

# Find Your Why: Meaningful Work, Meaningful Life

Concurrent Session #149  
2021 NACADA National Conference

Presenter: Bill Johnson, Student Success Coordinator and Life Design Catalyst Coach

School of Health and Human Sciences

University of North Carolina at Greensboro

# The Life Design Catalyst Program

empowers students, faculty, and staff in higher education and people at a crossroads in life

with the tools and resources to optimize their lives and actualize their potential

so they can become the best version of themselves in service to something bigger than themselves

in order to make the world a better place and create hope for a better future.



**Transition:** The process when you decide to move your life from where you are right now to where you want to be at some point in the future.

**Transformation:** The process of changing who you are, the way you see yourself, the way you are viewed by the world, and the way you interact with the world.

**Purpose:** A sustained, fully-engaged commitment to future-directed goals and activities that empower you to explore, cultivate, and express an ever-evolving best version of yourself in service to something bigger than yourself.

**Meaning:** The reason and significance behind who you are, what you do, and why you do it. It is something you develop, something you share, and something you create throughout your life, which can be formed in every moment through impactful positive experiences and/or significant negative experiences/trauma.

**Mission:** A mission is an important task or duty that you are given to do. Your mission is the "work" that ignites your unique gifts in service to something bigger than yourself, something that matters to you so much that it will make a positive difference in the world.

**Vision:** The use of imagination and wisdom to paint a vivid mental image of what you want to achieve in the future, based on your goals, dreams, and aspirations. Your vision is your desired future state as it captures the essence of where you want to go, serves as the inspiration to give your best, and shapes the reason why you are doing what you do.

“Our job in this lifetime is not to fit into some mold that others have determined is best for us.

Our job is to find out who we already are – and become it.”

Steven Pressfield

# Simple Rules for Success

1. Know Yourself

2. Serve Profoundly

3. Find **Your** Right Pond

Framework for our “HHS125: What Could I Do With My Life”  
First Semester, First-Year Experience Course

What **SHOULD** I do with my life?

(expectations)

VS.

What **COULD** I do with my life?

(possibilities)

Activity:  
Thought-Provoking Questions



# Questions About Life...

1. What challenges have I been able to overcome? What experiences/events (positive and negative) have had the greatest impact on me? What important lessons have I learned?
2. What do I find fascinating? What am I curious about? What can't I stop thinking about? What do I want to know more about?
3. What activities allow me to feel most fully alive? What do I LOVE, LOVE, LOVE to do? What do I most when I have free time?
4. What would your five closest family members/friends say are your greatest attributes, talents, and gifts? What would I say are my best qualities and traits?
5. If I had the opportunity to work with a particular group, a group that could benefit from what I have to offer, who would I want to work with? Are there individuals or groups that I feel compelled to help?
6. What problem/issue in my life, in my family, in my town, in my country, and/or in the world do I want to help them solve? What makes me mad/angry so much that I want to do something about it?

## Know Your Why: Michael Jr (Video)

<https://www.youtube.com/watch?v=1ytFB8TrkTo&t=5s>

Activity:  
Mission Statement

# Mission Statement Template

Use this Mission Statement Template to quickly define how you will serve others, which can be helpful how you can make the most of your school/work experience: **I am here to \_\_\_\_\_ deal with \_\_\_\_\_ so that \_\_\_\_\_.**

## Template

**“I am here to \_\_\_\_\_**

(*action verb*: a verb describing *what you do*, i.e. help, serve, motivate, encourage, save, rescue, support)

---

(*with whom*: groups – people, children, students, animals, nature, etc. – *who you help*)

**deal with \_\_\_\_\_**

(*problem/issue*: the problem/issue that they have or have to deal with – *their challenge*)

**so that \_\_\_\_\_.”**

(*end result*: *the benefit you provide* – this happens, changes, improves, and/or impacts how others think, feel, do, act, and/or believe).

