



**FIND THE ANSWER TO THE MOST WIDELY ASKED QUESTION
ON THE PLANET**

HOWCANI GOALS AND PURPOSES

Hello, and welcome to HOWCANI. My name is Ollie Lind. This free introduction to the philosophical approach of HOWCANI is designed to help you gain a pathway to lasting improvement in your life.

Socrates, the greatest philosopher who ever lived always insisted he knew nothing and all he could do to seek wisdom was to question.

That is what we will do today. We are faced with all sorts of vexing questions every day of our lives. Most of the time we try to put them aside and try and get on with the business of living. However, some of these questions are so vital to our happiness and wellbeing that they must be addressed.

Let us look at one such question. Have you ever wondered what happened to all those goals you set every year? Some people show incredible tenacity and achieve what they set out to do. More power to them. But what about the rest of us? You know what I mean. It may be New Year's Eve and we make our resolutions and, in the cold light of the days, weeks and months on the next year they simply fade away. It is extremely frustrating when this happens.

Let me pose this question to you. What if you were able to understand what exactly it is that stops you from following through and actually achieve your goals?

I know, I know. There are literally hundreds of gurus, each with their own foolproof system that will guarantee you will achieve your dreams if you simply follow their system. You will become a millionaire, own a house in Bermuda (it must be a pretty crowded place by now) and have whatever your heart desires. All you have to do is talk to yourself and continually tell yourself you are getting better and better and don't listen to your doubts. Even shout to yourself to 'juice up' and really get momentum.

If that works for you, more power to you. I suspect that, if you are reading this you have yet to find your perfect system for happiness. I have some news for you.

IT DOESN'T EXIST

There, I've said it. I will probably be criticized for saying there is no hope, or some such. That is not what I am saying at all.

What I am saying is that we need to understand how we function in this game called life in order to make some sense of it. I will now tell you what is probably the most fundamental truth there is.

YOU CANNOT MASTER WHAT YOU DO NOT UNDERSTAND

Now, life does not come with an instruction book, at least I never got one, did you?

Think back as far as you can. This varies wildly from one person to another but, in general, it is possible to recall a time when you were gradually becoming aware of where you were, Mommy was there and everything was warm and wonderful. (or something along that line) We all had a period in our lives where we were almost totally reliant on others for our existence.

It was like you were connected, but separate to an extent at the same time. Then, as we grew we became more and more self aware. This seemed to occur along with our becoming more able to operate independently in the physical universe. We became aware of others and the fact that we were distinct from them.

We communicated and began to interact with others.

Now, I want you to think of this beginnings of self awareness and think of how you are today. Do you still have a private place, deep inside you? A place where your fondest dreams, your feelings, most intimate secrets, emotions and experiences exist. It is the place you retreat to when you need to be alone, to refresh yourself to face the world again.

That place I call your universe.

That inner world, with its combinations of experiences, opinions, values and judgements, the strengths and frailties is unique to you. It is the very essence of you. It is your world. You live there and look out at the physical universe.

Every individual is unique. There is not a single person on the planet who has exactly the same combination of all the essences mentioned above as you.

Will you go along with me on this concept of each of us having a personal universe? It is true.

Let's take another step together. We know we have our universe. It then stands to reason that someone else has their universe. We all exist in the physical universe. Therefore, at any one time there are three universes in play whenever you interact with someone else. Otherwise, if you are on your own, there are two.

Do you recall that, as a child, everywhere you went was a playground? You could take an old rag and a stick and play cowboys and Indians. The world you could create with almost nothing was nothing short of magical.

So, we played games and in so doing, learnt. Our universes expanded and the world was a wonderful place. The physical universe was the place where we acted out our games. Life was a game.

WHY SHOULD IT BE ANY DIFFERENT NOW?

Have you ever wondered why the majority of the world has an obsession with sport? Sport is a game and we see all the drama and triumph of winning, the tragedy of losing, the epic struggles that epitomize life itself.

If we went to the trouble of analyzing any game we will see many common elements. For example, any game has:

- Rules
- Players
- Goals
- Purposes
- Barriers
- Freedoms
- A referee
- A time frame

If you look at life it becomes obvious that it has all these characteristics.

Ah, I hear you say. But life is a serious business, it's not meant to be fun.

Let me ask you, did you ever witness John McEnroe play tennis? Or watch a heavyweight boxing contest, or the last putt in a major golf championship? Were they light and frivolous?

Of course not. But the delight at winning and the despair at losing are just as real in a sport as in any other situation in life.

Face it:

LIFE IS A GAME

We spend our early years getting to know the rules and we stumble onto the field and give it a go. As we learn (read get experience) we either get better or worse, depending on a number of factors.

Now, if we are going to play this game called life, let's see if we can't get a little prepared to win.

One of the ways to play any game is to know the rules. Common to all games is the fact that there is a goal or goals. Also common to all games is the fact of players and that these players have roles, or identities. For example, in football there are wingers, forwards, backs etc. Each of these roles has a purpose and a goal, and they are all different. In a team there is the overriding goal and that is to win.

