



DESIGN
Your Ideal Life!

**Five Simple Steps to Live and Work
with Purpose and Passion**

Tricia Molloy

**Based on the Acclaimed Working with Wisdom “DESIGN Your Ideal Life!”
Keynote Talk, Workshop and Webinar**

\$9.95

DESIGN Your Ideal Life!
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About Tricia Molloy

Tricia Molloy speaks for organizations that want to inspire their people to achieve their goals and perform at their best every day.

A professional speaker and wisdom mentor, Tricia is the author of *Divine Wisdom at Work: 10 Universal Principles for Enlightened Entrepreneurs*. She started her own public relations firm, Molloy Communications, in 1988 to support the success of other passionate business owners. Throughout her life and career, she has relied on universal principles and counseled clients and colleagues to do the same.

Known as "The Queen of Serene," Tricia's wise, peaceful presence and common-sense advice are welcome in today's challenging, complex business environment.

Through Working with Wisdom talks, workshops, retreat programs, teleseminars and webinars, Tricia inspires professionals to achieve their goals by capitalize on the power of their subconscious mind and universal principles—like Visualization, Affirmations and Gratitude. Her most popular program, "CRAVE Your Goals!," presents a powerful, practical five-step system for attracting what you desire and deserve. A seasoned business owner and marketing consultant, Tricia also offers one-on-one, short-term Wisdom Mentoring for women entrepreneurs and professionals.

Tricia is a member of the National Speakers Association and a resource speaker for Vistage International, the world's leading chief executive organization. As the founder of the Wisdom Council, she brings enlightened business people together to share ideas, discuss challenges and opportunities, celebrate successes, and support each other while putting these principles into practice. Tricia has been featured in newspapers and magazines and on radio, podcasts and television. She is a contributing author in *Good Business: Putting Spiritual Principles Into Practice at Work* (Unity House, 2010). The "Working with Wisdom for Project Managers" course and webinar series for professional development unit (PDU) credits is available through PDU2GO.

A native New Yorker, Tricia earned her broadcast journalism degree from New York University and was an award-winning radio talk show producer in New York and Phoenix before becoming an entrepreneur. On a personal note, Tricia and her husband, Rick, live in the Atlanta suburb of Marietta with their teenage twins, Connor and Allyson, and their joyful Golden Retrievers, Honey and Lucy. As she encourages others to find their life purpose and make it their life's work, Tricia is fulfilling hers, which is: ***Through support and by example, I inspire others to follow their dreams and live joyfully on purpose.***



**Inspiring Speaker
Skilled Workshop Facilitator
Insightful Mentor
Acclaimed Author
Seasoned Entrepreneur
Thought Leader**



**"I love to remind
people how wise
they are and
give them the tools
they need to succeed.
That's why I'm here."**

—Tricia Molloy

Chapter 1

An Introduction to DESIGN, Universal Principles and Your Subconscious Mind

When I released *Divine Wisdom at Work: 10 Universal Principles for Enlightened Entrepreneurs* in 2006, I spoke about all ten principles from the book. These principles have been around forever; I just presented them in a way to make it easy to apply in today's world. Although my audiences seemed to be inspired, they were often somewhat overwhelmed. It was just too much information and some of what I was sharing, I suspected, conflicted with their own limiting beliefs.

So, I chose to focus on five of these principles and come up with an emotion-packed acronym that would make it fun and easy to remember, practice and share with others. "CRAVE Your Goals!" was born.



Clean Out the Clutter
Raise Your Vibrations
Affirm Success
Visualize
Express Thanks

For the next few years, I presented “CRAVE Your Goals! Five Simple Steps to Reduce Stress and Be More Positive and Focused” as a conference keynote and employee development talk, workshop and webinar for such organizations as The Home Depot, Kimberly-Clark, WellStar Health System, IBM, UPS, AT&T, Delta Air Lines, Women in Technology International and the Project Management Institute.

In 2011, it was time to share the other five principles from the book and that became “DESIGN Your Ideal Life! Five Simple Steps to Live and Work with Purpose and Passion.”



