

PART

4



**FINDING TRUE
PURPOSE
"STAGE 2"**

UNIVERSAL HUMAN NEEDS

Whether you are conscious of it or not **there is always a reason why we do what we do**, and while there may seem to be a myriad of reasons, in reality are only the situations, circumstances, morals which differ, since what pushes humans to do things can be categorized in just six universal needs.***

Which are the six universal human needs?

- **Certainty**
- **Uncertainty / Variety**
- **Significance**
- **Connection / Love**
- **Growth**
- **Contribution**

Once you understand what these six needs are you'll be able to identify what primarily drives you, and truly know how to meet your needs.

These six needs are not goals nor desires, they are way deeper drivers, picture them as the interconnected roots of a tree that precedes what cause the more visible branches of desires, addictions, coming to fruition through flowery goals, or poisonous leaves.

Tony Robbins:
The 6 Human
Needs. YouTube.
2016.

Why we do what
we do.
T. Robbins
Podcast.

Needs can be met in positives, neutrals, or negatives ways.

Understanding these needs, will also empower you in figuring out what drives others, and foresee whether the people you associate with are the right partners for your professional, private life or not.

In summary, thanks to the amazing acquired knowledge taught by Tony Robbins, a wiz in identifying patterns, "regardless of the diversity across the world between ethics, morals, religions, politics and their different agendas, we all fundamentally share the same six emotional human needs." ****

If all humans share the same six needs **why we behave differently?**

We all behave differently due to two factors:

- **we don't value needs equally**, and
- **our beliefs to meet those needs differ.**

For example, for some people certainty is the most valued need, so when someone tries to change anything these type of people go mad, get scared, or get angry, why? Because what primarily matters to them is to keep things the same way where they feel in control.

Certainty seekers when they're in love, would struggle to open their hearts fully until they feel certain enough that they can trust their partners.

So, the next question is what needs to happen to satisfy their "love" certainty demand?

It depends, as each person's belief about what it takes to be loved is different, in fact what takes to achieve certainty for you and me, may be totally different to someone else.

Moreover, since **this behavioral code is often experienced unconsciously**, most people may not even know it.

This is why as part of your Hero's journey this book section is fundamental in helping decoding your labyrinths, getting you one step closer towards mastering your emotions, setting up good habits, while escaping dis-empowering addictions.

How do we become addicted?

Anytime our minds perceive that doing something, believing something, or feeling somethings **meet at least three of our needs** then **we become addicted to that** thought that feeling, that action, or emotion.

We can become negatively addicted, or positively addicted to something. The mind is a great slave, but an untrained master.

So, in the next section we are going to explore each need, and as you read through you will be able to resonate **which two top needs are most driving you**.

Why is important to identify your top two needs?

Because **what you value** the most ultimately **determines your** direction in **life**. A direction that will lead to **your ultimate destiny**, and our goal is align this journey with your true life's purpose.

Mini recap...

FINDING TRUE PURPOSE - "STAGE 2"

UNIVERSAL HUMAN NEEDS

- We have six emotional human needs
- Certainty, variety, significance, connection-love, growth and contribution
- Needs are not desires nor goals, but deep drivers
- All needs can be met in positive, negative or neutral ways
- Despite we share the same needs we behave differently because we value and believe needs differently
- Our needs often control our behaviors unconsciously



GENERAL CHARACTERISTICS OF NEEDS

- Addictions occur as a result of our minds meeting at least three of our needs
- Our life direction is determined by our two top needs
- Identifying properly your two top needs will lead towards your true life's purpose

12th Milestone Quiz

Choose the most correct answer according to the BEA HERO's teaching. When you're ready undertake your official quiz online on our website using the link or the QR code.

12th Milestone Test.
Beahero.world

Q1. Is there a main reason why we do what we do?

- a) Yes, since our actions reflects our primary core universal needs.
- b) No, since our actions are based on a myriad of reasons, circumstances, and morals.

Q2. How many emotional human needs we all primarily share?

- a) five
- b) six
- c) seven

Q3. Which are emotional universal human needs described in BEA HERO's book?

- a) Physiological, security, love, friends, and ego.
- b) Food, water, shelter, connection, self actualization.
- c) Health, money, security. family, progress, purpose.
- d) Certainty, variety, significance, love, growth, contribution.

Q4. Our human emotional needs are deeper drivers than desires and goals?

- a) True.
- b) False.

Q5. Can needs be met negatively?

- a) Yes, needs can be met fully negatively.
- b) No, needs can be fully met only positively.
- c) It depends since needs can only be fully met positively or neutrally.

Q6. Since we share the same universal needs why we behave differently?

- a) Because what you like and dislike different things
- b) Because we value and believe in our needs differently.
- c) Because what requires to meet my needs may be different to yours.
- d) Because your top priorities may be different to mine.
- e) All of the above.

Q7. We consciously pursue our needs based on our behaviour?

- a) Yes, since you behaviour is a result of you conscious mind.
- b) No, since often that not our behaviour is a result of our unconscious mind.

Q8. How do we become addicted to feelings, actions or emotions?

- a) From anything that satisfy at least three of our human needs.
- b) From situations the only satisfy and empower our life
- c) From situations that meet our two primary needs.

Certainty

Certainty is a survival need, and hardcore in all of us, but certain about what?

Certain **to avoid pain**, thus enjoying some comfort. **Why?**

Because continuous pain means continuous damage, and **eventually death**.

Since we all need a degree of certainty, the first question is where certainty sits in the list of one to six for you?

And the second question is what needs to happen for your brain to satisfy your certainty requirements?

For some people to feel certain they need ten million dollars, others to be certain means having paid off their home. You can obtain certainty from your past, from praying to god, from working out intensely, by eating food, too much food, by not eating, by being next to someone who deeply loves you, etc.

There are literally no limits to what satisfy someone's certainty, as our beliefs mapped in our meaning are boundless. But the good news is that deep inside you shall know when specifically asked what meet your certainty requirements.

Meeting certainty needs **can manifest in three ways negative, positive, or neutral**.

One common example of certainty is when people have beliefs that are impossible to meet. Consequently, with a blueprint that's impossible to meet, it makes them **regularly unhappy**.

This state of unchanging is exactly what feeds their certainty. How many people do you know are like that? More than a few?

Another common example that feeds us with instant certainty is when we get pissed off, or angry. These feelings occur in response to a "loss of control" event, and what do we do? We display hanger, we may want to punch a wall, say thing like "I knew this would happen, I knew I was right, nobody listen to me, I told them, f@#k", and despite the occurrence of uncertain events, by **confirming** our **dissatisfaction**, or **blaming** others provide a home to our certainty needs.

As I mentioned earlier, certainty is hard built in all of us, and it can spike in indirect ways like getting angry, which despite its side effects satisfies certainty in the moment really well.

Similarly, it's the need to always be right, or always be wrong, to never be blamed, to always accept blame, as we all have different beliefs.

Most people meets their needs that works in the short term, but not long term.

