



IN THE RIGHT SEAT

Presenter: Billy Dorsey

In the Right Seat: Finding Purpose at the Nexus of Proficiency, Passion, and Positioning

- ▶ I. The Journey to Purpose
- ▶ II. Identifying your core proficiencies
- ▶ III. Harnessing your passion
- ▶ IV. Maximizing your positioning
- ▶ V. Eliminating crutches
- ▶ VI. Identifying the nexus

The Journey To Purpose

- ▶ My journey – homeless to Award winning producer, songwriter, and multi-million dollar philanthropist
- ▶ Military and Religious Upbringing
- ▶ Vocal Music Performance Scholarship at Louisiana Tech University
- ▶ Signed a major recording contract at 19
- ▶ Homeless in 5th Ward, Texas
- ▶ Produced Grammy, Dove, and Stellar Award winning, Billboard chart topping albums
- ▶ International ministry
- ▶ thebridgelifelife Entertainment Group/Entertainment One Nashville
- ▶ Philanthropic efforts (United Bible Societies, NAMI, Salvation Army)

Identifying Your Core Proficiencies

- ▶ Our core proficiencies are the first key to identifying our life's purpose.
- ▶ What gifts and talents were you born with? What seeds were planted in your childhood?
- ▶ What professions are you most drawn to? Why?
- ▶ What is your "dream job," and why?
- ▶ To land your dream job, what proficiencies do you lack? What steps can you take to gain them?
- ▶ What skills have you developed along your journey that are most authentic to who you are?
- ▶ What talents or skills were you developing at some point in your life, but allowed someone to discourage or talk you out of pursuing?
- ▶ "If they haven't done it, they can't tell you that you can't do it."

Harnessing Your Passion

- ▶ The things that we are passionate about are the GPS that leads us to the purpose that will most fulfill and enrich our lives.
- ▶ Passion is what propels us to stay the course when the inevitable challenges of life come against us.
- ▶ Proficiency without passion is hollow and lacks the deeper motivation that leads us to greatness.
- ▶ What are you most passionate about?
- ▶ If you aren't yet sure of your passion, what breaks your heart? The "Heartbreak Paradigm"
- ▶ How can you combine your core proficiencies with the things you are most passionate about?
- ▶ What other businesses, charities, or causes also focus their efforts in the areas of your passion? What are the differentiators in your approach that will help you to carve out your own niche in the marketplace?

Maximizing Your Positioning

▶ Positioning is the sum of the relationships, access, and opportunities currently at your disposal.

▶ Positioning is what leads to the platform from which you will launch your business, charity, or other organization.

▶ Lakewood Church

▶ United Bible Societies

▶ What relationships do you currently possess that lend themselves to your purpose? And how can you add value to those relationships?

▶ What opportunities will you operating in your proficiencies and with passion open to you? How can you best position yourself to take advantage of those opportunities?

▶ What access do you have with your current positioning that you may have overlooked?

Eliminating Crutches

- ▶ A “purpose crutch” is anything that keep us from whole-heartedly pursuing our life's purpose.
- ▶ Examples of purpose crutches:
 - ▶ Passed down belief systems, often from our parents, teachers, or mentors, that limit our ability to envision or believe in our ability to achieve our goals. Common examples are: thoughts on money/finances, views on success
 - ▶ Lack of self-confidence
 - ▶ Words of doubt expressed by those with positions of influence in our lives.
 - ▶ Lack of work ethic/discipline
 - ▶ Lack of knowledge
- ▶ Which crutch has hindered you in your life? How do you overcome each of these crutches?

Identifying The Nexus

- ▶ Being "In the Right Seat" means identifying and operating from the intersection of your proficiencies, passion, and positioning.
- ▶ Salvation Army 'The Safest Place' Project
 - ▶ Combined my proficiencies of music and strategic planning, along with my passion of helping the homeless, and positioning afforded by thebridgelife's commercial and philanthropic successes.
 - ▶ Generated more than \$2 million in 3 weeks in December '19 and helped more than 40 families to find shelter this past Christmas season
- ▶ Who can you identify with who has successfully found this nexus? How can you model them?
 - ▶ * Quincy Jones
 - ▶ * Kobe Bryant (2018 Oscar winner for Dear Basketball)
 - ▶ * Bishop TD Jakes
- ▶ - What are the areas where your skills, passions, and access overlap?
- ▶ - What unique opportunities can you create by identifying this nexus and aligning your life accordingly?

Purpose Quotes

“If you have a strong purpose in life, you don’t have to be pushed. Your passion will drive you there.” – Roy T. Bennett, *The Light in the Heart*

“He who has a why to live for can bear almost any how.” – Friedrich Nietzsche

“It doesn’t matter what you did or where you were...it matters where you are and what you’re doing. Get out there! Sing the song in your heart and NEVER let anyone shut you up!!” – Steve Maraboli, *Life, the Truth, and Being Free*

“Every purpose is established by counsel: and with good advice make war.” – Proverbs 20:18

Go out and make war to walk, live, and operate according to your life’s purpose.

You’re in the right seat.