



Wellbeing Insights

Enjoying the Journey

Over the past three years, Sue, my co-author and friend, and I have been on a deeply meaningful journey. I deliberately use the word *meaningful* because these years have been significant in many ways: the time and effort we've invested in our project, our shared belief in the power of having a personal manifesto, and the profound importance of the process itself. All these elements have made this journey truly special.

It was three years ago that Sue and I began the task of creating a clear, practical process to help ourselves — and eventually others — discover their personal manifesto. Along the way, we've experienced highs and lows, wins and setbacks, and challenges that tested our resolve. Yet, through it all, we've wholeheartedly enjoyed the journey.

I often think of a quote by Tal Ben-Shahar, a thought leader in well-being and happiness, who says: *"Attaining lasting happiness requires that we enjoy the journey on our way toward a destination we deem valuable."* This idea resonates deeply. For us, the destinations we've been working toward — building our business, writing our book, and now preparing to host our first retreat — are unquestionably valuable.

Tal's formula for lasting happiness highlights two essential elements: a valuable destination and the ability to enjoy the journey. But what helps someone enjoy their journey instead of merely enduring, or even detesting, it?

Success might seem like a key factor; after all, a successful journey is easier to enjoy. However, I believe that every journey, no matter how fulfilling, has its ups and downs. Perhaps success alone isn't what determines whether we enjoy the process — it's something deeper.

Can I suggest four key elements that have contributed to us finding joy in our ongoing journey:

- 1. Meaningful Work**

We find our work intrinsically rewarding. It feels purposeful and aligns with our values, which keeps us motivated even during challenging times.

- 2. A Strong Connection**

Our partnership is built on trust, respect, and care. We are deeply grateful for the bond we share, which provides both support and inspiration.

- 3. A Sense of Progress**

While we still have many aspirations, we take pride in how far we've come. Reflecting on our progress over the past three years fills us with gratitude and motivation.



4. **Harnessing Our Strengths**

We've leaned into our signature strengths to guide us through this process. For me, these strengths have included perseverance, kindness, and creativity. For Sue, she has been able to harness her qualities of love, gratitude, and curiosity. Together, these strengths have shaped our journey in meaningful ways.

Of course, not every part of the journey is easy. Right now, for example, we're navigating the challenge of gathering participants for our inaugural retreat. Yet the stability of those four elements — meaning, connection, progress, and strengths — provides us with a sense of lasting happiness, even during difficult times.

We hope that your personal manifesto can serve as a guiding light for the journeys you're on now and the ones you've yet to embark on.

Thank you for being such a special and ongoing part of our journey!