Contents

Acknowledgments	7
Foreword by Noam Kostucki	9
Introduction	11
The purpose of this book	
No degree required: Who this book is for	
SECTION ONE – INTERVIEWEES: WHO'S WHO	15
SECTION TWO – PASSION PAYS: THE JOURNEY	23
PART I – UNDERSTAND YOUR PASSIONS, FUNDAMENTALLY	24
Chapter 1. The truth about passion	25
What passion is	25
Stating the obvious: What passion is not	28
Chapter 2. The truth about work	30
What's passion got to do with it?	30
Work expectations gone mad	
Watch your attitude: the dispassionate vs the passionate	
The evolution of work: opportunities of our times	36
It's gotta be done so get over it	
Work expectations: from madness to happiness	
Chapter 3. What world do we live in? Life Systems revisited	44
The power of the individual within the momentum of the collective	44
The influence of models of society on passion: why discontentment is healthy	

Passion Pays Contents

Standing out from the masses without gimmicks	
Our view of the world and how we fit in	53
Is the glass half-full or half-empty?	
The only constant in life is change: embrace it	
Chapter 4. Born and made	60
Know Thyself	60
Passion vs purpose	
Passion vs personality	
Passion vs values	
Passion vs talent/potential	
Passion vs beliefs	
Create Thyself	68
Destiny vs Choice	
Going beyond who you think you are	
Chapter 5. Discovering and recognising your passion	78
The answer is in the essence: questioning your heart	78
From likes to loves to heart-rooted desires: getting to the core Be the change: Awakening the creator within	
Developing heart intelligence	
What to do if you have 'passions-confusion'	90
Putting purpose in passion Weighing your options	
PART TWO: BUILD YOUR EXPERTISE, NATURALLY	95
Chapter 6. Starting the transition: the future is bright	96
Step one: decision and commitment	96
Step two: travelling lightly	100
Shifting your mindset: challenges are opportunities to grow Shifting your focus: mind your own business Shifting your people: clean out your closet	
Passionate planning: focused & flexible, cautious & bold	110

Chapter 7. Rock-solid foundations: gathering inner and outer resources	114
Wise investments for big pay-offs	114
Investment No. 1: You: knowledge vs information, skills vs qualifications, character vs personality Investment No. 2: Effort: the necessary yet joyful path Investment No. 3: Time: using it patiently & proactively Investment No. 4: Money: Taking care of your finances	
Support: how and where to get it	132
The golden rule about support	
Play and Test: building confidence, gathering evidence	133
PART THREE: DELIVER YOUR VALUE, POWERFULLY	137
Chapter 8. Making the transition: the moment is right	138
Passionate execution: Do it because you love it, do it because they're worth it Being and Doing: don't be that guy Acting bold: Choose You, you are it Acting flexible: changing and creating branches	138
Moving up a gear: making things happen	160
Everybody makes misteaks: don't chew on it, take it in False Evidence Appearing Real: eluding the three major illusions of value delivery	
What you say and how you say it: communicating passion with passion	171
Chapter 9. Passion and Leadership: Characteristics of the ultimate passionate leader	178
Leading by example: be the change to be leader of change	178
Shaking things up: lessons from dictators	184
Chapter 10. Passion and Partnership: Trust or go bust	187
The fallacies of competition	187
The case for cooperation	193

Chapter 11. Luck: Manifestation in disguise	199
The Manifestation seven-state scale: From Wishing to Knowing	199
Flowing heart-rooted energy from the spirit through the mind, to the body	
How it really works: Decrease self-sabotage and increase self-flow	
PART FOUR: GET PAID, RIGHTFULLY	209
Chapter 12. Passion + Expertise + Value Delivery: Putting it all	
together	210
First things first: reviewing your prosperity mentality	210
Is it evil to have money and holy not to have any?	
Claiming your worth: the practical link between your value and your pay	
Chapter 13. Maintaining passion and keeping the balance	227
Keep the fire burning but don't get burnt and don't burn others	227
When obsession takes over passion (why are you doing this again?) Knowing why, when and how to say 'no'	
Maintaining passion in challenging times	235
Passion vs career/business: Stay hot on target and cool under pressure	
Where's the money? Seek opportunity rather than security	
Chapter 14. The great differentiator: how passion genuinely pays	243
Money isn't the only currency	243
Contribution and service: how passion pays others Quality vs Quantity: Pricing the priceless	
Paying it forward: The future is now	257
Making a living and making a life: extra-ordinary models of happiness	
Today sow the seeds, tomorrow reap the fruits: engaging youth	
Final notes - The four things I wish you remember from this book About the author	268 269