# Action Verb (What you do)

Advise	Advocate	Assist	Build	Change	Coach
Collaborate	Connect	Construct	Contribute	Coordinate	Counsel
Create	Cultivate	Deliver	Demonstrate	Design	Develop
Direct	Discover	Dream	Educate	Eliminate	Employ
Empower	Enable	Encourage	Engage	Enlist	Entertain
Evaluate	Examine	Explain	Explore	Express	Facilitate
Feed	Foster	Free	Gather	Guide	Heal
Help	Imagine	Improve	Influence	Inform	Inspire
Instruct	Invite	Lead	Lift	Listen	Live
Love	Make	Mentor	Motivate	Nurture	Optimize
Prepare	Promise	Promote	Provide	Pursue	Reclaim
Rejuvenate	Restore	Save	Share	Show	Study
Support	Surrender	Teach	Train	Transform	Unlock
Uplift	Worship	Serve	Rescue	Elevate	

# With Whom (Who you help)

Business Owners

Young Children

Special Needs – Mentally

High School Students

Creative People

K-12 Education (Teachers, Staff)

Specific Medical Issues

Poverty/Rural Areas

Mothers and/or Fathers

Delinquents

Females or Males (not both)

Homeless People

Children in Foster Care

Unhealthy People

Artists/Performers

Veterans/Military

Adults

Entrepreneurs

Communities/Neighborhoods

Special Needs - Physically

Infants/Babies

Blind/Visually Impaired

Families (includes your own)

Specific Ethnic/Racial Groups

“Do-It-Yourself” (DIY) People

People from Other Countries

People in Emotional Crisis

At-Risk Groups

Farmers

Animals

Orphans/Runaways

Prisoners

Marriages

LGBTQA (Lesbian, Gay, Bisexual, Transgender, Questioning, Asexual)

Athletes

Deaf/Hearing Impaired

Disaster Victims

College Students

High Level Executives

Higher Education (Faculty, Staff)

Substance Abusers

Religious Organizations

Single Parents

Elderly/Seniors

Gangs/Gang Members

Entertainers/Celebrities

Pregnant Teens/Adults

Physically Abused

Immigrants

Single People

# Problem/Issue (Their challenge)

Addiction	Adequate Healthcare	Animals/Pets
Agriculture/Farming	Children Issues	Climate Change
Crime/Violence	Disease/Illness	Diversity/Inequality
Drug Use/Abuse	Economy/Money/Business	Quality Education Issues
Renewable Energy	Family/Marriage Issues	Foreign Relations/World Peace
Equity/Justice/Civil Rights	Lack of Purpose/Direction	Government/Politics/Voting
Guns/Gun Control	Physical Health/Well-Being	Hunger/Nutrition Issues
Population Growth/Control	Immigration/National Security	Income/Wealth Distribution
Mental/Emotional Health	Natural/Man-Made Disasters	Nature/Ecosystems
Housing/Real Estate Issues	Poverty/Homelessness	Racism/Race Relations
Religion/Religious Beliefs	Security/Safety/Privacy	Sexism/Gender Issues
Special Needs/Disabilities	Technology Challenges	Transportation Issues
Unemployment/Job Issues	Environmental Issues (Pollution, Water, Sanitation, Sustainability)	

Note: As you review and choose from the list of worldwide and country-specific problems/issues, consider narrowing down your problem/issue to something more specific to your “With Whom” group so your statement is more targeted to a specific problem and/or a specific need.

