

Having a Point is the Starting Point

Purpose precedes productivity.

Before you pour yourself into a bunch of hard work, form a coherent concept of what you want and get clear on why it matters to you.

As Simon Sinek says “start with why.”

“Why” is different from “what.”

“What” is about the thing you think you’re supposed to do. It’s about finding the right answers so you can do what you’re told.

“Why” is about the element that brings meaning to your activities. It’s answer that no one can tell you because you have to make it up.

Instead of obsessing over the illusion of a single correct choice, focus on what aligns with your priorities and principles.

And instead of hustling just to hustle, get clear on what you’re hustling towards and how that fits with your personal mission.

You don’t need to have all the answers before you begin, but you do need to know what the point of beginning is.