The Calling Process
A Step-by-Step Guide to Finding Purpose and Pursuing Your Dream Job

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This is a simple and short book about finding your calling. It’s intended to be super practical and to the point. It’s not the end all or be all of books on the topic, but it’s a guidebook to take you go from where you are right now to taking your next step. We’ll explore some of the common misconceptions about calling and purpose, redefine calling in a way that works for you, navigate some of the common obstacles that get in the way of finding a sense of calling, and then walk step-by-step through a proven process to help you get there.

Before we jump into all of this, I’d like to introduce myself.

**Who wrote this?**
This book is by Dan Cumberland. I am the author of the blog, [TheMeaningMovement.com](http://TheMeaningMovement.com), and creator of [theCallingCourse.com](http://theCallingCourse.com). My life’s work is to help you find your calling. Everything I create has something to do with that.

**Why Calling?**
This work matters to me because I spent the better part of my teenage years and 20’s feeling very lost and confused. I so badly wanted to find the one thing that was uniquely my own. Over time, and with the help of a few friends, mentors, and a graduate school, I allowed something to be true of me: I love helping people find their calling.

At first I thought I loved it because I didn’t know what I wanted. But the more I explored, the more I realized that this wasn’t just about me. This was about helping people. It was about helping you. And I realized that my experience searching for meaning has made this very rewarding work for me. I love it!

If you want to find out more about me, head over to [TheMeaningMovement.com/about](http://TheMeaningMovement.com/about)

I wrote this book intending to give it away for free so that it can help as many people as possible. I created an overview cheat
sheet that lays out every step of this book: obstacles, themes, experimentation, etc., so you can see them at a glance and refer to it as you go. You can find download it at http://theMeaningMovement.com/callingdownloads

**Additional Help**
As helpful as I hope this book will be, the realm of calling and purpose is vast and very personal. To help you dig deeper into this material I created a free mini-course. It’s called *5 Clues to Your Calling*. You can find it at theMeaningMovement.com/5-clues
Calling Processes

It’s hard to find something when you don’t know what it is that you’re looking for.
A few times in my middle school years I spent a week of my summer at a camp. While I never had the pleasure of the experience, every year a group of 7th graders would trick some younger 5th graders into going out into the woods at night on a snipe hunt. The young kids would be told that there were these funny little animals in the woods called snipes. They only come out at night, and you have to search for them quietly. If the 7th graders could get the 5th graders away from the counselors at dusk, a search would ensue. At its best, it was a fun joke for everyone involved. At its worst it was a traumatic hour of 5th graders being scared out of their minds by 7th graders in the woods.
Can you picture it? A bunch of kids grouped together in the dark and trying to play it tough while they search for something that they’ve never seen and aren’t fully convinced even exists.
Often our search for calling is much like a snipe hunt. We’re searching for something that we might not be able to identify, or may not exist— at least in the way that we want it to. In fact, we might be equally scared or confused along the way.
So we need to get some clarity about what a calling is, what it looks and feels like.
Let’s start with the negative:

1: Your calling is not a job
I spent many years trying to make this idea work for me. From the outside, my job was the perfect place to be called to, but it was also really painful and difficult.
What I've learned since is that calling is not about a job. Your calling and vocation is bigger than a job. It is a direction and an impact that can be made in many different contexts and in many different jobs. Your calling is about using your agency to be a
part of something meaningful in the lives of others. It's an intersection of what makes you come alive and what helps other people.
The most meaningful jobs you will have will be jobs where you get to do work that is connected to your calling. Ideally, over the course of your career, your job and your calling will align more and more, but don’t confuse your job with a calling. Your job can be an expression of your calling— an opportunity to make an impact that matters, but your job is not your calling itself. There are many different jobs through which you can express your calling.

2: Your calling is not somewhere out there
I always hoped to stumble into my calling all of the sudden. I wanted to one day wake up and feel different about everything and know exactly what I want to do. Calling doesn't work like that. It's not somewhere out there. It's quite the opposite. Your calling is about who you are and offering that to the world. It is about you offering yourself to be a part of creating goodness — a specific kind of goodness that you already know something about.
Parker Palmer writes about it in his book, *Let Your Life Speak*, “We find our callings by claiming authentic selfhood, by being who we are, by dwelling in the world... the deepest vocational question is not ‘what ought I to do with my life?’ It is more elemental and demanding ‘Who am I? What is my nature?’” Finding your calling is not a mystical mountain-top experience or middle of the night flash of revelation. It is much more simple and much more quiet. It grows in you. Slowly. Over years and decades. You have specific desires for your life, work, and the impact that you want to have. The real work is learning to discern those desires and play with how you can pursue them.
We can easily spend so much time searching for something to validate us and our work, when the real challenge of calling is knowing who you are and what it means for your to offer that to others.