So you can feel good through a sugar high, until the next emotional drop forcing to repeat the process again, through food, drinking, smoking, drugs...why?

Because **any form of comfort gives us certainty.**

A need can be attainable, but not sustainable, and that's how most people meet their needs.

People may use illegal drugs, excessive alcohol, cigarettes to feel comfortable, to forget, and meet their certainty need, despite the costs of the side effects.

Smoking meets the needs of certainty by giving comfort through shallow and deep breathing, it works short term to the detriment of health.

In contrast, you may be someone who meet certainty by working out intensely, or pushing yourself by lifting weights and as the blood pulses through you, while listening to epic music, you feel invincible. What's the downside of that? None.

You can achieve certainty by practicing yoga, Tai Chi, drawing, writing, playing guitar, photography, and finding comfort connecting with these forms of physiological empowering activities.

As a result, **be aware of the ways to meet your needs that are empowering, neutral, or dis-empowering.**

Some people find certainty by pleasing everybody, which is impossible, others get certainty by lowering their expectation to avoid discomfort — it may cost losing their dreams, even their values, but it meets their needs.

Why people lie?

Lying is strongly built in our human nature, in fact how many times have you lied to someone, or someone lied to you? Probably countless times.

What I have learnt is that even if we are really good people who value honesty, **when something is in contrast, or could cost one of our primary needs, we all lie.**

Almost everyone does it.

Why some people never lie?

There are some extraordinary people who never lie, and that occurs when these two factors line up: **their primary need is certainty**, and **their belief** to achieve it **is based on truth.**

Truth is the most solid metaphysics form of foundation in the realm of reality.



People will give up their goals and dreams, even their values to meet their needs.

TONY ROBBINS
AMERICAN AUTHOR & COACH

My Certainty Needs



Can you spot the different ways on how you are meeting your certainty needs? Think of your habits that gives you a sense of control, stability, routines, comfort... as well as behaviors that you are addicted to, including problematic situations caused by you or others.

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Can you identify any negative ways in which you are meeting certainty that could be turned into positive?

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If certainty is one of your primary human needs, **feeling secure** and safe **about the future is a top priority**, and you achieve this by avoiding new situations, people and risks.

Since life can hardly remain the same, **you change your expectations to keep in control of changes.**

You may be stubborn with your ways, but you can positively motivate yourself and deliver the same or better results consistently.

Mini recap...

FINDING TRUE PURPOSE - "STAGE 2"

CERTAINTY

- It is a need we all must satisfy
- It is a survival need that reflect comfort
- It is the need to avoid pain, damage, death
- Certainty can be met in negative, positive or neutral ways such as:
 - the unwillingness to change, living in the past
 - attaining impossible beliefs
 - getting angry, swearing
 - confirming dissatisfaction
 - often blaming others, or often accepting blame
 - always wanting to be right, or always wrong
 - lowering expectations
 - working out intensively
 - doing activities that offers us comfort
 - by pleasing everyone
 - by achieving constant and better results
- If certainty is your primary need?
Learn how to deal with your stubbornness



GENERAL CHARACTERISTICS OF NEEDS

- Needs govern when we lie or don't lie, how?
When something is in contrast with our primary needs we lie, excepted for those whom primary need is trust or truth
- Meeting our needs cause people to give up their values and goals.
Instant gratification is one of our alibis, since most people focus on meeting short term needs to the expenses of longer ones
- What are the facets of needs?
Positively empowering, neutral or negatively disempowering
- Negative needs can be attainable but not sustainable

Uncertainty

How are you going to feel if you can predict everything in life?

Since we can meet certainty in many different ways, now imagine for a moment, how would you feel if you could predict everything that is going to happen in your life, the when, the what, the how all events of your life are going to play out, minute by minute?

How would you feel to live a **life with zero surprises**, as absolutely nothing happens without you already predicting it?

You know what people are going to say before they say it, what they are going to do before they do it, and so on.

Initially you would probably feel very excited, very powerful, as your certainty reaches a million per cent. But, after a while how are you going to feel? Imagine, **life without adrenaline**, without anything new, nothing out of the norm, like eating the same meal, or listening to the same song, or watching the same movie day in and day out.

How would you feel, ask other people the same question?

Just thinking about would make most people go insane, totally bored out of their minds.

This is possibly why mother nature in it's infinite wisdom gave humans a second human need, uncertainty.

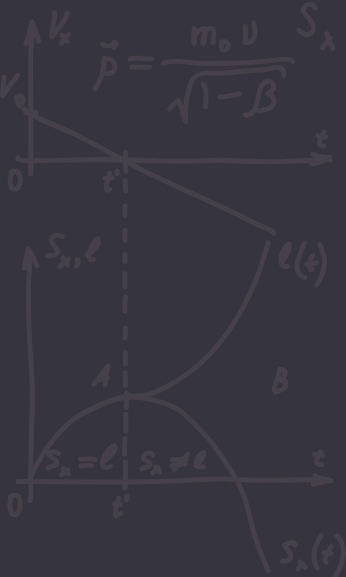
Uncertainty is our human need for surprises, for **variety**, the need to feed our **curiosity** of the unknown, for **adventures**, to see, to hear, to taste new things, to explore the world, to experience, to feel emotions in many different ways, a need to test ourselves, **which is what ultimately makes us feel alive, vibrant**, giving us a great reason to evolve, to grow as men, as women, as a human race.

As much as we need stability and certainty, without uncertainty life would most likely have no taste, no purpose, and probably no meaning.

Same as with certainty, uncertainty can be met in a positive, neutral, and negative way. A positive way of variety can be learning, growing, taking a new goal, a new challenge, a new partner, a new job, role, a holiday, a conversation with a friend, by reading a book. In contrast you can also meet variety's need by changing your state through smoking, alcohol, over eating, abusing drugs, which have disempowering side effects.

We cannot solve our problems with the same thinking we used when we created them.

ALBERT EINSTEIN
THEORETICAL PHYSICIST



$\phi = BS \cos(Bn)$ $\Delta = k\lambda - \max$ $\omega_0 = \frac{1}{\sqrt{LC}}$ $T = 2\pi$

$A = FS \cos \alpha$ $\omega = \frac{2\pi}{T} = 2\pi\nu$ $V = \sqrt{\frac{RTC_p}{\mu C_v}}$ $v = \sqrt{\frac{3k}{m}}$

$A = -F_{mp} S$ $V - V_0 = \beta V_0 (t - t_0)$ $E_k = \frac{mv^2}{2} = eU$ $\rho V = \dots$

$A = mgh$ $R = \frac{mv}{qB}$ $T = \frac{2\pi m}{qB}$ $m = \frac{m_0}{\sqrt{1-\beta}}$ $X_c = \frac{1}{\omega C}$

$A = -mgh$ $Q = cm(t_2 - t_1) = U A S_2 = h - h_0 = v_{0y} t + \frac{g_y t^2}{2}$

