

## Going For What You Love

By Darren Eden

I received an email the other day from an old friend who has known me for over twenty years, who said; "Daz, knowing where you've come from and what you've created I'm so pleased to have been associated with you. In fact I'm proud of you." It was very touching and made me feel quite nostalgic, but at the same time I was thinking; "What's the big deal. I'm just doing what I love." Then I less flippantly realized that choosing to create what you love is no small thing. In fact I'm always saying to my clients, my friends, my wife, even my three year old son, that the most powerful question you can ask yourself is; "What do I love?"

On the surface you would be excused for thinking that it will only elicit trivial responses, like; "I love chocolate ice-cream" or "I love going to the movies" or "I love dancing." (all of which I love by the way), but the truth is, this simple question can completely change the course of your life.

In January 2000, at the beginning of the new millennium, I was flown by a very successful businessman from Sydney to Byron Bay to sign a contract to run a change management company that spanned the Asia Pacific region. I was guaranteed a six figure income and many other benefits – status being only one of them. This was my first visit to the legendary Byron Bay so before doing business I thought I'd get a guided tour from a friend of mine who lived there. My friend's name was William Whitecloud, who I'd spent the previous two years training with to develop my intuitive ability.

Over lunch I was gloating to William about this fantastic opportunity I'd created and how amazing I was at creating intuitively, but instead of impressing him he simply looked at me and asked; "What do you love?" I knew he wasn't asking me what I'd prefer on my sandwiches. Having trained me in my intuition I knew he was asking me a much deeper question. After a brief moment of contemplation I responded by saying; "I would love to transform people's lives." The logical next question he asked was; "Will this change management opportunity allow you to do that?" I said; "No, but working with you will!" In that moment we both knew at the core of our beings that it was true for us to work together, even though he offered absolutely no guarantees and no status or prestige.

In asking me; "What do you love?" William very cleverly caused me to shift my focus from the glamour of the corporate position to the end result of what my heart burned for. And knowing that our combined intuition would reveal the most powerful way of creating it, I wasn't concerned at all about how we were going to do it (OK, I did freak out just a little bit.)

Amazingly, making that choice proved to be one of the most significant moments in my life. I now know what it means to be at a crossroads in life. Had I taken up the change management position I would have experienced all of what I was promised initially, but then only a couple of months later the managing director, who offered me the position, suddenly died and the whole organisation fell apart virtually overnight. I would have been left high and dry, lamenting over my sudden loss of money and prestige.

Whereas in partnering with William, together we progressively created one of the most powerful transformational modalities in the world. We've transformed thousands of people's lives in Australia and last year, in continuing to ask myself that question, I've gone on to fulfil a childhood dream of living in Europe, where I'm continuing to transform people's lives. All of this simply from asking the question; "What do you love?"

Thank you my old friend for sending me that email and reminding me how powerful it is to go for what you love.

So here we are at the beginning of 2009 amid a massive financial crisis and on the brink of a global recession. I can't help but ask you the question....."What do you love?"