3: Your calling is not about obligation
A true calling is a place of freedom. If it's not free, it's not your calling. Obligation, guilt, and shame can complicate our understanding of our work. Calling is about being who you were made to be. If it's in line with who you are, then it will be life-giving for you to be a part of it.
Your calling is not a painful place— though it may difficult. Some of the paradox of calling is the tension between giving your life to make a specific impact and also being energized by it. There is a difference between suffering for the sake of something that feels important to you, and suffering because you feel like you’re supposed to suffer. Your calling will be hard, but it will also be incredibly rewarding and life-giving. Shame, obligation, and guilt are not characteristics of your calling.
So, if those are what a calling is not, then we need to define what a calling actually is.
Calling is a word that can bring up a lot for people. I avoided it for the longest time, choosing to use words like vocation and “life’s work” when I work with people. And yet, in spite of my efforts, I find myself drawn to it. The word is true in how it describes the experience of meaningful work: it calls to you.

**What is a calling?**

Instead of giving one definitive and final definition of what a calling is, I’d like to offer you a few. They all speak to the same thing but in different words. Choose the one that works best for you. Finding your calling is a personal experience. Defining it is no different.

**Definition 1: a calling is something that you cannot NOT do.**

It’s something that you feel pulled toward. It’s something that you cannot avoid. Some people who choose this definition have the experience of being drawn toward something but actively avoiding it for some time.

If you are familiar with Joseph Campbell’s hero cycle, you will know that early on in many of our favorite stories the protagonist is called to become a hero. She or he initially refuses that call, only later in the story to return to it.

For example:

In Star Wars, Luke Skywalker meets Obi Wan Kenobi and has the chance to save a princess, but excuses himself to stay and help his uncle.

In the Lion King, Simba’s father tells him to take responsibility for his life as the future King, but instead chooses to live carefree with his friends.

In the Lord of the Rings, Gandalf tells Frodo to go destroy the ring, but Frodo prefers to stay in the comfortable Shire.
Eventually the protagonist decides to accept the call and become the hero that we know them to be. If the call wasn’t accepted, there would be no story to tell. It’s easy to dismiss these stories as grandiose fictional narratives, but something rings true about them— which is why we love them. The work that you are called to do is dangerous and risky, because it matters deeply to you. It’s easy to take the safe route, stay at a safe job, not risk. But if you’re reading this, then you’re searching for something more. Your calling is that which calls to you. It’s that thing that you’d do if you’d only allow yourself. It’s how you’d spend your time if you knew exactly what you wanted to do and could magically get paid for it. Or it at least has something to do with those things.

**Definition 2: a calling is the intersection of who you are and what you do.**

I love this definition because it speaks to how much your identity is a part of your work. We like to think of life as being divided into the personal sphere and the professional sphere, but the commonality that they both share is you. Who you are is a part of everything that you do, and the things that are most meaningful to you have something to do with your identity. This means that your best work and your calling are where your identity meets your work. It’s where you do your work because you have some hope for and in what you doing. It’s when you do work because you believe in something. Who you are is a product of the experiences that have shaped you. Your calling is connecting those experiences in the past to what you hope for in the future— for yourself, for others, for organizations, and for the world. The deepest places of meaning in your work have resonance with your identity, your formative years, and your story.
This doesn’t mean that you if you’ve lived through really horrible things that you have to keep reliving those. Absolutely not. What it does mean is that, although your past may have hard moments and seasons, they are a part of the whole of who you are. They shape you and have some bearing on what your calling is.

**Definition 3: a calling is an opportunity to utilize your agency unto a meaningful impact.**

This one may sound strange at first, because we don’t always use these words in everyday speech. So let me unpack this a bit for us.