- **D**efine Your Life Purpose
- **E**mbrace Prosperity
- **S**eek
Insights
- **G**et Real
- **N**urture the Moment

About Universal Principles

Universal principles are natural laws with the same power and integrity as gravity and fire. They are ancient truths and proven tools that you can use at any time to make better decisions, solve problems easier, build authentic relationships, be more productive and creative, be less stressed, have more fun, make more money, and strike that elusive balance between work and life.

Your Subconscious Mind

The conscious mind is objective. It's where we perceive, think and decide. The subconscious mind is subjective. It records and retrieves information from all sources, including events, feelings and expectations. It controls our autonomic functions, like breathing and digestion. It also controls our habits like walking and driving a car. It stores beliefs about our capabilities, good or bad, true or false—from “I can't manage money” to “I'm a good friend.” It is creative and intuitive and governed by emotions. It will accept everything you tell it as reality and seek out resources and proof that substantiate this reality.

Universal principles, like affirmations, visualization, prosperity consciousness and staying present, support your success because they help you communicate with your powerful and often overlooked subconscious mind.

Your subconscious mind is most accessible and receptive when you are in a relaxed, peaceful state. Just before you fall asleep at night and as you awaken in the morning are critical times to “feed” your subconscious with positive, uplifting messages. You can also reach that receptive state during the day by practicing meditation or spending time in quiet contemplation and gratitude.

Are You Enlightened?

The dictionary defines enlightened as “someone who is free from illusion.” So, my question to you is: What illusions, fears, limiting beliefs and self-defeating habits are you holding onto that are keeping you from being your best? It's time to release them.

As I present my Working with Wisdom speaking programs to businesses and associations and consult with their leaders, I have found that enlightened professionals share three common characteristics.

First, they trust in their own innate wisdom to make conscious choices based on their awareness. They use strategies like meditation and paying attention to their intuition to help guide them.

Second, they live and work on purpose. They have a clear, written life purpose statement—the reason they are here—and express that purpose often through the work they do and by serving others. It's what they are most passionate about and what gives them joy. It's what they would do regardless of compensation.

Finally, enlightened professionals have a high prosperity consciousness. They know without a doubt that there is no lack; there's more than enough to go around. They naturally cooperate and collaborate instead of compete with others who share the same objectives. They look for win-win opportunities and always find the time to offer advice and mentor others. Commit to live and work enlightened.

Chapter 2

The Five Steps to DESIGN Your Ideal Life!

Success or failure is often determined by our choices. What we choose to think, feel, and say to others *and* ourselves creates our reality. Commit to create your reality by design and not default through this simple five-step **DESIGN** process.

D is for Define Your Life Purpose

“When we do what we were meant to do, money comes to us, doors open for us, we feel useful, and the work we do feels like play to us.”

Julia Cameron, Author of *The Artist's Way*

Your life purpose is why you are here, what you are most passionate about, and what you would do even if you weren't paid for it. The most positive, engaged and productive professionals are those who express their life purpose through their work and/or service to others. Knowing your life purpose puts you in alignment to make better decisions, increases your confidence and fulfillment, and leads to more success, professionally and personally. Here's how to determine yours.

Consider what motivates you, what you value most and your natural gifts or talents.

Let's start with motivations. According to the book, *The Power Path*, there are nine basic needs which motivate us. These are:

- 1) Security (control)
- 2) Expansion (growth)
- 3) Acceptance (approval)
- 4) Adventure (risk taking)
- 5) Power (confidence)

- 6) Communion (organizing groups)
- 7) Freedom (independence)
- 8) Expression (creativity)
- 9) Exchange (sharing ideas and advice)

I recommend these six steps to formulate your Life Purpose Statement:

- 1) Choose the three motivators that resonate most with you and write them on the top of a piece of paper.
- 2) Take 10 to 20 minutes to tap into your stream of consciousness by free writing about why those three are most important. Share the feelings they bring out in you and any personal anecdotes that illustrate them. Resist editing or pausing or questioning what you've written. When you are done, underline what you consider to be the five most significant messages and transfer those to a separate page.
- 3) Now consider what you value most, personally and professionally, such as honesty, harmony, family and financial independence. Make a list of all you can think of and then circle the five key values.
- 4) Make a list of your strengths or natural gifts, like compassion, a sense of humor or a musical or technical ability. Think of what people have said makes you stand out or that they remember about you. Circle the top three.
- 5) Review your top three motivators, five messages from the free-writing exercise, five key values and your three gifts.
- 6) When you're ready, begin to formulate your Life Purpose Statement. Live with it, play with it, fine tune it and, when it feels right, print it out and display it. Treat it with reverence for it will serve you in many ways.



I wrote this Life Purpose Statement in the early 1990s when I had my own public relations firm. It sits atop my credenza in my office and I look at it often. It has guided me to write my book and become a motivational speaker and mentor. Imagine where your written life purpose will lead you!

If your current work doesn't allow you to express your life purpose and you aren't in a position to change or alter your vocation, you can find a way to live your purpose through service to others as a volunteer or mentor. Like the dog-loving accountant who handles the books for the local animal shelter or the attorney committed to the arts who sponsors a community theatre group.

E is for Embrace Prosperity

“High expectations are the key to everything.”

Sam Walton, Founder of Wal-Mart

Once you realize that there is no lack and there is more than enough to go around, you will begin to experience the effortless flow of prosperity in all aspects of your life. Prosperity is much more than money. It's health, joyful relationships, and living each day with grace and ease.

However, when the bills are due and your spouse might be looking for a job or when nothing seems to be going right, it's hard to feel prosperous.

Abundance is a mind-set and an economic truth. Here are some of the ways to increase your prosperity consciousness:

- Consider each of your goals, like a promotion and taking a dream vacation. Then, make sure you feel worthy of that good fortune. It's much easier to be prosperous when you know you deserve it.
- Spend time with prosperous people who “think big” and have achieved many of the goals you set.
- Look for ways to collaborate, rather than compete, in the workplace.
- Understand your budget and investments so you know what's coming in and what's going out and can make wise buying decisions.
- Finally, give back on a consistent basis to promote the circulation of prosperity, like donating money to your place of worship or tutoring at an after-school center.

S & I are for Seek Insights

“Truly successful decision making relies on a balance between deliberate and instinctive thinking.”

Malcolm Gladwell, Author of *Blink*

Are you looking for innovative ways to make more sales or increase your productivity? We don't have to know all the answers; we just need to know where to look and often the place to look is inside.

To make better decisions and solve problems easier, try these three wisdom-accessing strategies:

1. **Trust your intuition.** While we all know the value of deliberate thinking through facts, data and research so we can make the right decisions, there are times when trusting our intuition also serves us. Take time to “inquire within.” If you tend not to trust your intuition, use a “gut instinct” journal to keep track of the decisions you make based on your intuition and, when you see those successes, you will be more likely to trust your intuition next time.
2. **Pay attention to your dreams.** Jack Canfield, author of *The Success Principles* and co-creator of the *Chicken Soup for the Soul* series, advises: “Whatever you read, see, listen to, talk about and experience during the last 45 minutes of the day has a huge influence on your sleep and your next day.” Your wise subconscious is most vulnerable just before you go to sleep and as you wake up. Pose questions at bedtime and see what insights await in the morning. Simple questions like, “What should my next step be?” or “What do I need to know now?” Novelist John Steinbeck called it “the committee of sleep.” Put that committee to work for you!

3. **Be aware of synchronicities or coincidences.** These are the things that make you go “Hmmm.” It could be running into someone you haven’t seen in a while who has the answer to a question you’ve been pondering or the message of a song on the radio.