$A = \frac{kx^2}{2}$ $N = \frac{A}{t}$ $N = Fv$ $N = Fv$ $E_k = \frac{mv^2}{2}$ $\varphi = \frac{kq}{\epsilon r}$ $S_x = v_{0x} t + \frac{a_x t^2}{2}$

$E_p = mgh$ $E = \frac{kx^2}{2}$ $v = \frac{\lambda}{T}$ $E = E_k + E_p = \text{const}$ $A = \frac{mv_2^2}{2} - \frac{mv_1^2}{2}$ $\eta = \frac{A_n}{A} = \frac{N_n}{N}$

$\vec{p} = \frac{m_0 v}{\sqrt{1-\beta}}$ $S_x = \frac{a_x}{2} \left(t^2 + 2 \frac{v_{0x}}{a_x} t \right)$ $S_x = \frac{a_x}{2} \left(t^2 + 2 \frac{v_{0x}}{a_x} t + \frac{v_{0x}^2}{a_x^2} \right)$ $S_x = \frac{a_x}{2} \left(t + \frac{v_{0x}}{a_x} \right)^2 - \frac{v_{0x}^2}{2a_x}$

As much as we all love good forms of variety, such as good surprises, how do we call a very common form of variety that we all dislike when things don't go the way we want?

Problems.

So, let's talk about problems.

First of all you must know that, **problems are another way to meet our needs**, and I say needs because often than not, one problem meet more than one human need, making us unwilling to solve it.

Why are we attached to problems?

You may have heard the expression "hiding behind problems" and one reason why we keep a problem is because it meets some of our needs; not all of them, or you would want to get rid of it, but enough of them that makes it hard to give up.

Problems are an opportunity where **to hide our feelings**, where **to park our excuses**, where **to re-direct blames**. They **offer** a great deal of **emotional comfort** (certainty) in their discomfort. At the same time **they provide uncertainty** through the shadow of colors that force us to adapt our spectrum of behaviour, making us feeling different sets of emotions, often when we less expect them.

Can we meet certainty and uncertainty simultaneously?

Yes, and that's exactly what you experience when feeling stuck, mediocrity bored, or in need to keep postponing important decisions. This middle zone can be very toxic for your personal growth, as one side of you wants to move on, while the other pushes towards keeping the status quo.

This is why we go to bed with our problems, instead of ditching them. People which strong certainty and uncertainty needs often struggle in this sedentary area, until some other need or series of events help push them beyond.

One typical example is when you have been in a job, or a relationship for way too long, and despite you knew it wasn't working you still persevered, until one day you hit a threshold and you came to the firm conclusion that: if it has been painful in the past, if it keeps been painful in the present, and if it is likely to be painful in the future, you firmly decided to move on.

In summary, **most problems are either solved by breaking through our thresholds, or they are simply alibis to our needs.**

My Uncertainty / Variety Needs



Can you spot the different ways on how you are meeting your uncertainty/variety needs? Think of moments that gives you a sense of adventure, unpredictability, surprise, adrenaline, living the moment, as well as behaviors, problems which you are addicted to.

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Can you identify any negative ways in which you are meeting these needs that could be turned into positive?

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If uncertainty is one of your top human needs, you enjoy attracting new situations, people, or taking risks often to an extreme.

You may find yourself frequently changing jobs or relationships, as well as taking unnecessary risks to fulfill your adrenaline thrill.

Mixed in the fun, be aware of how you deal with stress and anxiety, although don't forget that people like you are the greatest innovators.

Mini recap...

FINDING TRUE PURPOSE - "STAGE 2"

UNCERTAINTY / VARIETY

- It is a need we all must satisfy
- It is our need for surprises, variety, curiosity
- It is the need to feel alive with new things
- Uncertainty can be met in negative, positive or neutral ways such as:
 - smoking, alcohol, over eating, drugs
 - attaching to problems
 - frequently changing
 - taking unnecessary risks
 - seeking adrenaline activities
 - taking on a new goal, challenge, job, hobby
 - taking up new adventures, partners, friends
 - being an innovator and make changes happen
- If variety is your primary need?
Learn how to deal with stress and anxiety



GENERAL CHARACTERISTICS OF NEEDS

- **One behaviour can meet multiple needs simultaneously**
- **Problems are a common example that meet our multiple needs, why?**
 - Problems help us to hide our feelings, park our excuses and direct blames
 - Problems provides us with a larger set of emotions and elements of surprise keeping us in the limbo
 - Problems are often unsolved by choice to meet our uncertainty needs as well as simultaneously keeping up certain of the status quo.

Significance

Significance is the need to feel special, unique, important, recognized, the need to be needed, prestige, liked.

Feeling insignificant, which is the lack of significance, also plays the same role in this human need.

In fact, people who always say that they don't need to feel special, they still seek significance; since they think it makes them special, not to be among the many who crave uniqueness.

A very common behaviour of significance is **envy**, which has a huge impact to our consumer minded society of **not feeling special enough**, good enough, beautiful enough, smart enough, cool enough, fit enough, rich enough, it's a massive emotional marketing trigger that brings lots of profits.

Moreover, often **when we desire the latest**, the smartest, the largest, the fastest, the most customized **product** we are in part slaves to our significance's needs.

Like all the other needs we can meet our significance needs in a neutral, negative, or positive way.

For example, we can feel unique and special by being a **workaholic**, by **taking big risks**, by **achieving things**, by **creating something new**, by seeking power and greed.

A negative way in which we can achieve significance is **by making other people insignificant**.

In fact, people who enjoy reading about others' misfortunes, defeats, **people who like stopping others from achieving things**, or like to be in charge because they enjoy making others feel completely dependent, miserable, they're directly or indirectly meeting their significance need.

These tend to be people who have a big ego, they won't speak to you unless you match their status, they feel superior, they park their car in your spot etc.

Depending the circumstance I used to classify this category of people as "assholes". Why? Because classifying them as such made me feel significant in the moment. 😊

Categorizing people with diminished or vulgar nouns is a way to actually **gratify our significance, and certainty needs**. I gotta say that it feels so good, doesn't it?

Significance can play a huge role to our confidence, and determination. It can also **strongly influence all others needs** like certainty, variety, love and connection.

A present popular significance craving indicator is **social media**.

Things like the total number of followers, or likes are basically ways with which to compare our importance in proportion to others.

Anyhow you can achieve significance in many positive ways, such as by **being more generous** than anyone else, which in returns gives you the certainty and connection feeling that you are a giver and not a taker.

You can feel significance by contributing with your actions, your prayers, your preaching, your work towards a better world, your **volunteering**, your gratitude and respect for mother nature and realizing that you are a living soul part of this cosmic miracle.

Some years ago for example I branded a new activity called BinCliffing,** which is basically an invite to join me in collecting rubbish often stuck around the cliffs of the beach. Cleaning the ocean, without expecting anything in return, would make anyone by consequence feeling special.

You can achieve significance in many positive ways, sports people do it every-time they push themselves to win their discipline title, breaking worlds record, being in the podium, making history, which simultaneously feed the ego of their team, their fanatics and con nationals. If you are not professional, the act of learning something and teaching it to someone is a great way to feel significant, so is every time you receive a sincere thank you.