First, we use the word opportunity because a calling is an opportunity. There are many opportunities. As we’ll talk about in the next section, calling isn’t one singular thing but a theme of meaning in your life. You have many opportunities to do that kind of work. It’s not one single job, position, or creative act. Instead, it is something you can do in many different ways. More on that to come.

Agency means your ability to affect change on the world around you. It’s your freedom, choice, and power combined. When you do something, make something, say something, or move something, you are using your agency. You are making change in the world (even if it’s very small).

Meaningful impact refers to the kind of change that you’re creating with your agency. It’s personally meaningful. That means that it is in line with who you are. This means that the impact you are creating is generating meaning to you. It means you’re doing work that matters.

It’s also important to know that meaning doesn’t come out of the blue. We’re wired for it. And that wiring comes from the life you’ve lived.

Your self-identity is a collection of stories. Those stories make you who you are, shape what you want, and dictate what is
meaningful for you. So when it comes to a person’s search for meaning, the meaning we’re looking for is experiential. It is defined by the individual and highly nuanced. In other words, you’ve already lived meaningful moments. You’ve already done meaningful things. What were they? These definitions should help you understand what a calling is and what it may feel like to live into it. The question that remains is how do we really find it? We’ll get there, but first we have to explore some of the things that get in the way. Though it’s tempting to jump right into searching for your calling, there are a few major obstacles that we must deal with in order to succeed.
I’m not a foodie, per say, but I love to cook and I love good food. Some of the art of cooking is knowing each ingredient, how to prepare it, and how it will interact with the others.
I’ve heard sushi chefs talk about how most of the job is learning how to identify a good fish, and how exactly to clean and prepare the meat from each. You have to know where to start your cuts, what direction to cut, and what to keep and what to throw away. If you want to prepare fish, you have to know that not all of the fish should be treated the same. Some isn’t as useful for sushi as others.
As a vegetarian of 15 years, brussels sprouts might be a better example for me. A grocery store that I frequent started selling brussels sprouts on a the stock. If you’ve never seen how brussels sprouts grow, you should look it up. It’s a funny looking plant. Picture a straight stock, about an inch thick, with little brussels sprout bulbs sticking off of it all the way up. It looks like a lumpy green club of some sort. It looks a little alien.
I’ve watched people in the grocery store pick one up in amazement and wonder what it is and what in the world to do with it.
A somewhat informed cook would cut the sprouts off the stalk and cook them, and throw away the rest. A very informed cook would know that the stalk is also useful and use it to make vegetable broth.
Just because you have a fish, doesn’t mean you can use all of it to make sushi.
Just because you have a stalk of brussels sprouts, doesn’t mean that you can use all of it to make a given dish.
It takes some skill and expertise to know what’s useful for your purposes.
Searching for calling and purpose is similar. Work is a complicated thing. We have lots of fears, rules, and expectations for what it should be and what our relationship with it should be.
Not everything that you know and expect about work is helpful for your search for purpose and meaning. The way you think about work is informed by your life, your culture, your family, and your experience. In order for you to find purpose and meaning, you may have to spend some time parsing out what is most helpful and what is not, and that’s hard work. In order to have freedom when it comes to work, you have to believe that freedom is possible. And that might be hard to believe.

Like a skilled chef parsing out the parts of her ingredients that are useful for a given dish, we have some work to do when it comes to how we think about work.

There are three areas that we need to touch on: expectations, responsibilities, and rules.

**Expectations**

We can have so many expectations when it comes to work. Do you know what yours are or where they have come from? In my work with clients I’ve found that our expectations are most informed by two things: 1) our families, and 2) our culture. Each family has its own relationship to work. For example: Maybe you are a first generation American and your parents worked 12 hour days to make it in a new country. Not only did they teach you by example to work hard and not to complain, but maybe they also had expectations that you would go into a certain profession or make a certain amount of money. They worked hard so that you’d have opportunities that they never have.

Now you may be caught in the tension between honoring your parent’s work and ethic, and pursuing a dream that they might not approve of.

You may have a strong need to provide for your family, no matter what. You’ve been working a job that you dislike for many years.
You feel burnt out, maybe even dead inside. You reach a point where you want to make a change in what you do. Your family is supportive, but you don’t feel much freedom to really consider it. *It’s too risky,* you hear yourself say.

