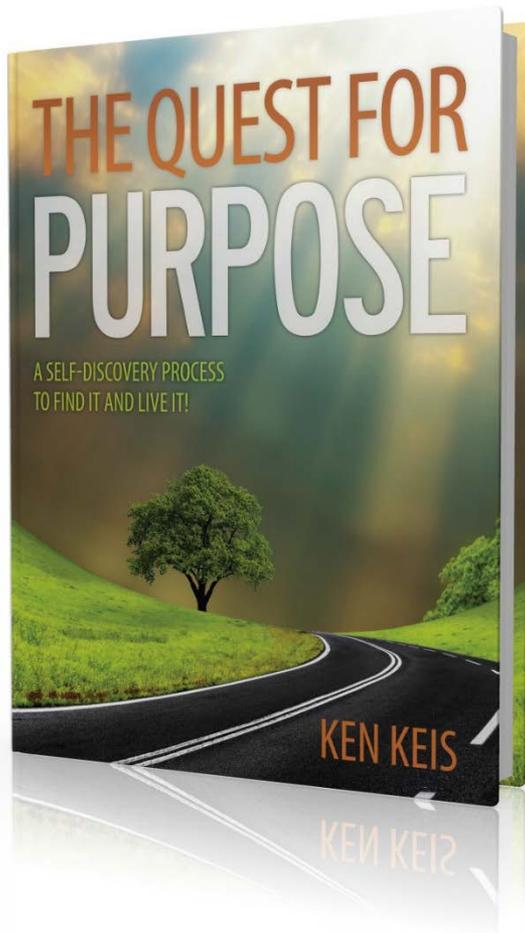
- Self-Centered:** Independent of outside force or influence; concerned solely with one's own desires, needs, or interests
- Narcissism:** A doctrine that individual self-interest is the actual motive of all conscious action; that individual self-interest is the valid end of all

Free Draw For Book



Recently, I attended an event that had about 12 participants. We were together for several hours, with lots of time to connect and communicate. For

NBCDAG bookstore has these books available at just \$30 each







Research from Individuals Over 70

If you could do it all over again what would you do differently?

1. Take more time for myself
2. Take more risks
3. Commit to a purpose that will last beyond my lifetime – **a legacy!**





Thank You Ken Keis

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CRG

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INTERNATIONAL INC.

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