If you are like some of my Italian con-nationals, they always browse about how good is their home made pasta, or wine. In fact, have you notice how many cultures are culturally lean towards their proudness of their expertise, and work day in and day out to maintain it and perfect it?

Expectations and history records play a huge role to our collective significance culturally, this is what makes the Russian ballet peerless, or the Italian gelato unmatched, or the Japanese bosai unrivaled, or the Emirati Burj Khalifa the tallest skyscraper in the world. These as well as any other form of competition, race, benchmark, art, or uplifting contest idea which offers great ways to bring people and nations together peacefully.

You can obtain significance by **the way you dress**, by coloring your hairs blue, by having your body full of **tattoos**, by knowing how to palm reading, by being the black sheep in the family, **by knowing everything** there is to know about cars, or fashion, or movies, or real estate etc.

Everyone finds a way to be significant, most people achieve theirs **by being attached to significant problem**. Why?

Because when we have a significant problem, or experienced a horrific event, we receive pity from others, and while we receive other people's compassion, it's unconsciously a safe way to connect without been rejected.

If you want to know what's the biggest addiction in human culture, is not alcohol, is not an elicit drugs, **it's problems**.

Why are we addicted to problems?

Problems **allows us to deal with our deepest fear that we are not enough**, that we won't be love by saying that "is not me, it's this problem."

So, while **most people meet their needs through problems**, unfortunately they don't meet their deepest needs that would ultimately give sustainable joy and fulfillment.

QUICK NOTE

Until now, we have learnt about **certainty, uncertainty, significance** which together with **love/connection** (presented in the next session) **can be categorized under our personality needs**. For personality I intend the set of behavioral and emotional characteristics that govern our actions, feelings etc.

In contrast to personality needs we have **growth and contribution**, which fall under the category of "happiness" needs, in fact as you will learn at the end of this chapter, they're both known to create sustainable joy and fulfillment.

What's useful to keep in mind is that **everyone must find a way to meet these four personality needs**, even if it requires lying to themselves. Whereas there is no necessity for everyone to pursue their happiness need, it may sound counterintuitive but that's how it is.

Why we have violence?

As Tony Robbins says there are two ways to built the tallest building in town, one way is to work hard and built the tallest building, the other method is to blow up everybody else's building.

Which one is faster, which one is easier, which one takes less intelligence or less money?

This is one of the reason why we will always have violence, until there is going to be a consciousness change.

When people feel insignificant, they make take things in their own hands to feel significant particularly if provoked.

When people become aggressive towards someone else, they also satisfied multiple other needs. They feel certainty as holding any form of weapon, or dominion over gives a sense of control. It also gives variety since every fight is different, and connection being in direct connection with the opponent.

Men for example due to their higher testosterone levels are physiologically more prone towards dominance, and would die for significance. Women on the other hand will die for love.

Some men are prepared to die for love too, but biochemically a woman is wired-up to be able to nurture and support human beings.

We would not exists without women's need to love, and their power of connection as their strength.

In summary, **violence remains the main solution for many people towards creating certainty in a world of uncertainty, variety in places that are static**, where nobody is working due to high unemployment.

These places in fact tend to be the same locations with the highest abuse of alcohol, drugs, and crime.

My Significance Needs



Can you spot the different ways on how you are meeting your significance needs? Think of moments that give you a sense of recognition, wanting to be noticed, liked, as well as behaviors, problems which make you feel good, or better among other underachievers.

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Can you spot any negative ways in which you are meeting these needs that could be turned into positive?

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If significance is among the top two of your six human needs, fantastic as **it's a major major driving force** behind most human achievements.

Been important, special, or needed affects careers, finance, fame, and success in many levels.

As you strive towards reaching the top of your existence, **be aware of the drastic measures to make yourself feel good**, like the abuse of alcohol, drugs, unhealthy food, or arguments. Instead, identify better and more empowering escapes.

Mini recap...

FINDING TRUE PURPOSE - "STAGE 2"

SIGNIFICANCE

- It is a need we all must satisfy
- It is our need for feel unique, important, special
- It is the need to feel liked, needed
- Significance can be met in negative, positive or neutral ways such as:
 - the need to feel insignificant gives significance
 - having experience bad events to feel pity for
 - making other people feeling insignificant
 - making other feeling dependent, miserable
 - feeling superior and always right
 - inability to handle any criticism
 - sense of entitlement, narcissism, enviousness
 - social media craving
 - competitive sporting activities
 - setting higher standards or records
 - teaching, studying, reaching high career level
- If significance is your primary need?
Be aware of your ego, confidence and selfishness levels, including the abuse of others or your health to the expenses of what makes you feel good



GENERAL CHARACTERISTICS OF SIGNIFICANCE

- Significance is a major human need in our current demanding cultural society of feeling "good enough"
- Why we have violence?
 - When people feel insignificant they often take matter in their own hand to feel significance through violence
 - The act of violence meets significance needs as well as certainty, variety and connection.

Love and Connection

Love/Connection are grouped among our top basic human needs, and they can be projected **towards someone, something, and/or own self.**

They can be expressed through **feelings of passion, intense emotions, hope, faith, enthusiasms, duties,** affections, pleasures, and **desires;** as well as **hate, stress, violence, living in the past, pain, and problems.**

Love and connection are **the first links to life;** we all experienced it since birth, and not only we were created from a bond, not only the first years of our upbringing were absolutely dependent on someone's love, but the lack of love has also shown to cause babies cognitive, behavioral, psychological dysfunctions, and ultimately death.

While **the lack of other's love can negatively affect life, so can** the lack of **self-love.**

This makes love and connection occupy an essential human need to survive. It may not be the most important for you, but it's a hard core essential driver that must be satisfied.

Interesting enough despite we seek love to survive, this need has caused humans to go insane, loose their minds, and even commit irreparable acts.

This makes love and connection a science of its own, probably **the strongest and most misunderstood force in humans;** a sword with three edges that can reap good on one side, evil on the other, and even deeply wound ourselves through self inflicting pain, like a blade of neglected self-love.

Love is so powerful that should be taught and carefully mastered as fundamental life's pillar. In fact, any good book, research study, podcast about this subject is time very well invested during your Hero's journey.

Overall, we are all creatures born with a heart, gifted through the bondage of love, nurtured by love, and until our last heart's beat love is the musical infinite greatness of with which we resonates and probably leave this world.

**
US Experiment on
infants withholding
affection. Case Study.
1944.

So, where do we start?

For the purpose of this section, my aim is to give you enough insights to self assess **how important love and connection are for you** in comparison to the other six human's needs? And, **what it takes for you to satisfy them?**

We all have to satisfy this need in someways, and we normally occupy the role of the **giver**, the **seeker**, or both through intimacy, passion or commitment.**

The most common way is through relationship with someone as **lovers, friends, family, colleagues, team mates, pets companionship** etc.; but it can also occur through gestures of **kindness, compliments, or caring** for others.

