



## Finding Your Passion is Critical

- ▶ At the root of finding a career is aligning what you do with your passion so you will be happy in your workplace situation. Happiness and passion go hand in hand. Both require each other to validate the other.
- ▶ According to a recent survey, 75% of the population does not know their true passion. Clearly, it could be said many of us seem to not be doing what we were meant to do. This is an eye-opener because doing what we really love is absolutely necessary if we want to be fully happy.
- ▶ Perhaps this is why there is so much unhappiness in our society, we just aren't doing what they are meant to do. Finding your passion and aligning it with a career isn't as simple as it may seem. For some, it does come naturally. Most of the time, we have to ask ourselves some questions to pinpoint exactly what you were born to do.

*"Most people live lives of quiet desperation, and go to the grave with the song still in them."*

*– Henry David Thoreau*



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**R** The first step in the job search world is gaining clarity about where you are going and defining your goals. Our **iPower Branding Tool™** gives you *the power to succeed* by providing clarity with actionable steps to proceed. The principles of iPOWER Branding Tool are built upon several methodologies, that when put together, unlock the key to understanding who you are and how you relate to other people, what makes you behave in certain manners, what drives your passions and how that can lead to your success and happiness. This tool will absolutely, positively give you clarity of direction and more than double your chances to get a job you actually enjoy.

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