

Dreaming With Purpose

Making every moment count

By Marcia Wieder



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BELIEVE THERE IS A TRUE PURPOSE to coaching which is to reflect people's essence and greatness back to them, to believe in our clients until they believe in themselves, and to encourage or challenge them to act on dreams that are important to them.

The difference between a dream and a fantasy (like winning the lottery) is that you can design a strategy for accomplishing a dream, while in a fantasy you cannot. In my worldwide travels as a

trainer and author, I have discovered an insight. It's not that we don't get to the plan but rather we go there too quickly, compromising our vision down to what we know we can realistically and easily accomplish.

Although the realist in us needs to know where the time and money is coming from, in the early phase of a dream we rarely have all the answers. Overly realistic, we squelch our passion as the dream becomes 'a problem to solve.' Dreams get reduced down to a check list of activities, the proverbial 'to do' list, and holding a client accountable to checking things off this list is what the relationship too often becomes. This is not the main purpose of coaching.

The dream business

Imagine a different list, one comprised of projects and steps that are the expression of your client's dreams. If those dreams are aligned with their purpose, we are coaching them to live 'on purpose.' When we assist others in turning their lives 'right side up,' rather than just reacting, they can create and build a life they love. If fear and doubt arise they can be more effective in choosing their dreams over doubts, believing in themselves and those dreams, and proving that they do by taking action.

Visionaries/big dreamers have a vision that they articulate with clari-

ty so people understand it, that they express with passion so people are excited about it, and true visionaries inspire others to join them. But they also allow reality to do what it does. It's called having good days and bad. A great coaching question is, "Are you more committed to your dream or to your doubt and fear?"

The essential role of the coach is to support clients in identifying what their dreams are and helping them

“Connected to our dreams, we literally have a reason to live.”

move toward them. My two favorite words in coaching are, "What else?" What else would bring you more joy and fulfillment, what else would bring you more passion and energy, what else would have you feel that you are living aligned with your purpose?

A medical perspective

Mired in reality, busy responding to our clocks and calendars, many of us have a mile-long list of issues to handle and problems to resolve. Certainly reality is an essential part of the mix since we need to know where we currently are in order to design the plan for where we want to go. But, what has being realistic cost you? According to Dr. Mehmet C. Oz, author of *You, The Owner's Manual* (Reed Business Information 2005) and

lead heart surgeon at New York University, people with dreams live seven to ten years longer than those just going through the motions.

When I interviewed Dr. Oz as a guest in "My Dream Circle," he told me about a medical term called 'apoptosis.' Apoptosis is when your brain believes you have outgrown your usefulness. This is most often experienced when people retire, get laid off, experience an empty nest, or when they have stopped dreaming. The brain sends a message to the body that it is no longer needed and people begin to mentally or physically self-destruct. What's the cure? According to Dr. Oz, it's passion and dreams.

In touch with our purpose, life has meaning; we feel more alive with more energy and passion. Connected

to our dreams, we literally have a reason to live. As coaches, we have the privilege and awesome responsibility to remind people that their dreams matter and, connected to their purpose, the quality of their dreams, and therefore their lives, will change.

Coaching on purpose

The poet Robert Byrne said, "The purpose of life is to live a life of purpose." Similarly, the purpose of coaching is to help others find their purpose in order to restore meaning in their life. Without purpose we often climb to the top of the mountain, only to realize it's the wrong mountain.

Many people don't even know what their dreams are or, having been disappointed by their dreams in the past,



they may be too afraid to dream again. When someone says to me, “I don’t have any dreams,” I offer back, “Could we say your dream is to have a dream?” With that simple reframe, they are now moving toward something they want. As we help others remember or discover who they are, they can create dreams that are aligned with their soul.

We are here to support people in discovering their essence and purpose. Our purpose is already inside of us and to live into it requires three powerful steps.

1. Have a spiritual practice so you can get quiet enough to hear the deeper wisdom voice beyond the ego.
2. Know what is unique about you.
3. Be of service with your gifts.

Great coaches know their purpose. Tim Kelley, founder of Purposeful Coach.com says, “The purpose of coaching is to help our clients manifest their highest goals and the form of the goal is limited only by the client’s imagination and willingness to transform.”

A significant agreement

In order to dream big, we must be willing to take risks, and that requires self-trust. Our ability to make and keep agreements with ourselves and others is essential for building trust. And, perhaps the most significant agreement we can make is to fulfill our purpose or mission.

Consider this formula that I creat-

ed: E – I = A. Essence minus Integrity equals Apoptosis. To live off purpose, spending most of your time putting out fires or solving problems, to have your days filled with things that don’t bring you joy or fulfillment is, at a soul level, out of integrity. To live out of integrity with your soul will not only age you, but can make you ill or worse.

Conversely, in touch with your purpose, every conversation counts, every encounter is an opportunity to touch or serve another, and every moment can be precious and meaningful. To live on purpose is one of the great gifts of life for us and our clients.

Marcia Wieder is the founder of dreamuniversity.com and dreamcoach.com.

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