Then you begin to think about why you’re so risk adverse. You think back to your formative years and remember how you always felt embarrassed that your family didn’t have as nice of things as the families of your friends at school. During that season, your parents were starting a new business and it wasn’t going well. You said to yourself somewhere along the line that you’ll never put yourself in a situation where your family might not have the best possible things.

Now, many years later, all your family wants is for you to be happy, but you’re stuck living out a promise you made when you were twelve. You expect that risk leads to a life of struggle and not having what your family needs.

I could go on because the stories here vary person to person. There is no one-size-fits-all view of work. Every person is different and has had different experiences, so their relationship to work is unique.

The key question is: what are your expectations when it comes to work? Where did they come from? Whose example (both positive and negative) do you follow?

**Responsibilities**

Responsibilities play a big role in work. How much freedom do you have to risk and try things? Your answer will be very different if you are a 23 year old with no debt than if you are a single parent of three with a mortgage and college debt.

As much as I love the sentiment of *just follow your dreams,* or *pursue your passions,* it’s not very helpful when our responsibilities don’t allow for that kind of privilege and freedom.
That’s ok. The last thing that I’d want for you is to feel like none of this applies. Everyone needs meaning and deserves meaning. Some people get to access it more quickly and simply than others.

Your responsibilities cannot go untended. And neither can your need for meaning and purpose.

For most people, work is a balancing act of meaning and money. You can’t abandon one for the other.

Some people choose to pursue money now so they can pursue meaning later. This is the work hard and then enjoy retirement approach.

Other people swing back and forth: working a job that pays the bills and doing meaningful things on the weekends, and vacations. This is the weekend warrior approach.

Finally, others live in the tension between the two: sacrificing some money to make more meaning, and also sacrificing some meaning to make more money.

No matter what your approach is, what you need to know is that meaning can be experienced at every point along the way. It may not be as full and robust as you’d like because you still have your responsibilities, but as humans we crave meaning. You deserve to find those places of meaning in your life so that you can lean into them.

There isn’t a perfect solution. What you need to know is what works for you.

**Rules**

We absorb expectations about work and career from our communities, and families, particularly as we grow up. The way those around you interact with work guides the way you think about your work. You have many shoulds and should nots, dos and do nots, that guide you — whether or not you are aware of them.
The rules you hold about work define your relationship with it. In order to find a sense of freedom and space for yourself, you have to be willing to confront and break some of these rules. Doing your work is an act of rebellion against so much of how we’re “supposed” to operate. You’re not a cog. You have something great to give. Pursuing a sense of calling and vocation takes deep courage and a willingness to challenge the status quo. Your own version of “status quo” becomes apparent once you start examining your work rules.

In order to break the rules, you must begin by putting words to them.

Some common rules are:
- get a job and keep that job (no matter what)
- work shouldn’t be fun, that’s why it’s called “work”
- you don’t need to love it
- real life is what happens in the evenings, weekends, and after you retire
- it doesn’t matter what you do, as long as you make good money
- having a career and providing for your family matter more than anything else

Know the rules that have guided you thus far, find who and what they come from, and then break the rules that are not helpful.

**Before You Go On**
Take a few minutes and write out all of your *should’s* and *should not’s* about work.

Don’t move on until you’ve written out some of these things. I know you will probably just keep reading, but you’ll get quite a bit more out of this if actually stop and do the work. I know you’re looking for something from this book, and I’m confident that the best way to find it is by actually taking action instead of just taking in information.
So, grab a journal and a pen, or open a blank document on your computer and start writing.
Make three headings: Expectations, Responsibilities, & Rules. Write anything and everything that comes up for you in each of those categories. You don’t know what you believe until you’ve put words to it. This will help you create the space you need to consider the process laid out in the next section.
I created a worksheet with questions to help you unpack these categories a bit more. Download it here for free: http://theMeaningMovement.com/callingdownloads

What’s Next
Now that you have your expectations, responsibilities, and rules in front of you, you get to choose what fits and what doesn’t.
It was an earnest request: “I’d like to know how to find my vocation.”
We were sitting in one of Seattle’s finest coffee establishments. It was a sunny May morning— the best kind of day that you could hope for.
And I suddenly found myself unsure of where to start.
This is what I do! This is how I love to help people, but to answer the question so directly is challenging!
This is because the answer needs to be very nuanced. It has to address who you are, where you are, what you’re looking for in that question, and how you think of yourself, work, and life.
Here’s the trick about it: finding purpose in life is both beautifully simple and as complex as every person.
Finding your calling, vocation, and life’s work are about finding your identity. It’s about living into a deeper expression of who you are as a human.
You were made to make something. If there’s one message for you to take away from that, it’s that you have something to say.
So the question of finding your calling in essence is the question: “What do you want to say?”
And by say, I don’t mean actually say with words (though it could mean that), I mean create. Simply, what’s the impact you want to have on the world around you?
Here I’m going to lay out a step-by-step process to help you answer that question.