Moreover, **any activity where we engage our body, mind, or spirit**, from the simple act of joking, laughing, or hugging to the more animated interests like dancing, yoga, meditation, group work, drawing, playing music, singing, martial arts, crafting, photography, they're all methods to connect with our passions where some form of love is fulfilled via our multiple senses.

Love and connection can also be achieved through our own relationship with **god and nature**. Someone's faith is sacred, and so is the moment when you feel the sun's rays warming your skin, or the glazing moon as it rises in the background of the galaxies making you feel a sense of aliveness, and connectedness with the greater whole.

We can all experience love and connection through **any form of emotional experience**, from the crafting of wine to the enjoyment of tasty **food**, from diving under the sea to the sense of freedom of flying, from taking a beach walk as the sand massage our feet while the sound of waves occupies our ears to getting lost in the scents of a rain forest, from **reading** a thriller to **writing** our own journal, from **playing** our favorite sport to **be a raving fan** of our sports' team, or BEA HERO.

When was last time you felt a strong passion or feeling stuck inside you that desperately needed to be expressed? Or a time when you felt like **sharing** a note of gratitude, a gift, a flower, a poem, a song with a special person; or you couldn't wait to check your phone to see someone's response, comment, or reaction? Or, how often are you catching yourself **posting** a photo **online**?

You see, whatever we do regularly, even the little things could be a way to meet our needs of love and connection, and meeting those needs have many wellness benefits.

What love and connection does to our body?

Science shows that social connection lowers anxiety and depression, regulates emotions, leads to higher self-esteem and empathy, and actually strengthen our immune system. In other words, **neglecting the need to connect is putting our health at risk**, which reminds me of the dangers we all face when closing ourselves inside a room. Thus, let's do our best to reach outward when we crumple inward.

Our brain and hormones go wild when faced with a sincere love feelings. The brain produces more **serotonin**, a neurotransmitter which gives us sense of well-being, stabilizes mood, and happiness.* This hormone impacts your entire body, enabling brain cells and other nervous system cells to communicate with each other, helping us with sleeping, eating, and even digesting.

Love also produces **endorphin** which is a natural pain killer, an excitement and satisfaction enhancer, a confidence booster, an euphoria player, and it's involved in the natural rewarding cycle.** A rewarding what?

Yes, did you know that **our human brain has its own rewarding system?** In fact, mother nature has indeed created drivers in our brain that support falling in love, and endorphins is known to play a huge role in sexuality, and reproduction, making it vital for our survival.

One hormone particularly responsible for the vast majority of the brain's reward pathway is dopamine.

Dopamine plays a huge role on how we feel pleasure, how we think, plan, focus, or find things interesting. It's also the orchestrator of learning, motivation, heart rate, kidney functions, lactation, sleep mood, movement, coordination, balance, flexibility, as well as pain processing, nausea and stomach issues.***

Isn't that amazing how few hormones can be so powerful?

Endorphins,...
romantic
relationships: An
understudied area.
Baishideng
Publishing Group
Inc. 2018.

**
Love, Actually: The
science behind lust,
attraction, and
companionship.
Harvard University.
2017.

Love, Actually: The
science behind lust,
attraction, and
companionship.
Harvard University.
2017.

At last, when we're in love and we experience that sense of relaxation, trust, or we feel mentally calm, complete, less stressed or anxious, it occurs as a result of our brain releasing a good dose of **oxytocin**, the "happy hormone" promoter of fidelity and bonding.*

As hormones controls our good virtues, they also make us fall for bad vices, and addictions.

Forms of "highs" from **drugs** to **alcohol**, from **over-excitement** to **over-anxious**, from sugar craving to attraction, influence with the balance of our hormones **making us emotionally dependent to something or someone.**

For these reasons love is not always a rosy picture, **as hormones are released making us feel good**, rewarded, and close to our romantic partners, **they're also responsible for** jealousy, erratic behavior, irrationality, along with other **less than positive emotions** and moods.

I hope that by becoming aware about how your hormones work, you can realize that as a neuron-chemical human machine, if you can control your hormones you can indeed control your physiology.

In a later section of this book I am going to share you some methods on how to quiet the mind and focus your energy into your heart. Why?

Since the "neurocardiology" discovery made by Benjamin Natelson in 1985, **the heart** is the **most powerful generator of electromagnetic energy** in the human body, producing the largest rhythmic electromagnetic field of any of the body's organs, with an heart's electrical field **about 60 times greater** in amplitude, **and 5000 times more electromagnetic than the brain.**

The heart has in fact its own brain, it creates hormones, and not only can affect you, but it can powerfully influence others as you are going to learn later in the HeartMath session.

For now, some methods to help you balancing dopamine, serotonin, and oxytocin can simply be achieved by taking on activities such as partner acro-yoga, social dancing, a simple work experience looking after animals, or taking on a guitar and seeking a new passion or group hobby. **Allow yourself to be exposed to new people, new environments, new feelings, and connections.**

**

Why Is Oxytocin Known as the 'Love Hormone'?

The many faces of oxytocin: Implications for psychiatry. Zik JB, et al - 2015.

Heart Over Brain by Thrive Global. 2019.

Work and career

Love and connection often occurs from the **feelings of gratitude** that life has to offer, much of it comes from the **satisfaction** we experience at work, when passing challenging tests, when reaching goals, when meeting professional targets, when working on projects, inventions, business deals, careers and dreams.

In fact, you probably met a great load of people that escape their poor partner or family relationships to obtain love and connection from meeting their work commitments.

Work is undoubtedly a great deal in our life, and for some people is all they know. **It can satisfy multiple** of our **top needs. It's a place where we can manifest our passion** in a team environment towards a common cause. It builds connections, and despite the dramas and stress, work can give a sense of purpose which feeds our self-love.

Living in the past

Love and connection can also be obtained through our **attachments with the past**, and regardless of good or bad, **the past is an anchor** within ourselves, a **harbor in which all of us dock on.**

So, some people constantly seek their past fortunes or misfortunes, as since they have no other ways to feel connected to something it's **often their main way to satisfy their needs.**

Does it have to remain that way? No, like all others human needs love and connection can be satisfied in an empowering or disempowering way.

For example just by **moving ourselves from a seeker to a giver position** can **triple our love and connection** satisfactions rapidly.

Even if the past is not alive, memories are, and while our hopes and faith of the future fill the emptiness, everything plays around the most powerful dimension of all, our present imagination.

Remember, **energy goes where you focus flows.**



Educating the mind
without educating the
heart is no education at
all.

ARISTOTLE
GREEK PHILOSOPHER AND POLYMATH



My Love and Connection Needs



Can you spot the different ways on how you are meeting your love and connections needs? Think of your feelings of passion, intense emotions, hope, faith, enthusiasms, duties, affections, pleasures, desires, as well as hate, stress, violence, living in the past, pain, and problems.

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Can you spot any negative ways in which you are meeting these needs that could be turned into positive?

