

# “The On-Purpose Person”

Making Your Life Make Sense

by Kevin W. McCarthy

&

# “The On-Purpose Business Person”

Doing More of What You Do Best More Profitably

by Kevin W. McCarthy

Review by Gary Tomlinson

“Is your life filled, yet unfulfilled? Do you feel pulled in a thousand different directions? Are your days so busy you hardly have time to think? Are you living up to other people’s expectations while your own plans and dreams go unmet?” Kevin McCarthy has written a powerful and impactful book entitled *The On-Purpose Person* that will enable you to learn how to discover who you are, where you are headed, what you should do and what’s most important to you! **That’s being on-purpose!**

McCarthy writes that “purpose is the energy of your spirit. Discover your purpose, be on-purpose and the significance and meaning of your life will shine like a bulb connected to the power source.” He uses a symbol of a light switch as a reminder that we are either off- or on-purpose. Every time you use a light switch, you’ll be able to think to yourself; *Am I off-purpose or am I on-purpose?*

“To be on-purpose, you begin with your *being* (purpose). This sparks your *seeing* (vision) which you then put into action or *doing* (mission). This linkage of purpose, vision and mission is governed by your *choosing* (values) how to think, act and respond. When your ‘*being, seeing, doing and choosing*’ are aligned and integrated, then you are *on* your purpose, or being on-purpose.” McCarthy says until we know our purpose, vision, missions and values, we are muddled and confused at the core of our being.

He continues by saying “if your definitions of purpose, vision and mission are casual and unclear, then your understanding of yourself reflects that. Because you don’t know differently, you’re skimming the surface of life instead of living in a deep contentment that comes from knowing who you are.”

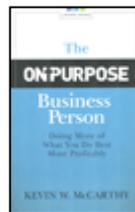
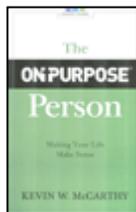
*The On-Purpose Person* is a modern parable that will guide you to look within yourself and discover what matters most. It is a book that truly can change your life and allow you to be on-purpose because on-purpose is the difference in people who make a difference!

McCarthy’s second book in this series is *The On-Purpose Business Person*. “Are you called to your work? Are you making a difference? Are your passion, dreams and vocation aligned?” This book will help you answer these and other impactful questions.

This is an immensely valuable read for business owners, senior executives and leaders at all levels of an organization. It is a simple, yet powerful approach for creating the strategies, focus and healthy habits for improving your business life and your organization. McCarthy says the first step in being an on-purpose business is to develop your organization's *purpose statement*. "A purpose statement is simply two power-backed words that hone in on the constant uniqueness of the person or organization. It answers the question, 'Why do I (we) exist?' The preamble begins with 'I (we) exist to serve by...' and ends with two words." Creating a two word purpose statement is not easy. But, as you will see from *The On-Purpose Business Person* this is the 'heart' of your organization. "Purpose builds on our past, lives in our present and holds hope for the future."

What would be possible if every person in your organization owned their job? Can you imagine the possibilities if the purpose of your employees were aligned with the purpose of your organization? *The On-Purpose Business Person* can help you accomplish this by offering the insights, concepts and processes for getting life and work in sync. This book will enable you to create a meaningful and productive future for your organization, your team and yourself.

To learn more about *The On-Purpose Person* and *The On-Purpose Business Person* or to order a copy of the books, please visit [www.on-purpose.com](http://www.on-purpose.com).



*Gary Tomlinson is a business consultant and motivational speaker. As a business consultant he specializes in strategy execution management. He works with senior executives to help them clarify, deploy and achieve their organizational initiatives down to an individual level. The purpose statement for Tomlinson & Associates is "we exist to serve our clients by making it possible for every one of their employees to own their job." As a motivational speaker, Gary's favorite topics are the "Art of Telling," "Making Change when Change is Hard" and "The Age of Execution is Upon Us!" You can engage Gary at [gary@gary-tomlinson.com](mailto:gary@gary-tomlinson.com). To see his other book reviews, book reports and educational videos visit his website at [www.gary-tomlinson.com](http://www.gary-tomlinson.com).*