

# The Five Steps to Becoming More Values-Focused.

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**Step 1: Open Up to Limitless Visioning.** Limitless visioning is the context in which you identify your life purpose. It is an attitude of openness and faith that you can have what you want if you can simply envision it. Limitless visioning is grand and abstract and sets the stage for the next step, Active Imagination.

**Step 2: Practice Active Imagination.** Active imagination builds upon limitless visioning by making what you want more concrete. In active imagination you create a sensory rich image of what your life will be like when you are doing the right thing.

**Step 3: Write Your Own Creative Eulogy.** Creative Eulogy further enriches the image of your future life, by adding the element of how people will remember you when you are gone. When you write your own eulogy from the point of view of the people you leave behind after you die, you help to solidify both your limitless vision and your active, sensory rich image of the future.

**Step 4: Create a Personal Statement of Purpose.** Finally, you must boil down what you have discovered in these first three steps into a personal statement of purpose; a statement of what your life is going to be about from today forward. It will include the valence of your overall vision, the sensory rich images of your future life, and a taste of how you will be remembered after you die.

**Step 5: Determine Your Personal Goals.** Once you have written your personal statement of purpose, you can begin to work on identifying the major Personal Goals that are naturally implied by that purpose.

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## **Step 2. Practice Active Imagination**

*Active Imagination* is a concept developed by ethnologist and psychotherapist Carl Jung back between 1913 and 1916. It is a mindfulness technique in which you translate the contents of your unconscious into images, narrative, or external objects you choose to represent some of those contents. It can serve as a bridge between your everyday consciousness and your "deep mind" (unconscious).

The technique includes working with dreams and using imagination or fantasy to allow the creative part of yourself to bring out the contents of your unconscious.

Effective practice of active imagination requires as little influence as possible from the everyday outer-focused mind on the images that come forth.

For example, in answering the questions that follow, write down what first comes up for you, prior to any censoring or rearranging of the images by your everyday mind. It is inevitable that the survival part of the everyday mind -- what some people call the "lizard brain" -- will try to modify any images it finds threatening. We'll talk more about the "lizard brain" under the section below on "resistance." For now, just do your best to listen carefully to your own deep answers, write them down as quickly as possible and don't worry too much about the efforts of your everyday mind to change them right after that.

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This is not a passive practice. You must engage with the creativity and wisdom of the unconscious in order to hear what it has to say, and you must then protect those answers from the inevitable censorship of the everyday mind.

You will know you're successful when the results of your practice give you life-like almost real results.

## ***Three Questions - Active Imagination in Practice***

Identifying the values that give meaning and shape to your life is one of the most powerful steps you can take on the path to building a good business. One way to identify your core values is to remove the major obstacles keeping you from seeing them. There are three such obstacles that are common to many people:

- Time
- Money
- Lack of a sensory rich image of our ideal work environment.

The values you can uncover by removing these three obstacles can be used as building blocks to create a foundation for your overall vision and purpose. The following exercise is designed to use your imagination and intuition to create a quick map of what those values might be.

### **Exercise 15. The Three Questions**

#### **Purpose:**

This exercise will help you identify some of your core values, assess what they really mean to you, and develop a short list of real-world work experiences that might embody those values.

#### **Procedure:**

1. **Relax.** (See the exercise entitled "Creating a Container for the Work" above.)
2. **Ask the questions.**

Take out three pieces of paper (or use the pages attached to this handout) and write one of the following questions on the top of each of the pages.

1. What would I do if I had only six months to live?
2. What would I do if I had all the money I needed?
3. What will my work environment look like five years from today?

3. **Answer the questions.**

What would you do and how will it be? Answer each question without considering what your answer to the others was or will be. There are no right answers, only your answers.

For question 3, you don't have to know what you will be doing. Describe your environment: hours, indoors vs outdoors, light, colors, sounds, smells, decor, furniture, etc. Will you be

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working with animals, machines, data, people? What kind of people? Will you be working alone? What you will be doing with your hands; with your body; with your mind?

## **4: Search for patterns and commonalities.**

Lay the three sheets down next to each other. Compare your answers and identify the things or experiences they have in common. Make a short, written list of what you find.

## **5: Identify the underlying values and qualities.**

Look at each item on your commonalities and patterns list and try to identify what values or qualities make up that thing or experience. (Optional: see the worksheet for "Values and Qualities" later in this ebook for help in choosing words).

## **6: Assess what these values actually mean.**

Looking at the most important of the values or qualities that you identified in step 5, make a few notes about what you really mean by that value or quality. How do you know when you are experiencing it? How do you know when it is absent?

## **7: Brainstorm some real-world work experiences.**

Make a list of real-world work experiences that you imagine would allow you to experience the values or qualities you assessed in step 6. Do any of these strike you as something you might do to pay the bills, even if only temporarily?

You can do this in a word processing file, or you can use paper. Here are the components of this exercise again.

### **The Three Questions**

- What would I do if I had only six months to live?
- What would I do if I had all the money I needed?
- What will my work environment look like 5 years from today?

### **The Analysis**

- Patterns & commonalities between the three answers.
- Underlying values revealed
- What do those values mean?
- What possible real-world work experiences come to mind?

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