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If love and connection are among the top two of your six human needs, fantastic as this can lead to some remarkable fulfilling relationships, but it can also cause you to sacrifice self-care in order to take care of others, or to maintain a partnership.

Love and passion often presents setbacks, so learn how to deal with these situations promptly with an open grateful heart.

When you love yourself every morning with a smile, you are having a coffee with the the most powerful energy of your body.

Mini recap...

FINDING TRUE PURPOSE - "STAGE 2"

LOVE/CONNECTION

- It is a need we all must satisfy towards someone, something and/or own self
 - It is an essential need we require as babies
 - Love can satisfy multiple top needs simultaneously
 - It can be expressed through different feelings of emotion, hope, faith, passion, affection, and desire
 - It can also find expression through hate, violence, living in the past, pain and problems
 - It can cause human to commit irreparable acts and even go mad
 - It has multiple languages worth learning
 - Love occurs though any form of relationship, activity, labor, worship, gestures of giving, sharing experiences, that engages our multiple senses
 - It can lead to drug abuse, bad vices and addictions
- If love/connection is your primary need?
Be aware of your own self care, learn how to deal with setbacks and embracing gratefulness



GENERAL CHARACTERISTICS OF LOVE/CONNECTION

- Love is one our most misunderstood human needs
- Learning more about love is a fundamental to a good life
- The labor of love requires a giver, a seeker, or both
- Lack of love towards others or our-self negatively affects us
- Neglecting love puts our health at risk
- Love feelings influence powerful neurotransmitters and hormones such as serotonin, endorphin, dopamine and oxytocin
- The heart is 5000 times electromagnetically more powerful than the brain.

Growth

This is the need to learn, understand, develop competence, and grow to become all one can be.

Growth is a characteristic of all living organisms. Everything that has life grows and develops. Even us humans begin our journey from the size of one cell, 3.5×10^{-9} grams, into an average of seventy kilos' man or woman after making about two trillions percent increase in body mass. That's a two million million times growth.

While your body inevitably grows as instructed by your genes, if you remember when you were an infant, you also saw the incessant curiosity and drive to understand everything around you. You touched everything, put things in your mouth, explored, experimented, and try to comprehend the world around you.

Although as we become adults the need to grow may stop, in fact not everyone strives to fulfill their life, or has a desire to learn more, to improve, to analyze, to test and discover their potential not only intellectually or physically, but also socially, and spiritually. It seems like as adults we loose the appetite, the enthusiasm for growth.

Some people do and some don't. Why? Because **growth, in contrast to the previous four needs** we looked earlier, is not something we all feel the need for, growth can be categorized under an "extra need," but what many have yet to realize is that this extra need **is the gateway to progress, and progress equals happiness.**

GROWTH → PROGRESS → HAPPINESS

Growth **gives a sense of achievement** in life, and **feeds other emotional needs** such as self-love, self-worth, self-confidence, social respect, and many others which in turn offer us instant happiness and gratification.

The opposite occurs when you stop growing, when you feel stuck, when you give up. In fact, how did you feel last time you achieve something and didn't set up your next goal? Did you loose momentum? Did you stop being as happy after you stop growing? Even big dreams after been achieved they become something that we're used to.

So, was the purpose of a goal to get the goal, or was the purpose of a goal the growing factor of who you become in achieving it?



What you get by achieving
your goals is not as
important as what you
become by achieving your
goals.

JOHANN WOLFGANG VON GOETHE
POET, PLAYWRIGHT, NOVELIST, SCIENTIST, STATESMAN,

What you get would never make you happy, is who you become that will make you very happy or sad depending on how you approach it, and what you do with your life.

If you are currently not where you want to be with your fitness, finance, career, and you start working out, or you start changing investment strategy, or career role, and you are making progress, your happiness will go through the roof.

This is why, as we learnt earlier in part two of the Achievement Strategy, **you must become good at "chunking" goals**, good at dividing your plan in smaller pieces, smaller milestones, so that you can vividly and undeniably recognize your progress.

People who value growth are **constantly in the search for new things** where to improve, they tend to be good at what they do in general as their inner need dictates so. Growing gives them the most pleasure, as well as seeing or helping other people doing the same.

On the other hand, they **do get frustrated** when they don't achieve results quickly enough, or ego conscious if they fall behind the rest, on top of finding themselves **bored, annoyed** in stagnant relationships, jobs and places.

This may cause them to take more risks or set higher goals, and draw higher expectations for themselves, expecting others to do the same. As such, these growth driven individuals **must learn to deal with disappointments, stress**, while not letting set-backs discourage them.

Growth is considered a spiritual need as it is highly connect to the most known universal human purpose of expanding one's consciousness, which brings true joy in the process.

The fact that you are reading this book, the fact that you are a Hero-in-the-making, the fact that you made an oath to become a better version of yourself, means that you are placing huge values into self-development.

Growth is a fountain of happiness, and the first door to a life of incredible gratification and fulfillment.

My Growth



Can you spot the different ways on how you are meeting your growth needs? Think of your feelings of striving to be better, improve, or learn more.

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Can you spot any negative effects that need to grow is causing you? Can you learn to turned any of these side-effects into positive?

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If growth is one of your top two human needs, fantastic, you are very good in most things you do, and tend to progress quickly once you believe to have reached your full potential.

As the constant aiming for improvement ensures to never be bored, be aware of your inclination to perfectionism and how you manage stress. Thus, **learning how to relax** and **taking a day to rest** should become part of your mantra.

Mini recap...

FINDING TRUE PURPOSE - "STAGE 2"

GROWTH

- Not everyone has a need for growth
- As we become older this need is more likely to stop
- Growth = Progress = Happiness
- Growth is the first door towards a life of fulfillment

- It feeds other emotional needs
- It is not about the achievement, it's about who you become in the process
- Focus growth towards empowering life's aspects

- If growth is your primary need?
 - Be aware of your frustration, impatience, and stress
 - Be aware of inclination towards perfectionism
 - Learn how to rest, and chuck goals in small milestones.



Growth = happiness

Contribution

Contribution is **the need for care** and **service to make** the people, the community, and **the world around us a better**, more prosperous, and safer.

When we think about the many forms of contribution such as altruism, compassion, or benevolence, we are projecting ourselves to a higher level of vibration that begins with the self-realization **that we are all connected and dependent to one another**; that we are all one, part of a greater natural whole.

So, you are migrating your singular linear views **into a circular harmonic cycle**.

This harmonic cycle presents many human traits such as being beneficent, kind, goodhearted, self-neglectful, unselfish, respectful, polite, decorous, fair, honest, forgiving, etc.

More practically the act of contributing can be looked at as **a form of exchange** with few characteristics.

Willingness to help

One characteristic of contribution lies on someone **willingness to give**, or to offer. Could be your time, your vocation, your skills, your creation, your patience, your determination, your something, which transforms your actions into **tangible helping efforts**.

These actions can manifest in different settings and shapes, some **directly** like helping someone go ahead in life, **or indirectly** like praying for someone's wellbeing.

Either way you must know that **any action** taken **towards making the world a better place is directly connected with true sense of joy and fulfillment**.

