

# The Fulfillment Chronicles

## The Business of You

2024

**You are your own business, effectively no different than any business**, institution, organization, or human enterprise you may know, patronize, respect, or hate. Every dimension of your life maps to every business activity, because business is a human enterprise composed of a constituency of individuals. This is why some of the best advice for your lifelong fulfillment plans regarding risk, reward, investment, planning, and execution comes from business. A good example is the conversion of business economics to personal economics in **The Money Book for the Young, Fabulous, & Broke**, Suze Orman, 2005 ([The Money Book for the Young, Fabulous, & Broke - Suze O...](#)).

Business relies on proficiencies in value propositions, vision, focus, placement and integration with existing and forecast human activities, invention, design, finance, manufacturing, creating inventory, packaging, delivery, support, profit, investment, and rewarding shareholders. **Businesses must do their business in the most efficient manner possible to succeed**. Remember too, **businesses spend large sums of money to do the smartest things with their business in every discipline** – HR, Finance, Accounting, Sales, Marketing, Production, Distribution, Customer Service, Taxes, and they have vastly more resources to invest in smart behaviors than the average individual. What an opportunity for the individual! So every business book or podcast is an opportunity to capitalize on others' investments in doing the very best thing in every instance. It's your experimental laboratory. It is up to you to translate the business principles and disciplines to apply them competently to your own personal development. Authorities in this arena translate to the personal as follows:

<b>BUSINESS DISCIPLINE</b>	<b>PERSONAL COMPETENCY</b>
<b>Basic Economics</b> , Thomas Sowell, 2014	<b>Basic Personal Economics</b>
<b>Carpe Manana</b> , Peter Pritchett, <a href="http://www.pritchett.net/product/carpe-manana">www.pritchett.net/product/carpe-manana</a>	<b>Individually Seizing The Day</b>
<b>Differentiate or Die</b> , Jack Trout, 2020, on YouTube	<b>Focused Personal Value Propositions</b> , what makes you different, special, interesting
<b>Learning Curve: Definition, Theory (Graphs), and Examples</b> , 2021, Katherine Quan, <a href="http://www.gettingpeopleright.com">www.gettingpeopleright.com</a>	<b>Personal Learning Dynamics</b> , what to expect and how to manage
<b>Naked Statistics</b> , Charles Wheelan, 2015	<b>Factual Decision Making</b> , by the numbers
On business, economics, government, politics - Frontline	<b>Business Ecology and Applications</b> , you reduce to the personal
On Negotiating, <a href="http://www.karrass.com">www.karrass.com</a>	<b>Personally Negotiating to Yes</b> , without fear or hesitations

<b>BUSINESS DISCIPLINE</b>	<b>PERSONAL COMPETENCY</b>
On Six Sigma, <a href="http://www.6-sigma.com">www.6-sigma.com</a>	<b>Personal Pursuits in Quality and Reliability</b> , what you get, what you give
<b>Saving Capitalism</b> , Robert Reich, 2016, on Netflix or YouTube	<b>US Economic Dynamics Affecting Individuals</b>
<b>The 80/20 Principle</b> , Richard Koch, 2008	<b>Personal Focus On What Matters</b>
<b>The Complete MBA for Dummies</b> , Kathleen Allen & Peter Economy, 2011	<b>Personal Principles You Can Live By</b>
<b>The Counselor Seller</b> , Wilson Learning, <a href="http://www.global.wilsonlearning.com">www.global.wilsonlearning.com</a>	<b>Persuasion That Helps Others Succeed</b>
<b>The Employee Handbook for Organizational Change</b> , Price Pritchett & Ron Pound, 1990	<b>Embracing and Managing Personal Change</b>
<b>The Millionaire Next Door</b> , Thomas Stanley, William Danko, 2000	<b>Entrepreneurship for Individuals</b>
<b>The Paradox of Choice: Why More is Less</b> , Barry Schwartz, 2009, and on TED	<b>Efficiency Focusing in Life</b>
<b>The Seven Habits of Highly Effective People</b> , Steven Covey, 1989	<b>Effective Personal Habits</b>
<b>Why the secret to success is setting the right goals</b> , John Doerr, 2018, on TED and YouTube	<b>Personal Goal Setting</b>
<b>How to Win Friends and Influence People</b> , Dale Carnegie, 1964 ( <a href="#">Dale Carnegie: How to Win Friends and Influence People: List...</a> )	<b>Interpersonal Relationships</b>
<b>Rules of Thumb, How to Stay Productive and Inspired Even In the Most Turbulent Times</b> , Alan M. Webber, 2009	<b>Entrepreneurial Personal Thumb Rules</b>
<b>Irresistible, The Rise of Addictive Technology and the Business of Keeping Us Hooked</b> , Adam Alter, 2017	<b>Sifting Your Priorities From The Chaos</b>

Taken a step further, **what would happen if you could the make same translations you see here for Business in Economics, Psychology, Math, Finance, Operations Management, and Communications?** You might come to understand how PERT/CPM (project management) charts help sequence your plans, how constraints and resources are managed in practice and over time, and how to generate SMART (Specific, Measurable, Attainable, Relevant, Timely) personal goals. **Your starting place for these resources is [www.lifelongfulfillment.com](http://www.lifelongfulfillment.com).**

Go to [www.lifelongfulfillment.com](http://www.lifelongfulfillment.com) for worksheets, eBook, FAQs, Resources, and to subscribe to **The Fulfillment Chronicles**.

# Point Solution Book Review

**Common Wisdom, 8 Elements of A Meaningful Life**, Dr. Laura Gabayan, MD, MS, 2024

Dr. Gabayan chose to investigate what constitutes wisdom and its common attributes. She delivers the essentials of wisdom based on a research project she conducted with 60 nominees between 50 and 79 years of age answering 10 interview questions. The results were theme and trait sorted into 8 elements, of which all 60 had at least one common element, over 50% had 5 elements in common, and 1 nominee had all 8 elements in evidence. The elements are:

1. Resilience
2. Kindness
3. Positivity
4. Spirituality
5. Humility
6. Tolerance
7. Creativity
8. Curiosity

The book has personal worksheets for the reader's use. You can reach the author at [www.lauragabayan.com](http://www.lauragabayan.com) and [contact@lauragabayan.com](mailto:contact@lauragabayan.com), and buy the book on Amazon.

I liked the book for its factual basis, element discussions, and sincerity. It's a good guide to those inclined to seek wisdom. It dovetails in important ways with other experts, 1) **Maslow's Hierarchy of Needs**, 2) **A Psychologically Rich Life: Beyond Happiness and Meaning**, by Shigehiuro Oishi, UVA, and Erin C. Westgate, UF, and 3) some key differences between a happy life and a meaningful life by Baumeister, Vohs, Aaker, Garbinsky, in the Journal of Positive Psychology, August 20, 2013.

## Point Solution Podcasts

[Ep. 431: Bill Bonner Interview with Michael Covel on Trend ...](#)

(Hormegeddon, How Too Much of A Good Thing Leads to Disaster)

[Michael Lewis with Malcolm Gladwell: The Undoing Project](#)

[The Four Agreements: Don Miguel Ruiz - YouTube](#)