# End Result (The benefit you provide)

Overcome adversity

Feel proud of themselves

Optimize their lives

Have a more secure future

Have a voice/equal rights

Create their own businesses

Understand technology

Become savvy shoppers

Be in control of their lives

Do things on their own

Overcome mental illness

See life in new/different way

Recover from injuries

Make positive contribution to society

Learn more about themselves

Plan for life after college

Ease their pain

Gain clarity and direction in life

Be accountable for their actions

Lose weight/look better

Manage their money better

See themselves as beautiful

Feel better about themselves

Create a better life/future

Get better grades

Navigate social media

Be able to move/function better

Bring more happiness into world

Handle/deal with adversity

Develop better relationships

Achieve/fulfill their dreams

Save time, energy, and/or money

Profoundly serve others

Define their passion/purpose

Get into/stay in college

End physical/emotional suffering

Feel accepted/valued by others

Be successful and thrive

Improve their lives

Get out of debt

Get an education/degree

Give more of themselves to others

Stay out of jail/prison

Graduate from school

Play/understand/enjoy music

Increase knowledge

Have more energy

Make more money

Become fit/healthier

Actualize their potential

Become a better person

Identify their major/career options

Be accountable for actions

Increase confidence in themselves

Become more flexible and adaptable

Believe in themselves

Gain freedom/feel liberated



# Mission Statement Template

Use this Mission Statement Template to quickly define how you will serve others, which can be helpful how you can make the most of your school/work experience: **I am here to \_\_\_\_\_ deal with \_\_\_\_\_ so that \_\_\_\_\_.**

## Template

**“I am here to \_\_\_\_\_**

*(action verb: a verb describing what you do, i.e. help, serve, motivate, encourage, save, rescue, support)*

---

*(with whom: groups – people, children, students, animals, nature, etc. – who you help)*

**deal with \_\_\_\_\_**

*(problem/issue: the problem/issue that they have or have to deal with – their challenge)*

**so that \_\_\_\_\_.”**

*(end result: the benefit to others – this happens, changes, improves, and/or impacts how others think, feel, do, act, and/or believe).*

# Mission Statement Example

I am here to **empower** (*action verb*) **students, faculty, and staff in higher education and people at a crossroads in life** (*with whom*) deal with a **lack of clarity and direction in their lives personally and professionally** (*problem/issue*) so that **they can create academic, career, and life plans to optimize their lives to become their best selves and serve something bigger than themselves** (*end result*) in order to make the world a better place.

# Mission Statement Template

Use this Mission Statement Template to quickly define how you will serve others, which can be helpful how you can make the most of your school/work experience:

## Template

“I am here to \_\_\_\_\_ (*action verb*)

\_\_\_\_\_ (*with whom*)

deal with \_\_\_\_\_ (*problem/issue*)

so that \_\_\_\_\_.” (*end result*)

Activity:  
Vision for Service Statement

# Vision for Service Statement

**In ten years, I will be working as a \_\_\_\_\_ (your specific role) in/at/through \_\_\_\_\_ (a specific place), helping/serving/providing \_\_\_\_\_ (specific group you'll be helping) with \_\_\_\_\_ (what you'll be doing) so that \_\_\_\_\_ (what they will get from your help).**

# Vision for Service Statement (Bill Example)

In ten years (SOOOO close to retirement),  
I will be working as a facilitator/trainer through the Office for Transitions and Transformation, training thousands of students, faculty, and staff at high schools, colleges, and university in the U.S. each year, on how to use the Life Design Catalyst curriculum to empower their colleagues, their peers, and/or members of their communities to become the best version of themselves in service to something bigger than themselves to make the world a better place and create hope for a better future.

# Vision for Service Statement (Student Examples)

- In ten years, I will be working as a labor and delivery nurse in the maternity ward at a hospital, helping expecting mothers feel comfortable so that they can safely deliver babies.
- In ten years, I will be working as a funeral director/mortician at Smith Funeral Home, helping families coordinate/perform funerals and services for their family members so that they feel more at peace during a grieving time in their lives.
- In ten years, I will be working as a physical therapist at Grayson's Therapy Clinic, helping musical artist rehabilitate injuries quickly so that they can perform again.
- In ten years, I will be working as a recreation director with the youth in my local community, providing recreational activities so they can have equal opportunities to play.
- In ten years, I will be serving as a stay-at-home mom with my children, providing support and encouragement so they can be happy, healthy, and well-adjusted.
- In ten years, I will be working as a disability therapist through a clinic, serving children with developmental disabilities with therapy and emotional support so they can feel comfortable in their potential to have a peaceful and happy life.