Which explains why this human need is often where most people discover their purpose, or receive the most gratification in life.**

**

How to Find Your
Purpose in Life?
J. A. Smith Article -
2018.

Helping oneself

Contributing doesn't necessarily mean projecting your efforts only outwards, since **the simple act of wanting to improve oneself**, or pursuing something that will improve your life can lead towards a better society. If you become more prosperous is what you do with your prosperity that determines the good of others.

In fact, abundance rarely creates the conflict that scarcity does.

Not for everyone

It's important to remind you that while everyone finds a way to feel some certainty, some variety, some significance, and some love, **not everyone seeks contribution or growth** despite being the gardens of happiness and realization.

While some forms of contribution can easily be the last of your priorities, some other characteristic of contribution can actually be inevitable, like the one in the next paragraph.

The need to amplify

Another characteristic of contribution, which could also fall partly under growth and connection is **the need to amplify oneself**. What do I mean by that?

Let's put this concept into a musical context, each person has one voice, but to hear more, to reach further, and feel more, we would need to combine our voices in a chorus so that the sound waves could ripple further **and create a stronger emotional impact** for both you, the chorus, and the audience.

Similarly, when something really great happens to you, or someone close what's the first reaction? Isn't **the burning need to share** immediately the news with the people closest to you. Why?

Because we can only feel so much in ourselves, whether is sex, money, adventures, events, the world cup final, there is only so much pleasure that we can internally have before our emotions want to expand by **sharing that moment with others**, because by sharing it, it inevitably becomes more.

The same happens when something unpleasant occurs, sharing it with others amplifies the emotion, which in turn may trigger the compassion and contribution of others.

The challenges of contribution

If contribution is one of your strongest needs some of the challenges you should be aware of are **over contributing, running out of resources, disappointments, indifference, and dishonesty.**

Generally benevolent and altruist people struggle to fit in an environment of selfishness and disrespect, since due to the inaction of others they often tend to self-sacrifice themselves by filling the gaps with **over generosity, over care** which with time can cause them **stress, burn outs, demotivation, and traumas.**

If your primary need is to change the world, you risk to embark in a **long and turbulent path** as the current world we live in is full of corrupted and unwilling people welcoming change, transparency, truth and abundance for all. It's like trying to water the desert with a water bottle a day.

As such, be effective on how you use your energy, your resources, so that your actions can have an impact rather than be discredited, or go in vain. As you will essentially invest in other people often, be prepare for disappointments, misunderstanding, and setbacks. **You will need a lot of patience and self discipline.**

Like every great human purpose, as you learnt a lot in the previous chapters, if a calling comes from your heart to serve the greater good, I can't think of any purer purpose to live for.

Any human advancement came from people who had a bigger vision than themselves, and if this concept resonated with you the good news is that you'll find a lot of people and communities who will support you, love you, respect you, trust you, and even die for you.

Ultimately, if your calling is to sacrifice your life for the greater good of others, **train your heart to forgive the indifferent, and dishonest.** Keep your focus to the goal.

Find your tribe made of like-minded people so that overall synergy can help you reach your needs and plant your seeds more successfully.

Remember that you cannot change other people, but people can change themselves, how?

Train them and empower them through personal development, like you are doing right now. Share with them good books, testimonies, reviews, inspiring videos.

Focus on their potential, make them see what's possible.



Helping one person today,
it may not change the
world, but it could change
the world for that person.

ANONYMOUS

Contribution



Can you spot the different ways on how you are meeting your contribution needs? Think of your actions aimed towards helping others, your community, and the world around you?

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Can you spot any negative effects that contribution may be causing you? Can you learn to turned any of these side-effects into positive?

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- _____

If contribution is one of your top two human needs, you will likely make a big difference in your community, and rip a life of a lot of joy and fulfillment.

This journey doesn't come without its challenges, such as loosing sight of the fact that giving should begin at home and neglect those closest to you as you try to change the world.

So, don't neglect your loved ones, even when they don't fully support you, as you are a gem to this world.

Mini recap...

FINDING TRUE PURPOSE - "STAGE 2"

CONTRIBUTION

- Not everyone craves this need
- It is the need to help create a better world
- Contributing = Progress = Happiness
- Contribution is the main door towards a life of fulfillment
- Most people discover their purpose, or receive the most gratification in life through contribution
- It can be expressed as helping others, helping oneself, and even amplifying

- If contribution is your primary need?
 - Most likely you will positively influence the world around you
 - Frustration may arise as people may not support you ideas and vision
 - Be aware of not neglecting the people closest to you
 - Be aware of not exhausting all your resources in the process of over generosity or over care
 - Learn how to deal with disappointments, indifference, and dishonesty.



Contribution = happiness

My Primary Human Needs



Now that you have a good grasp of the six human needs, have you been able to spot **your top two**?

If you have, list your six needs **in order of priority** in the table below.

1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____

If you haven't try to be more observant of your attempts to meet your needs.

Even when you do stupid things, you are just starving to meet your needs in ways that aren't effective, or they're effective short term, but hurt long term.

So, part of your Hero's journey become compassionate and forgive yourself for things that you have done to meet your needs, and shift to meet your needs in an empowering and constructive way.



Understanding human needs is half the job of meeting them.

My Family / Friends Primary Human Needs



Have you wonder what are the primary needs of the people around you?

If you do, you will be very surprised by how easy it is even after a ten minutes conversation to grasp someone's primary needs, and by **knowing such powerful code it would unlock a better understand of their behaviour**, it would allow you to adapt your manners to meet their needs, and it would allow you to feel more compassionate and forgiving, thanks to your wiser approach.

How to successfully select your love and life partners?

Ultimately, knowing the primary needs of the people you associate with will help you assess if they are or aren't the right partners for your professional, or private life.

In fact, the biggest tip about successful relationships is to **align yourself** with partners **with whom your primary needs are the same as them**.

So, **according to your assessment list below the top two human needs of the closest people around you.**

Is it certainty, variety, significance, love/connection, growth or contribution?

My

1. _____

2. _____

My

1. _____

2. _____

My

1. _____

2. _____

My

1. _____

2. _____



**FINDING TRUE
PURPOSE
"STAGE 3"**

MY MISSION STATEMENTS

Creating your mission statement

It's finally arrived the time to combine some of your hard work. More specifically, helping you find the **intersection between your purpose and your primary two human needs** from last chapter.

The aim is to combine these concepts into one, using something that can very powerful and incisive such your mission statement.

What is a mission statement?

A mission statement is a sentence through which a **compelling message reflects your vision, values, actions with purpose.**

Consider it a kind of a hardwired firewall of what you desire to achieve and for what meaning.

It can change overtime

Your mission statement may change as you uncover new levels of your labyrinth, or your needs change, since your emotions, your likes or dislikes evolve as you grow older.

In fact, what excites you in your twenties may totally bore you in your forties.

More than one

You can create multitude mission statements if you wish, with each statement aiming to resonate with the activity or the goal you truly seek to achieve.