When I was busy at my computer writing my book, I remember beginning to question whether I had what it took to be a successful, professional speaker. At that moment, I decided to do a Google search on my name, a practice I did every few months to monitor what showed up. On the first page of the search results, there it was. A website called “World Class Speakers and Presenters” and my picture and information on the site! I was confused and delighted at the same time. I had never heard of this speakers’ bureau and certainly never applied to be represented by them. After doing a little research, I realized that this sketchy site had pulled my headshot and marketing message from my public relations firm site. Apparently, their “business model” was to represent as many experts as possible and, if anyone inquired, they would then contact that expert with that opportunity and receive a commission for their efforts.

Since this was not a bureau I wanted to be affiliated with, I contacted the owner and insisted he remove my information from that site. But, before I did that, I printed out the page and placed it on my Vision Board. Yes, I am a world-class speaker and presenter. Google just confirmed it. That little coincidence reminded me that I was on the right track. Start to pay attention to the insights that come from those chance but meaningful occurrences. They are all around us.

G is for Get Real

“The most important persuasion tool you have in your arsenal is integrity.”

Zig Ziglar, Author of *See You at the Top*

In other words, tell the truth. Be authentic. Do you make up excuses for not returning phone calls or missing deadlines? Do you inflate figures or results for the sake of a sale? Do you come to meetings late or unprepared? When our thoughts and actions conflict with the truth, we waste precious energy and tarnish our reputation. By increasing your level of integrity in thought, word and deed, you will transform all your relationships, including the one with yourself.

Here are three ways to raise your IQ.* (*Integrity Quotient)

1. **Admit your mistakes.** Although it might seem counter intuitive, admitting to mistakes builds integrity and sets you apart since so many people tend to make excuses or blame others.
2. **Strive to make conscious choices.** We don't need to respond all the time at the speed of our computers. Next time you receive a request, like an invitation to join a committee or an estimated deadline on a project, pause before replying. Unless the urgency is great, “May I get back to you on that?” is a reasonable, wise response.
3. **Add to your “trust account.”** Richard Carlson, author of the *Don't Sweat the Small Stuff* series, reminds us that people want to associate with people they know, like and trust. We all have trust accounts. Each interaction with someone either adds to or depletes it. It's our choice.

N is for Nurture the Moment

“Yesterday is history. Tomorrow is a mystery. Today is a gift. That’s why it’s called the present.”

Alice Morse Earle, American Historian and Author

We live and work in a world of distractions, from information overload and cell phones to uncertainty and fear. Unlike computers, our brains are sequential processors and we lose time and make more mistakes when we jump from one task to another. Being mindful allows us to capitalize on opportunities and increases our satisfaction with work and life.

Resist the temptation to multitask all the time and instead focus your full attention on the task at that moment. Stay present while consulting with a client or team member, analyzing an operational challenge, interviewing a new vendor, or speaking with your child or spouse. You can solve problems faster, show a deeper level of respect for those around you—thereby earning more respect—and reduce the stress you feel from juggling too many things.

Most of us hop from one item on our “to do” list to the next, never savoring our successes. In yoga class, when we would do a particularly vigorous routine, our teacher would ask us to stand up, close our eyes, put our hands to our heart, take a deep breath and “catch the gift.” Think about how you can catch the gifts of a job well done, a genuine compliment from a colleague or at the start of a well-earned vacation. And, catch the gifts of lessons learned from mistakes—the best way to keep from repeating them.

Now What?

Now that you know the power of universal principles and the DESIGN steps, here are six ways to ensure your success. Check the ones you will commit to today.

- Find a DESIGN buddy.** For accountability and support, invite a coworker, friend or family member to follow the DESIGN steps with you. Consider forming a small group and meet on a regular basis.
- Take it one step at a time.** Start with the steps that make the most sense to you—like reducing the times you multitask unnecessarily—and then add other steps—like writing in a “gut instinct” journal. Have fun with it and remember to reward yourself along the way. Soon, all five steps will become powerful habits.
- Read “Divine Wisdom at Work” and the “CRAVE Your Goals!” ebook.** Find these and other products at www.triciamolloy.com.
- Schedule a “CRAVE Your Goals!” or “DESIGN Your Ideal Life!” program.** Share these practical, powerful principles with your organization, business association or social group. In addition to one-hour talks, half-day workshops and retreat programs, I also offer teleseminars and webinars.
- Invest in your success through my Wisdom Mentoring program.** If you’re a woman entrepreneur or professional, my one-on-one, three-month Wisdom Mentoring program can help you reach your goals faster and easier. To sample my program, schedule a free 20-minute Business Wisdom Strategy Session at www.MyWisdomMentor.com.
- Get more inspiration and information.** Visit www.triciamolloy.com. Subscribe to my e-newsletter and blog and “like” my Facebook fan page. These are all simple ways to tap into your wisdom every day.