# Vision for Service Statement

**In ten years, I will be working as a \_\_\_\_\_ (your specific role) in/at/through \_\_\_\_\_ (a specific place), helping/serving/providing \_\_\_\_\_ (specific group you'll be helping) with \_\_\_\_\_ (what you'll be doing) so that \_\_\_\_\_ (what they will get from your help).**



# Activity: LifeWork Endeavors Worksheet

(1) Educational, (2) Experiential, (3) Employable, (4) Entrepreneurial

# LifeWork: Educational

- Specific Vocational/Technical Degree
- Specific Associate Degree
- Specific Bachelor's Degree
- Specific Master's Degree
- Specific Professional/Doctoral Degree
- Specific Certification/Licensure
- Specific Additional Training/Credentials
- Some Other Type of Education-Related Activity

Choose ONE item from the list above.

# LifeWork: Educational (Student Examples)

- **Nursing Student**
  - Credential: Certified Nursing Assistant (CNA) through Forsyth Community College.
  - Degree: Associates Degree or Bachelor's Degree in Nursing from UNCG.
  - Licensure: National Council Licensure Examination (NCLEX-RN) exam.
- **Physical Therapist**
  - Bachelor's degree in Kinesiology from UNCG.
  - Doctorate in Physical Therapy from UNC-Chapel Hill.
  - Licensure: National Physical Therapy Examination (NPTE).
- **Social Worker**
  - Bachelor's Degree in Social Work from UNCG.
  - Master's Degree in Social Work from Florida State University.
  - Licensure: (State-Associated) Association of Social Work Boards (ASWB) Examination in North Carolina.
  - Additional Training: To maintain license, you need to take 40 CEU's every 2 years.

# LifeWork: Educational (Bill Example)

- Bachelor's Degree in Recreation and Parks Administration
- Master's of Science Degree in Physical Education
- Coach Certifications: (1) Dream Coaching; (2) Spiritual Group Coaching; (3) Wellness Coaching; (4) Life Coaching
- Additional Coach Training: (1) Purpose Coaching; (2) Life Design Catalyst Practitioner
- Additional Student Engagement Training: On Course I and II Workshops

# LifeWork: Experiential

- Specific Creative/Hands-On Projects
- Specific Program/Activity
- Specific Workshop/Training/Presentation
- Specific Writing Projects
- Specific Research Projects
- Specific Teaching Projects
- Specific Volunteer/Service Projects
- Some Other Type of Experiential-Related Activity

Choose ONE item from list above.

# LifeWork: Experiential (Student Example)

Interest in working with animals.

- Hands-On: Train a rescue dog from home.
- Volunteer: Volunteer for dog walking at ASPCA.
- Program: Host an adopt-a-pet event in your community.
- Writing Project: Write an article about a successful pet adoption.
- Presentation: Presentation on the benefits of rescuing an animal from a shelter.
- Volunteer: Volunteer at a zoo or wildlife center.
- Writing Project: Write about experience working at a farm or stable.

# LifeWork: Experiential (Bill Example)

- Workshops: PhD students in School of Business, UNCG; PhD students in HHS703 class, UNCG; Life Design Catalyst Workshop for Academic Success Coaches, Fort Lewis College.
- Teaching: (1) HHS125: What Could I Do With My Life; (2) HHS135: Build a Better You; (3) ENT/HHS250: Side Hustle 101
- Writing Project (Articles): (1) Transactional vs Transformational Advising; (2) Guided Pathways 2.0: Declare Your Mission, Design Your Major
- Research Project (First-Year Students): (1) What I Want From College; (2) What's Important to Me Values Assessment

# LifeWork: Employable

- Specific Entry-Level Jobs/Careers (High School degree)
- Specific Technical-Level Jobs/Careers (Two-Year or Four-Year degree)
- Specific Professional Level Jobs/Careers (Masters or Professional degree)
- Specific Internship/Apprenticeship
- Specific Work Shadowing/Work Placements
- Specific Part-Time/Summer/Seasonal Job
- Some Other Type of Specific Work-Related Activity

Choose ONE item from the list above.



