

# INTRODUCTION

When we are in our 20's, we're filled with ambition and a fervor for starting a career. The 30's and 40's find us raising families, climbing the corporate ladder, and maybe even starting a business – pursuing professional success. And then, the 50's roll around. The peak earning years.

This is the time when most are in a higher wage bracket. The kids are moving out and with them goes financial obligations for tuition, insurance, and groceries. Oh, and did I mention groceries? There is the potential to leverage years of experience and hard-earned wisdom to command a higher income - while having expenses shrink at the same time.

But then comes this tug.

Some want us to believe it comes from desperation. That those in their 50's are realizing that they'll never be gazillionaires. Or rock stars. I don't buy it. I do believe that we start to sense our mortality. That we start to understand our time is limited. And that we want to make the most of it.

We feel the shift from the material to the ethereal.

That leads us to think about how we use our time. We think about our contribution. Will we spend that time absorbed in our own self-gratification? Or will we use it for something more fulfilling? Will we spread some good?

This isn't reserved for just this stage of life. We all experience it in varying degrees at varying ages.

We all have an altruistic side. We have a need to give back. To serve our fellow man. It may ebb and flow. But at some point, it

becomes undeniable. We can't push it aside or put it off. So what do we do about it?

## **The limits of time and treasure**

If you're like me, what you'd like to be able to do outpaces your resources. Somewhere between paying bills and saving for the future lies the amount you can contribute to a cause. Somewhere between your work hours and the family obligations lies the time you can volunteer.

We have two finite assets - time and treasure. The amount of good we can do is equal to the amount of our time and treasure we have to give. Let's face it, there is only so much money and so much time in the day to give. Which leads to two options:

1. We could wait until we have amassed large sums of wealth (some time in the distant future) and then we could really give.
2. We could all quit our jobs and go to work for a not-for-profit. Cash in our 401(k)s and give it all away.

Needless to say, I struggled with both these scenarios. It made me think that there had to be something I was missing.

And then I started to think about all those work hours.

I thought about all the organizations where all of us work and the thousands of lives they touch.

A question started to form.

What if we could help those organizations clarify the larger purpose that they serve? What if we could help them see the profound effect they could have on an individual life? A

community? The world? We wouldn't be limited by our individual time and treasure to spread more goodness in the world.

This wouldn't be at the expense of growth or profit. No, people love organizations that demonstrate this kind of purpose. They flock to them. Because they have meaning. And that is something that is in short supply in today's over-amped, over-hyped, and over-accelerating world. We can give people the opportunity to align with that meaning.

Crazy? You can call it that, but I'd prefer to call it Big Audacious Meaning.

Imagine the difference we can make in those thousands of lives – simply by clarifying that Big Audacious Meaning that is at the core. Imagine the profound effect it could have.

As I started to think more and more about this, I realized that this was my own Big Audacious Meaning. To exponentially amplify the amount of goodness I could spread in the world by helping others do the same.

And so, that is why this book is here today.