In fact, you could have a mission statement about giving a better meaning to your job, one about your role in the family, one about your position in your sport's team, all the way to better establish an overall meaning for why you exist.

Keep in mind that is not just about the mission statement per se, but who you become in the pursuing of your mission. A mission statement which reminds you of your inner purpose, that serves as a beacon, or any instrument of direction, so it must be **compelling and easy to recall.**

Some examples

Let's look at some examples from renown people who have achieved their aims in life, and continue to do so.

While you read their mission statements notice these two principles:

- Each statement is a fingerprint empowering the individual with a **meaningful life's purpose**.
- Each statement is a firewall making sure that the **actions reflect** and aim **towards achieving the mission in life**.

Oprah Winfrey

American host

"To be a teacher. And to be known for inspiring my students to be more than they thought they could be."

Richard Branson

Founder of Virgin Group

"To have fun in my journey through life and learn from my mistakes."

Dalai Lama

Spiritual leader

"My main purpose is the promotion of human values."

Steve Jobs

Co-founder of Apple Inc.

"To make a contribution to the world by making tools for the mind that advance humankind."

Elon Musk

CEO of Space X and Tesla Motors

"My main goal is to get humanity to Mars before I die."

Muhammad Ali

American professional boxer

"Fight for your vision and change the system."

Out of curiosity, which of above statements resonates with you the most?

My Life Mission Statement Questionnaire



Since your life purpose resonates through a mix of emotions, needs, and meaning, when you're answering the following question try to pay attention to the feelings of passion, love, enthusiasm, power, or absolute certainty that are coming out from your body.

We are finally tapping onto you true nature.

a) Despite the constant changes, without thinking what's my reason to live? What's something for me worth living for today?

b) What's a great reason why I don't want to die today?

c) What' something that I love so much that I would be prepared to die for?

d) What's my reasons for wanting to grow?

e) What would be something that I can't stop talking about it?
Which topics I can talk about it for hours without keeping my mouth shut?

f) Do I have a vision bigger than myself? Could that become my mission in life?

g) Is there something that can keep me up at night effortlessly, or something that gives me lots of enthusiasm and excitement?

My Mission Statements



The previous questionnaire should have triggered some of the cores drives of what really keeps you going, thus it is now arrived the time for you to elaborate all your hard work and **create your main mission statement.**

My main mission statement in life:

If you still struggle to find a sentence that can resonate with your main mission statement, let a day go by and think about this session. Take your time to think internally allowing your heart intelligence to search deeply. Often than not the answer is right in front of you.

Now let's apply the same technique to some other endeavors of your life.

My mission statement in my job

My mission statement in role inside my family

My mission statement in role inside my sport team, or activity group

Mission Statement Test



The previous questionnaire should have triggered some of the cores drives of what really keeps you going, thus it's now the time for you to elaborate all your hard work and **create your main mission statement.**

My main mission statement in life (2nd attempt):

If you still struggle to find a sentence that can resonate with your main mission statement, let a day go by. Then, take your time to think internally by allowing your heart's intelligence to search deeply. Often than not the answer is right in front of you.

Does the mission statement pass this test?



Once you wrote you mission statement to verify that is giving your life full meaning, according to a recent study by social psychologist Prof. Roy Baumeister, the statement should pass all these four criteria:**

Purpose: does the statement reflect some activity towards a positive cause, not necessarily having to be achieved within a lifetime?
YES / NO

Value: does the statement reflect ethical actions or behaviors in accordance with your belief?
YES / NO

Efficacy: do you believe to have the capacity to reach your value, your intent?
YES / NO

Self worth: does the statement gives you a sense of self-esteem, self-respect as a person?
YES / NO

Meanings of
Life.
By Roy F.
Baumeister
1991.



What if I tell you
that your ultimate life's
achievement is a matter
of life or death...only to
discover that wasn't just
you needing a purpose,
but your purpose in need
of you.

UNKNOWN



HERO

Let's recap...

FINDING TRUE PURPOSE - "STAGE 3"

MY MISSION STATEMENTS

- What is a mission statement?
 - A message reflecting your vision, values, actions with purpose
 - Easy to recall and compelling
 - Can be more than one
 - Can change overtime
 - The intersection between your two primary human needs and purpose
- Examples of mission statements from celebrities
- My Life Mission Statement Questionnaire
- My Main Life Mission Statement
- My Job, Family andMission Statements
- Does the mission statement pass the test?
 - Does it reflect a positive purpose?
 - Is it in accordance with your values?
 - Do you believe you can achieve it?
 - Does it raise your self-esteem and self respect?



13th Milestone Quiz

Choose the most correct answer according to the BEA HERO's teaching. When you're ready undertake your official quiz online on our website using the link or the QR code.

13th Milestone Test.
Beahero.world.

Q1. What's the benefit of figuring out and clarifying your mission statement?

- a) It is meant to highlight my purpose in line with my primary human needs.
- b) It is meant to bring clarity particularly when making decisions.
- c) It is meant to give a sense of direction when experiencing challenging times
- d) All of the above.

Q2. Which of this statement is false?

- a) Mission statement can be more than one to reflect our multiple life roles.
- b) Mission statement do not change over time.
- c) Mission statement should be compelling and easy to remember.

Q3. Everyone has e need for growth and contribution?

- a) True.
- b) False.

Q4. Which human needs are associated with happiness and life fulfillment?

- a) Love and connection.
- b) Certainty and love.
- c) Growth and contribution.
- d) Variety and significance.

Q5. Someone you know is constantly unwilling to change, and become upset when challenge by such behaviour, what primary human need could this person be associated with?

- a) Uncertainty.
- b) Love and connection.
- c) Certainty.
- d) Growth.

Q6. Someone you know is constantly seeking attention, what primary human need could this person be associated with?

- a) Uncertainty.
- b) Significance.
- c) Love and connection
- d) All of the above.

Q7. What's a typical addiction that often people use to meet their needs?

- a) Selfishness.
- b) Taking risks.
- c) Seeking friends.
- d) Problems.

Q8. Someone you know is constantly changing job and is generally easily bored, what primary human need could this person be associated with?

- a) Certainty.
- b) Variety.
- c) Growth.
- d) Love and connection.

Q9. What's often stops people from achieving big dreams?

- a) Bad luck.
- b) Instant gratification.
- c) Problems.
- d) Enviousness.

Q10. Can someone satisfy the same need from a negative to a positive way?

- a) Yes, since needs can be satisfied in multiple of ways and activities.
- b) No.

Q11. What love and connection does to our body?

- a) They regulate a variety of highly influential hormones and neurotransmitters.
- b) They produce alpha brain waves.
- c) They makes more vulnerable.
- d) They satisfy the strongest human need of all.

Q12. What's a typical reason for someone to abuse drug or alcohol?

- a) It's an unsustainable way to achieve more certainty and/or variety.
- b) It's primarily used to disconnect from the past.
- c) It's an unsustainable way to achieve more significance and/or connection.
- d) All of the above