# LifeWork: Employable (Student Example)

## Interest in working with young children

- Technical Level Job: Child Care Teacher, KinderMission Academy.
- Technical Level Job: Assistant Teacher, Childtime Learning Centers.
- Professional Level Job: Educational Aide, U.S. Department of Defense.
- Professional Level Job: Program Development and Quality Director (Cairo), Save the Children
- Internship: Writing Intern, Focus on the Family Children's Magazine.
- Part-time/Summer Job: Nature Camp Counselor, Green River Preserve.

# LifeWork: Employable (Bill Example)

- Entry-Level Job: Academic Advisor, University of Delaware (previous)
- Technical-Level Job: Student Success Coordinator, UNCG (previous)
- Technical Level Job: Director, Office of Transitions and Transformation (new)
- Professional Level Job: Assistant Dean for Student Success, School of Business, TCNJ (previous)
- Professional Level Job: Dean of Personal and Professional Development, Berry College (new)
- Professional Level Job: Vice Provost for Integrative Learning and Life Design (new)

# LifeWork: Entrepreneurial

- Specific Business Venture/Start-Up Company
- Specific Family Business
- Specific Franchise Business
- Specific Self-Employment Work/Independent Contractor
- Specific Freelance/Contract Work
- Specific Side Business/Side Hustle/Side Gig

Choose ONE item from list above.

# LifeWork: Entrepreneurial (Student Example)

Interest in different aspects of food (cooking/baking/delivering, etc.).

- Business Venture/Start-Up Business: Dame's Chicken & Waffles.
- Family Business: Me and Julio Mexican Restaurant.
- Franchise Business: Subway.
- Freelance: Sell Photographs of Beautiful Foods from around the world.
- Side Hustle: YouTube Cooking Channel.
- Side Hustle: Serve as a Personal Chef.
- Side Hustle: Sell Baked Goods (Pies, Pastries, Cakes).

# LifeWork: Entrepreneurial (Bill Example)

- Small Business: Dream Big Institute (2011)
- Small Business: Life Design Institute (2019)
- Independent Contractor: Life Design Catalyst Practitioner Training Program, on-campus (UNCG) and off-campus (Life Design Institute)
- Independent Contractor: Declare a Mission, Design a Major Workshop, Center for Creative Leadership;
- Side Hustle: Life Design Catalyst one- and two-day workshops, various institutions

# LifeWork Endeavors

## Interest in doing Portrait Photography.

- Educational
  - Education: Minor in Photography at UNCG.
  - Training: Online Training through Nikon School Online.
- Experiential
  - Hands-On: Do free Portraits for family and friends.
  - Volunteer: Do photography for local events to build portfolio.
- Employable
  - Internship: Photographer and Editor Intern, FOCIIS
- Entrepreneurial
  - Side Hustle: Create web site to promote services and/or purchase photographs.
  - Freelance: Post resume/personal info on FIVERR to perform freelance work.

Activity:  
Dream Team and  
Dream Communities

# Dream Team

- Knowledge/Expertise
- Influence
- Purpose and Motivation
- Personal Development
- Personal Support/Close Confidante
- Balanced Life
- Academic Inspirer
- Industry Professional
- Mentor
- Sponsor
- Support Person

Choose FIVE different individuals that could fulfill at least five of the roles listed above.



# Dream Team

- Brian Johnson (Optimize.me)
- Marianne Auten
- Alicia Sepulveda
- Pam Schoessling
- Megan Cayton
- Ivor Buffong
- Mavis Hill
- Zitty Nxumalo
- Valerie Johnson
- Denise Dufek
- Robin Middleton
- Will Cook
- Yunhwan Kim
- Anna Calhoun

# Dream Communities

- Business Organizations
- Professional Organizations and Associations
- Non-Profit/Volunteer Organizations
- Political Organizations
- Religious Organizations
- Athletic Clubs/Organizations
- Academic Clubs/Organizations
- Social Club/Organizations
- Honor/Academic Societies
- Online Groups, Organizations, and/or Communities
- Other Individuals, Groups, Organizations, Associations, Societies, and/or Clubs that don't fit into categories above – or create your own.

