



## Lesson #3

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### THE PURPOSE OF goDesana

Let's start by asking you to answer a question. Without intellectualizing it or thinking what you think might be a clever answer, please say out loud the very FIRST thing that comes to your mind...

What's the Purpose of your goDesana business...? Or any business in the world?

Perhaps your answer might be something like, "Make money" or "To make a profit" or "To be fulfilled".

Or, perhaps your answer was, "To help others" or "To help people solve their problems."

Two different answers and two different vibrations or energy.

If your answer was similar to the first one, such as making money, ask yourself this, where is the focus? On you, or the other person? It's on you and what you want, isn't it? This is your Personal Agenda or Personal Objective.

And the second set? Your focus is on them! To help them get what they want. This is what is called as coming from a place of Purpose. Two different ways of thinking and two different ways of taking action on that thinking.

### PURPOSE AND PERSONAL AGENDA

The reason for asking the question "What is the Purpose of a goDesana business?" is to mentally prepare you for the rest of this 7 Paths sessions goDesana solving problem training approach, because your answer reveals something that is vitally important... your words give you away!!

What is meant by this? Well, have you ever thought that your thoughts and words are energy that people directly or indirectly feel? Have you ever thought people consciously and subconsciously feel and know your real intent? That they know whether you are focused on your Personal Agenda, which is about you and what you want, or on your Purpose, which is about helping them get what they want?

"Your words are an extension of your thoughts  
Your actions are an extension of your words  
And your habits are an extension of your actions"

What you receive in life, and the way people respond to you, is based on your words, your actions and your habits. And it all starts where? With a thought!

Everything starts with a thought. That's why thoughts are so powerful. That's why choosing how you think and act will determine how life and people respond to you

So back to the original question about the purpose of your business! The questions you have to ask yourself then, is, are you really in business for you, (Personal Agenda) or are you in it for other people (Purpose)? The truth is in the following question;

"If your goDesana solution cannot solve someone's problem, is there any reason for them to do business with you?"

No, there isn't! So the real purpose of a business then is not about you and what you want, it's to help other people solve their problems, or get what they want, need or desire.

And that is what is behind the first principle of the goDesana solving problem approach..."

## PRINCIPLE 1.

goDesana Conversational Discovery

HELPING OTHER PEOPLE SOLVE THEIR PROBLEMS.

To go further with this...

“When you seek to serve, you ultimately serve yourself!”

It’s just a matter of knowing how to do it! And that is precisely what the solving problem approach will do for you.

It will allow you to effortlessly and easily approach and help others get what they want and ultimately allow you to get what you want without any anxiety in the process of doing so.

Now, if you know how to help people solve their problems, and you can do it with your own solutions, you will achieve what? Your Personal Agenda, which is your own reason for being in business isn’t it?

## SELLING AS A PROBLEM SOLVING EXERCISE

If the purpose of a business is to help other people solve their problems, you could say that selling is merely a Problem Solving Exercise. Contrary to the conventional approach, it’s not a telling or persuading exercise. It’s all to do with problem solving.

Become a problem solver - look for them. Because with problems comes what? Opportunities! Opportunities for you is to help others get what they want and to be rewarded for it. And when you think about solving problems, haven’t you been solving problems all your life? So there you have it, you don’t have to change, just help more people like you help yourself.

Lesson #4 we will look closely at how you practically and effortlessly do this by using a powerful approach of communicating called goDesana Dialogue.

## EXERCISES

1. Reflect on how by serving others, you can achieve what it is that you want.
2. Two quotes to think about:
3. When you call me for a quick 10 minute session we will roll play solving a problem.