You could say that each role, or identity has the goal to win in their aspect of the game.

So, what's different about us and our role (or roles) in life?

The answer is nothing.

So, in order to play we must have an identity. That is, we must BE someone or something.

Every game has a goal of some sort. You could say the goal is the point of existence. If you don't have a goal, what's the point? Together with that every game has a purpose.

You might say what's the difference between a goal and a purpose? There is a significant difference. A goal is the direction you wish to go in. The purpose is the reason why.

For example, you may wish to become a doctor. That's the goal. The purpose may be to help people. That's the reason why.

In order to achieve a goal and have a worthwhile purpose you must DO something.

Now, in order to BE something, you must DO something, and in order to BE and DO you must HAVE something. So, there are three conditions of existence that must exist if you are to play the game of life with purpose and success.

Let's examine this a little closer with an example. Let's make a goal, say, to have a successful business career. Now that's a pretty unsatisfactory goal because it's indistinct and non specific. I recently watched "In Pursuit of Happiness" and it showed a classic example of what I am talking about here.

The father, (Will Smith) was an unsuccessful salesman whose marriage was under immense strain and eventually disintegrated. He loved his only son dearly and wanted a better life for him. He saw an ad for stockbrokers internship, and decided that is what he wanted to BE. (He had seen a stockbroker who was successful and he thought the guy was happy, so he said to himself "I want that.")

He got the position, only to find it paid no salary for six months. So, he had to decide what it was he had to DO in order to BE a stockbroker. He worked on weekends selling to make enough to survive and perhaps be selected to be a stockbroker.

He looked at what he had to HAVE in order to DO the actions necessary to BE a stockbroker. The film is devoted to all the obstacles he had to overcome to reach his goal.

Obviously he made his goal and lived happily ever after. At the end of the film the statement was made that this story was based on the true story of a man who eventually went on to found a very successful stock broking firm and who became a multi millionaire.

We all like happy endings, don't we? Well, maybe it's time you had a happy ending for you and your loved ones. Do you think you deserve it?

We now have a structure we can start to use to put together a strategy for success. Now, I must stress one very important point.

Everything your life becomes originates in your universe.

Everything your life becomes originates in your universe.

It is not a misprint. I have said it twice because it is that important. Everything, good or bad, in your future starts with a DECISION in your universe today.

Today your life is a result of the decisions you have made in your universe yesterday.

You want a better life? DECIDE.

Now, to the subject of goals and purposes. So many of us set goals and then sit back and wait for it to happen. Or we start in a flurry of good intentions and actions, working very hard. Then, over time, the dream fades and our early momentum fades and we come to a grinding halt.

A search for reasons why reveals how obstacles in life come up, priorities are forced upon us and the goal recedes into the confusion called life and we find ourselves back where we started. Sometimes we end up worse off.

Take weight loss. How many people do you know who have started out, really worked hard and actually reached their goal? Some have and they tell you how exhilarated they are and how their life has changed. It is inspiring to see someone like that.

For some, the change is permanent and they are the source of envy for the rest of us. Too many reach the target, or make great progress and then, for no apparent reason, they fall away and end up heavier than ever.

More fortunes are made in the weight loss industry than any other I know of. Many of the systems work. They are medically proven, the science is definite as to what has to be done to achieve weight loss on a permanent basis. Yet still so many fail and move onto the next fad in a vain attempt to win the war of the waist.

Why does it happen? Not just in weight loss, but so many other areas of human endeavour? Just think of smoking, for example. A multi billion dollar industry has grown up based on human failure to

change. The reasons for not smoking are impelling. Yet so many fail to make the change.

What is the missing element?

The missing element is:

YOU

What do I mean by that? What I am about to put to you may be a little difficult to grasp and even more difficult to accept. Please travel with me and wait to see it all before you reject it out of hand.

Incidentally, I gave up smoking 'cold turkey' twenty five years ago and have never even been tempted to go back. I learnt a huge lesson at that time and I want to share with you the strategies that I used then and have attempted to apply to my life from that point.

I don't profess to have all the answers or be perfect but, to an extent I believe I have some of the answers to achieving permanent change in life. All I ask is you try what is suggested and see if it works for you.

Firstly I need to explain what I meant when I said the missing element is you.

You recall I said life is a game and we are all players? I also stated that we each have our own unique universe and in that universe is everything that goes to make up the unique individual, you. Well, everything in that universe was created by you.

You created the mental image pictures that record your experiences. You create the viewpoints, attitudes and behaviours that follow the belief system that identifies you as you.

It stands to reason that the person you are today is the result of all the past decisions you have made with regard to how you live life. It is almost as if we build a template of what we believe we are and how we should act in every situation.

This is a dynamic process inasmuch as we are continually learning and modifying our beliefs, viewpoints and behaviours according to what we experience.

That sounds very sane and logical. But that isn't what happens so much of the time. Have you ever seen someone doing something that is so 'wrong' and you have tried to 'correct' them. The person may even acknowledge it is wrong or inappropriate and yet they don't change.

