

# Don't Get Drowned in Data

Relative to your mission, most things don't matter.

The information age has made it easier than ever before to become awash in aimless activity. We are now free to engage any personality type, any product, any point of view, and any practice we wish simply by logging on to the internet and diving into the sea of data that instantly surrounds us.

I have no desire to go back to the mythical "good old days" when everything was supposedly better without technology. I like the abundance, opportunity, and the creative challenges that change brings. Nevertheless, the possibilities before us, however promising they might be, will only seduce us into mediocrity if we don't learn how to separate the signal from the noise.

Everyone has something to show us or sell us, to teach us or tell us. And if you allow your attention to be dictated by a fear of missing out, then you're guaranteed to miss out on the one thing that matters most: the opportunity to live deliberately, the chance to direct the course of your life with creativity and intention.

Living a life of purpose and personal growth is not only about being curious enough to take the world in, but it's also about being judicious enough to know when to tune the world out.

Who are you tuning out?

If the answer is "nobody", then a "nobody" is exactly what you'll eventually become.