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Mark Twain once said the two most important days of your life are the day you're born and the day you find out why. Jim wants to add a third: the day you intentionally decide to align your life and energy with that **why**.

In his talk at <u>Leadercast Live 2018</u>, Jim said we need two coordinates to navigate through life:

1) discovering where we're going or how we are "getting home," and 2) understanding where we are now relative to that home destination.

Happiness, health, achievement and being a good person are the most commonly stated life goals. It is possible to accomplish all four of those desires if you let your moral and ethical character be the center of your life from which all decisions are made. People with a sense of purpose beyond themselves have good health, achieve much and reach a level of happiness that's indescribable.

Muscles of moral and ethical character are just like muscles of the physical body. We need to exercise our muscles of caring, compassion and integrity so that our "scorecard is brilliant in the end," said Jim.

Insightful Nuggets From Jim:

- Great leaders like Gandhi and Martin Luther King Jr. weren't pushing for happiness. **They were pushing for something they believed must happen.**
- The only way to win is to win with character.
- You justify the gift of life by giving it away. Your life was never about you in the first place.