It could be said that a man is a prisoner of his own considerations.

What you deep down believe is true for you will be true for you. Even if you are proven wrong, you will still cling to your belief.

Someone may even say to you, "Why don't you change what you do?" How often is the reply, "That's just me."

That is a very telling statement because, what it is saying is. "I am the sum of my beliefs."

Well, how do we change destructive beliefs? Things such as "I'm not good enough," "I could never ..." "I can't win.."

Just stop and think about it for a moment.

All of this is in your universe. That means you created it.

I can hear you saying, "It's not my fault," "If only that hadn't happened," "It was my childhood." And all the other justifications we use to absolve ourselves of responsibility for how all the negative things in our lives exist.

I say again, if it's in your universe, you created it.

Well, how do we change?

The first thing I will tell you is one of the most significant statement I will make. It is to do with what you don't do.

YOU DO NOT TRY TO AVOID OR REJECT ANY NEGATIVE ASPECT OF YOUR LIFE

Why not? It seems logical to avoid the bad things in your universe. Think it through. What you create in your universe will manifest for you in the physical universe. If you try to avoid something you must first focus on it. To do that you create it in your universe first.

Try this. DON'T THINK OF A CAT.

What colour was it?

That which you try to avoid, you create and so cause it to happen.

Let's look at it in terms of goals and purposes.

How many times do we set a goal 'to be free from...' for example, debt? Or 'To give up....' Smoking for example?

I call these the avoidance goals.

They violate the basic principles of life. That which you seek to avoid you bring into existence. Just think of the cat example. We focus on the undesirable in order to avoid it, but must first create it in our own universe. We do that and it will run smack bang into you in your life.

I can hear you say, "Alright smarty, how do you fix it?"

Just think of walking in a forest in the dark. You have a flashlight you use and it lights the way for you. Let's call that your focus. You see what you focus on. The light shows you what is there. You never go where you are not looking, do you?

Therefore, if you go in the direction you are looking and you focus on the negatives in your life, where will you go?

So, to answer the 'Smarty' question we simply set the goal as a 'freedom to' direction.

For example, rather than be free from debt we say “ByI want to be earning \$X to handle my expenses and give me some abundance to enable me to(Whatever you want to Be, do, have)

With regard to smoking, because this is addictive behaviour and requires a number of differing goals I won't go into fully here, Not because I can't help you resolve this issue, but because I may well do a video to fully handle the subject and supply a regimen that works for you.

I will give you a clue, however. At least on of your goals in this area must be to improve your physical fitness so that you can be 'younger' that you currently feel.

So, what is the philosophical framework behind successfully setting and achieving goals and purposes? All philosophical thought starts with a premise, followed by debate, then resolution and statement of outcome.

What is our premise?

We create every manifestation in our universe.

If that is true we have the capacity to destroy whatever is in our universe.

Now, we all want to survive and prosper. That means we all wish for positive outcomes in our lives and the lives of our loved ones.

That being so, all creation begins with a

DECISION

That something

POSITIVE

is to be achieved.

This is followed by a

PLAN

That outlines what you want to

BE

DO

HAVE

Together with

THE REASON WHY

It must be

SPECIFIC

And have a specific

TIMEFRAME

Once you have done that you have clarified it in your own universe and have begun to manifest it in the physical universe.

Now, the only proof that anything flourishes in the physical universe is when something is

DONE

By that I mean the actions you must take in order to bring about the Be, do and have of your goal. Therefore you must make a comprehensive of all the possible actions you might have to take to get to your destination.

At this stage they don't have to be in order. Just take a sheet of paper and 'dump' all your thoughts of the actions you think you might have to take.

When you have done all that you now look at each action and decide the most important question of all

WHEN WILL I DO THIS?

Now, sometimes you may think the action is too much to do at one time. That's alright. Simply split the action into more than one cycle and schedule to do one, then the next and so on.

It is vital you set a time frame and stick to it.

What you have achieved at this stage is created the goal and purpose in your universe and have set up a plan in the physical. Now, to achieve in the physical universe you must now create your goal continuously.

Every day you must make sure you do SOMETHING towards your goal and make sure you have a win. It doesn't matter how small the step is, it must be a completed step.

There is a four lettered word I must mention at this point. Nothing is ever achieved without it.

WORK

Nothing is created without some effort on your part. Now I will tell you the secret.

IF YOU CONTINUALLY CREATE YOUR GOAL, NO MATTER HOW HARD IT IS AT FIRST, YOUR MOMENTUM WILL INCREASE AS YOU FOCUS ON CREATING POSITIVES IN YOUR LIFE.

You will find that the physical universe will seem to help you. You will meet people who can assist you, circumstances will change for no apparent reason.

It's not a trick, or sleight of hand. Anyone who is successful follows a system something similar to what we have discussed here.

You are the one who creates your future.

Have fun doing it.

If you wish to discuss this or have a question, I can be reached on

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Incidentally, if you want me to do a video on this subject, let me know.

Ollie