Choose THREE different communities that are aligned with the work you're here to do.

# Dream Communities

- National Academic Advising Association (NACADA)
- Center for Creative Leadership
- Guilford County Workforce Development
- North Carolina Community College System
- Greensboro Chamber of Commerce
- Academic Training and Development Community (NACADA)
- National Resource Center for First-Year Experiences and Students in Transition
- Life Design Catalyst Community
- NC Idea Foundation

# Dream team



**Problem to solve linear**

MOST PEOPLE DON'T KNOW HOW IMPORTANT IT IS WITH PUBLIC HEALTH. BY USING MY KNOWLEDGE AND SKILLS, I CAN HELP THEM GET FAMILIAR WITH PREVENTING INFECTIOUS DISEASE, AND PROMOTE A HEALTHY LIFESTYLE SO THEY CAN UNDERSTAND HOW IMPORTANT IT IS TO SUSTAIN A QUALITY OF LIFE THROUGH ORGANIZED EFFORTS.

**Meaningful work statement**

BECAUSE I HAVE AN INTEREST IN BEAUTY, I WILL USE MY LEARNING TO IMPROVE PEOPLE IN EMOTIONAL CRISIS SO THAT IT WILL BRING MORE HAPPINESS INTO THE WORLD.

There is more in me than anyone can see.

AFIF YANG  
MOM  
MICHELLE OBAMA

## Vision work statement

IN SEVEN YEARS, I WILL BE WORKING AS A PUBLIC HEALTH ADVISOR AT CENTER FOR DISEASE CONTROL AND PREVENTION, HELPING MY COMMUNITY SUCCEED IN GAINING CONFIDENCE WITH PUBLIC HEALTH OUTLOOK SO THAT THEY CAN HELP THEMSELVES TO SUSTAIN A HEALTHY LIFESTYLE.

**EDUCATIONAL**

- ASSOCIATE DEGREE IN SCIENCE
- BACHELOR DEGREE IN PUBLIC HEALTH
- MASTER DEGREE IN PUBLIC HEALTH/ADMINISTRATION

**EXPERIENTIAL**

- VOLUNTEER FOR COVID-19 COMMUNITY HEALTH WORKER
- BE AN ADVOCATE FOR THOSE WHO CHOOSE/CANNOT SPEAK UP
- SHARING UP TO DATE NEWS ABOUT COVID-19 AND PUBLIC HEALTH

**EMPLOYABLE**

- INTERNSHIP WITH PUBLIC HEALTH LEADERS TO FURTHER UNDERSTAND THE WORLD PANDEMIC
- FULL TIME JOB AS A COMMUNITY HEALTH WORKER
- PART TIME JOB HELPING COVID-19 OUTREACH

**ENTREPRENEURIAL**

- CREATE A YOUTUBE CHANNEL TO SPREAD PUBLIC HEALTH AWARENESS
- INTERNSHIP TO THOSE WHO ARE INTERESTED IN LEARNING MORE ABOUT PUBLIC HEALTH
- MENTOR COMMUNITY HEALTH WORKER TO BETTER THAN UNDERSTANDING IN THE PANDEMIC

## Your Life's Work Posters

Tagline: "Life is too short to be anything but happy"

### IMPACT STATEMENTS:

**Meaningful Work:** Because I have an interest in Self-Help/Personal Growth and Children Issues, I will use my talents and gifts caring for others and encouraging people to listen and engage with young children so that they can feel proud of themselves and bring more happiness into world.

**Problem to Solve-One Linear:** Most young children don't know how to/need help with expressing emotions and communicating with what they want. By using personal experiences and social services, I help them get the proper resources and support needed so they will have the confidence in life to be the best they can be.

**Vision for Work:** In seven years, I will be working as a social worker and owning my own childcare in NC, helping children enhance skills and knowledge as well as giving them additional support and resources needed. I will also be an awesome mother and wife to a beautiful family.