**Step 1) Find the Themes**
The key to finding the most meaningful places of work and passion is for you to find the themes of meaning in your experience.
You’ve already experienced meaning, we just need to find it. So how do you find those places and understand those themes?

**Finding Themes and Patterns in Your Past Experience**
Begin by exploring your stories. Your mind can quickly sort through your experiences and pick out significant moments that have shaped you. Tell these stories— both the good and the painful ones (both are important).
Don’t try to extract themes from them just yet— just tell them in story form. Narrate them as you would read in a good book. Some facets to explore as you write and tell them are:
What are the events that happened?
What did it feel like?
What else was going on around that time?
What part of the experience sticks with you the most? (Specific words, actions, characters, etc.)
After you’ve done this with a number of stories, you can then look at them as a set and see what they say about you.
Are there themes that stand out?
Are there patterns that repeat?
It can be helpful to have others in on this process with you. Sometimes we’re too close to our stories to really be able to understand them all the way. This is also work that a good therapist can help you with.

Finding Themes and Patterns in Your Work
Some other places to explore are the things that you’ve done to which you’ve felt connected. These are moments when you’ve been a part of something that’s felt most fulfilling.
It’s when you’ve accomplished something that you’re proud of. This is when you’ve worked for something and felt connected to it.
What are those moments for you? Don’t limit yourself to what you’ve done in your job. Think bigger than that. What are the best:
Projects you’ve completed.
Achievements you’ve earned.
Conversations you’ve been a part of.
Ways you’ve been able to help people.
Things you’ve made/built/ fixed/ written/ created.
Are you thinking of things? Even if they’re small, or hard to remember, take note of them.
Everything matters. All your experiences inform who you are and what you do.

**What to Do When You Can’t Remember Stories**
Exploring your past in this way is hard work. It will be easier for some people than others, and that’s ok.
If you find yourself struggling to find stories, be patient with yourself. Just like any new activity, it takes practice to be able to access and tell your stories.
If you’re not remembering stories, there can be a few contributing factors.
1) It may be that you’re putting too much pressure on yourself to find something big and paradigm shifting. This is common. It’s easy to minimize the things we’ve been through and to tell ourselves that they don’t count. The truth is that they do. They matter.
Even if you don’t feel like your stories are big and impressive enough, tell them anyway.
2) There’s also the possibility that you’ve been through some really hard things that make it hard to go back and revisit. It’s easier for our minds to forget stories than it is to revisit painful places. If this feels like a possibility for you, finding a good therapist will be helpful.

**Step 2) Distill the Themes & Look for the Impact**
After you’ve explored your stories as well as the things you’ve done that you feel connected to, you will begin to have a sense of what kind of impact is meaningful for you.
What I mean by impact is effecting change on people, systems, and/or cultures. As you hone in on themes in your story and your
work, think about them through the lens of impact. Ask questions like:
What change am I bringing about in each of these moments?
What is it specifically that makes this meaningful for me?
What similarities are there between the moments and the different themes?
Work on putting words to all of this and then condense it to a phrase or a question.

Here's an Example:
I worked with a man who works at an architecture firm. He loved a lot of the things he was doing, but wanted help understanding how to best use his time and energy. He was open to making some big career decisions, but felt unsure which option would be best for him.
He is also an artist. He sculpts and writes music, primarily, but plays in many different mediums. He wanted to give more of his time to creative pursuits, but felt limited by all of his work responsibilities.
His job served his art by paying the bills, but it also took a lot of his time.
As we started exploring, we found that there were parts of his work that he really loved. He told stories about some of the projects he had helped create and his hope for how they would be beneficial to the people who lived and worked in those buildings. In other words, his work was its own medium where he got to create.
We then explored his stories about his art. We talked about what each medium was at its best. We asked:
How did he hope to move people with his work?
What did he want people to take away with them?
Thematically, his art and his work all began to align through the lens of his calling. He began to see that the things he was doing
were not as disparate and disconnected as he had feared. It was quite the opposite. All of his work was to help people see new possibilities in life. He did this in his art, his music, his job— even with his coworkers. He had a number of great avenues through which he was doing what we named as his calling. He just hadn’t seen them that way. Having found a sense of what his calling is, he was able to make his next choices based on how they helped him do more of it.

