



Stay true to your passion as it
will lead you to your purpose.

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When Passion Meets Purpose



Art Waskey

Art Waskey is a national speaker who delivers with power. With his 50 years including senior executive business management, he consults with business owners, leading them in growing revenue at accelerated rates. Art is an author of multiple books on sales and writes weekly and monthly columns, *The Art of Sales*. He shares these insights as in-demand virtual events and conference speaker as well as leadership consultant. Check out his Posts on LinkedIn or the website. For services, contact Art at 720-341-9405, artwaskey@ispeakd.com, www.impact-speakingdynamics.com.

I have the privilege of working with a visionary pioneer who has passion for using cryogenic gases in unique environments. His purpose includes exploring the latest technological advancements in cryogenic equipment. This has enabled him to be a forerunner in the introduction of CryoSpas, where cryotherapy is used as a medical treatment by exposing the body to cryogenic gas. I watched him work with the first CryoSpas in our state of Colorado. His ideas also involved using carbon dioxide for rapid growth of cannabis and ways to extract helpful medicinal cannabinoids (CBD oils). Today he is a leader in the field of cannabis laboratory installations. **His passion has led him to his purpose.**

The power of selective attention

A lot of people are passionate about what they do but do not become leading authorities in their field. What sets individuals, like the young man above, or people like Bill Gates and Steve Jobs, apart? Psychologists

suggest that these people all have **"selective attention" — the ability to filter distractions and focus deeply on a single pursuit.**

Today's digital communication affords us an endless flow of information. This exposure enhances external stimulation, internal thoughts, and emotions. To process all that rapid fire information coming at us, gifted people use selective attention. They tune out matter they don't need and concentrate on the important elements. They can define what they want, and are very clear on the criteria for success. They can both visualize and communicate their purpose.

Bringing genius to life

In their book, [Who Not How](#), authors Dan Sullivan and Dr. Benjamin Hardy discuss the best ways to maximize the effectiveness of selective attention. Sullivan created a tool called "Impact Filter" that helps to define what the successful completion of a project looks



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like. **Impact Filter helps you identify the kind of insights that are intuitive to geniuses like those mentioned above.** Use these insights and make them common practices.

Questions to consider

Here is a list of questions Sullivan suggests you consider when bringing your purpose to fruition.

- **Definition:** What is the project?
- **Purpose:** What do you want to accomplish?
- **Importance:** What's the biggest difference this project will make?
- **Ideal Outcome:** What does the completed project look like?
- **Best Result:** If you take action, what happens?
- **Worst Results:** If you don't take action, what happens?
- **Success Criteria:** What has to be true when this project is finished?

his ideas. This process culminated in his designs for pioneering labs that produce finished cannabinoid products. He developed the cryogenic equipment to implement the procedure and build the labs. Today, his company does lab installations across the United States and beyond.

Sullivan advocates, "Only when your goal is clearly defined and persuasively expressed can you start getting the support you need to achieve your goals." **When you have clearly defined your objective, use Sullivan's Impact Filter tool to maximize your ability to bring it to fruition.**

From vision to fruition

When I began working with the gentleman in my opening story, I helped him put his focused attention into a written format. His fertile mind was stimulated with excitement. I recorded the details, and we brainstormed

5 KEY TAKEAWAYS

1. Your passion can lead you to your purpose.
2. Practice "selective attention" — filter out distractions and focus on a single pursuit.
3. Define your goals and what you want to accomplish.
4. Identify your ideal outcome.
5. Use the "Impact Filter" tool to discover insights that lead to success.