To Your Success!

Tricia



Tricia Molloy
770.565.1231

tricia@triciamolloy.com



DESIGN
Your Ideal Life!

Define Your Life Purpose

Embrace Prosperity

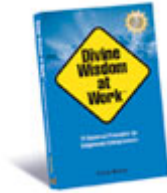
Seek

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About *Divine Wisdom at Work*



The “CRAVE Your Goals!” and “DESIGN Your Ideal Life!” programs were inspired by Tricia Molloy’s book, *Divine Wisdom at Work: 10 Universal Principles for Enlightened Entrepreneurs*. It’s available in paperback, as an audio book and as a convenient, downloadable ebook and MP3 file.

The 10 Universal Principles of *Divine Wisdom at Work*

- Principle 1** Tap into Divine Wisdom: Your Inner Guidance is Calling
- Principle 2** Define Your Life Purpose: Setting Intentions
- Principle 3** Embrace Prosperity: You Deserve Unlimited Abundance
- Principle 4** Clean Out the Clutter: The Universe Will Fill the Vacuum
- Principle 5** Stay Present: That's Where the Gifts Are
- Principle 6** Live Your Truth: Time for an Integrity Checkup
- Principle 7** Engage the Law of Attraction: Your Thoughts Become Your Reality
- Principle 8** See to Believe: The Power of Visualization
- Principle 9** Affirm Success: Creating Positive, Powerful Statements
- Principle 10** Give Thanks Often: Cultivating an Attitude of Gratitude

To order these products and learn about Working with Wisdom programs and Wisdom Mentoring, visit www.triciamolloy.com.

Contact Tricia at 770-565-1231 or tricia@triciamolloy.com.

Achieve Your Goals Faster & Easier



These entertaining and interactive change management programs will inspire your people to:

- ✓ Be more positive, focused and productive.
- ✓ Manage fear and stress during uncertain times.
- ✓ Develop leadership skills for greater impact.

"Tricia's powerful, practical advice for reducing stress and staying focused was refreshing and right on target."

IBM

"Wow! Tricia Molloy's uplifting CRAVE program is just what we needed to help us manage the challenges we face at work."

AT&T

"Tricia got our attention, made us think and, most importantly, inspired us to take action—one CRAVE step at a time."

Life University

"Tricia is so grounded and soothing; her talk was like a yoga session for the mind."

American Marketing Association

"If you want to have a wildly successful business or career, follow Tricia's wisdom for a huge return on your investment."

The Brain Trust



Tricia Molloy works with organizations that want their people to perform at their best every day. She is a professional speaker, trainer, mentor and the author of *Divine Wisdom at Work: 10 Universal Principles for Enlightened Entrepreneurs* and the *CRAVE Your Goals!* and *DESIGN Your Ideal Life!* ebooks.

With wit, warmth and wisdom, Tricia inspires people to achieve their professional and personal goals faster and easier by capitalizing on the power of their subconscious mind and life-changing principles.

Through talks, workshops and webinars, Tricia engages her audiences with real-world advice; enlightening anecdotes and interactive exercises. Participants gain a fresh perspective on work and life and begin implementing new strategies immediately.

Join organizations like Kimberly-Clark, WellStar Health System, Turner Broadcasting and the Project Management Institute and reap the benefits of these acclaimed programs.



For more information and to schedule your program, call 770.565.1231 or email tricia@triciamolloy.com.