**Step 3) Try It On**
What happens next depends on where you are, what your constraints are, and what options you are presently considering. As you gain a sense of what your life’s work may be, it becomes a lens through which to view opportunities and options. It guides how you consider what to do next and allows you to ask the question: do these jobs allow me to do more of what is meaningful? If so, how much?

**Experimentation**
Having identified what is meaningful and found some options that may allow you to do it, the next phase is experimentation. You can’t know for sure how it feels proactively to pursue your work until you’ve tried it. It doesn’t always go well the first time. You have to experiment and study the outcomes. Approach it like a scientist: control the variables, accept failure as part of the process, analyze your results, and let what you learn influence how you think about your work. Based on this experiment:
Is there a way I should nuance my work?
Is there another path that would be a better fit?
Are there specific situations and opportunities that I should avoid?
Are there specific situations and opportunities that I should seek out?
And then repeat with a new experiment. Gradually you’ll find yourself moving deeper into your work and feeling more connected and fulfilled by what you do.

**Onward**
Finding your life’s work, passion, vocation, and/or calling is a journey. It takes time, but good guidance will allow you to move much more quickly.
Finding the intersection of work and meaning is complex. It’s as different as one person is different than another. There isn’t an easy answer, but an easy answer wouldn’t satisfy. By the end of our conversation on that May morning in that coffee shop, we’d covered a lot of ground. We hadn’t answered all of this person’s questions, but she had some tools to forge her next steps.
I hope the same is true for you at this point. By now you should have a solid understanding of what a calling is, isn’t, and how to go about finding it in your life. So what’s next? That’s what I hope to answer in the next and final section.
We’ve covered a lot in a short amount of space. This book is intended to shift the way you think about your calling and purpose. It’s not the final say on your calling and the process for finding it, but instead it is a framework for you to try on and use. My hope is that you will take these ideas and run with them. The next step from here is for you to put this process into action. There are three big steps in the last section. Spend time on each. Tell your stories. Distill your themes. And try some experiments. To help you put this process into action, I created a cheat sheet that walks you through every step of this book: obstacles, themes, experimentation, etc. You can download it at http://theMeaningMovement.com/callingdownloads
Calling and purpose aren’t things that you can discover simply by reading a book. They take time.
Work asks you what you have to offer the world. Work is the place where who you are meets the needs of the world. It is an opportunity to make change and impact. And it takes you on a journey.
Who you are in your work at 25 will be very different from who you are in your work at 55. While it’s tempting to want a single and solid answer to the question of what is my calling, a calling, by nature, will grow with you over the course of your lifetime. It must grow, because you continue to grow.
Any time you stop growing, you know it’s time to make a change. The process that I laid out in this book is a process that I use with clients and in workshops. It’s a process that needs to be revisited regularly, as life continues. With each return, we find that more stories have emerged from our experience, that more events have taken place that shape us, and that we’ve been a part of creating more of the impact that we long to make.
All of these experiences offer insight into who we are and what our work is at the deepest level. And over the course of a career
and a lifetime, with some reflection and intentionality, you circle in closer and closer to who you are at the core of your being. While this might sound a bit woo-woo or spiritual to some, I’d like to invite you to consider the possibility. You have something to say and something to offer the world. Maybe God or the universe put that inside you, or maybe you just happen to prefer specific things. Regardless of the cause, the undeniable truth is that meaning is an opportunity and invitation for you to move closer to the most fulfilled and fully alive parts of yourself. I hope that you’ll take the information I’ve offered here and put it into action. And when you do, I’d love to hear about it. Find me on twitter at @dancumberland. Or email me at dan@themeaningmovement.com.

Finally, if you’d like more help gaining clarity on your calling, I created a short email course to help you identify themes in your work that I’d like to invite you to take for free. It’s called 5 Clues to Your Calling. You can get it at theMeaningMovement.com/5-clues