**Educational:**  
Take additional classes in relation to sociology to gain more knowledge  
Obtain a Bachelor's Degree in Sociology  
License for clinical social worker

**Experiential:**  
Doing a podcast on children and mental health  
Volunteer at Habitat for Humanity  
Practice meditating consistently

**Employable:**  
Mentorship  
On-site social work in NC  
Getting an LLC for childcare business

**Entrepreneurial:**  
Looking into internships  
Getting an LLC for childcare business  
Creating a family business

### ORANGE YOU GLAD YOU GOT YOUR LIFE FIGURED OUT?



**Seven Word Life Motto**  
"Today's the tomorrow you worried about yesterday"



**Life Works Traits/Characteristics:**

- Personality: Insightful, Altruistic, Passionate
- Strengths: Kindness, Love, Learner, Connectedness
- Values: Personal Development/Growth, Family/Friendship, Enjoyment/Happiness
- Motivators: Accomplish goals, Become a better me, Be happy, Be in control of my life, Make a difference in the world
- Superpowers: Trustworthy, Kind/Friendly, Generous

**Dream Team**

- ◆ Koso Ndaye
- ◆ Josephine Otm
- ◆ Rowan A.
- ◆ Les Brown
- ◆ Mentor Margaret
- ◆ Mom

## Brianna's Vision

**Traits/Characteristics**

- Leadership
- Kindness
- Compassionate
- Perfectionist
- Perseverance

**Team Members**

- Shelby Menard: My inspiration, gives me motivation to get things done.
- Hunter Westerberg: My support system, always there to pick me up when I fall.
- Dolly Noel: My backbone, tells me the truth even when it hurts.

**Meaningful Work Statement**



- Because I have an interest in self-love/confidence, I will use my gift of bringing out the best in others to make people see themselves as beautiful.

**Vision of Work Statement**

- In seven years, I will be working as a social media influencer on YouTube/Instagram, helping young adults/teens with inspirational posts so that they can gain the confidence they deserve.

**Problem to Solve One-liner**

- Most young adults need help with their personal self-image. By using my past-experience, I can host self-help seminars, and in turn, I help them learn ways to be more confident and comfortable in their skin so they can be confident and have a healthy understanding of self-worth.


**Educational Area**

- Earn a bachelor's degree in psychology, counseling, or sociology.
- Take an online course such as "How to break the habit of self-doubt and build real confidence."
- Take a training class such as "confidence training for managers."

**Experiential Area**

- Volunteer in my local community, Planned Parenthood works with young LGBTQ+ teens that are struggling with support from family and friends.
- Start up a research project on how social media can be toxic for growing minds.
- Start an online seminar over zoom to discuss my plans and give tips on self-worth/confidence.

**Employable Area**

- Full-time job as an inspirational YouTuber.
- Part-time job as a social media influencer on Insta/Snapchat.
- Get an internship or temp job at planned parenthood for the reasons listed above.

**Entrepreneurial Area**

- Start up a website or blog to share my goals/thoughts/tips/advice.
- Create a clothing line that is inclusive and will make young adults feel confident and beautiful.
- Create a merch line that goes along with my YouTube channel.

**Tagline**

- "Self-love isn't selfish, it's important."

## Make An Impact (Video)

[https://www.youtube.com/watch?v=pb7\\_YJp9bVA](https://www.youtube.com/watch?v=pb7_YJp9bVA)

The purpose  
of **life** is to  
discover your

**gift.**  
The work  
of life is

to **develop it.**

The **meaning**  
of life is to

**give** your  
gift away.

-David Viscott

# Contact Information

William H Johnson Jr (“Bill” or “The Dream Dean”)

Student Success Coordinator/Life Design Catalyst Practitioner

School of Health and Human Sciences

University of North Carolina at Greensboro

Phone: 336-207-6795

E-mail: [whjohnso@uncg.edu](mailto:whjohnso@uncg.edu)

Blog: <https://thedreamdean.com/>

Web: <https://lifedesigninstitute.org/>

Web: <https://ldi.thinkific.com/>