

# Chapter One: Assembly Line Living

The famous words sung by Mick Jagger of the Rolling Stones, **“I can’t get no sat-is-fac-tion”** seem to be the mantra of our times. From CEOs hitting burnout in the corporate world, to kindergarten teachers trying to meet the demands of 30 screaming five year-olds, times are tough.

As I travel across the nation and speak to businesses and large audiences, it strikes me just how many people feel stressed and overwhelmed. It doesn’t seem like there are very many people that love what they do everyday.

How about you? Do you wake up each morning, whistling a happy tune like a scene out of the Truman show? Or is your attitude and enthusiasm level more like a scene out of Napoleon Dynamite? If it is more like the latter, I’ve got news for you: Life can be better than it feels today. Your job, your relationships, your enthusiasm level - all of these can change for the better in some very dramatic ways, once you get a handle on what is behind your feeling of dissatisfaction.

Let’s pause for one minute. If you’re skeptical like me and don’t have time to waste by reading “another book that claims to be able to change your life” then you’re exactly the kind of person I want to read this book! This book won’t change your life, I’ll tell you that up front, but I can promise you that if you put into practice even one concept in the preceding chapters, YOU will change your life. Whether you’re the business owner, the employee, the assistant, the teacher, the student, or the stay-at-home parent, this book is for you if you’re willing to ask the necessary questions that follow. If you’re not willing to do that then throw this book on the floor, pick up the remote control and keep watching others live out their dreams on television before your eyes! But if you’re willing to ask yourself, “What’s in it for me?”, keep asking yourself that very question, because we’re going to hit it head on.

You see, people everywhere struggle to feel valued, needed, and appreciated. Research says that 87% of employees go to work these days with no passion for what they do. Employers have documented that in an eight hour day, they receive approximately four hours of true productivity. On top of that, most Americans will retrain in three different careers over their lifetimes. I’m sure you’ve been through that yourself. Our grandparents had one vocation. Our kids may have four or five during their lives.

Productivity is down. Insecurity is up. As a nation we are struggling with an identity crisis; we don’t feel passionate about our work, therefore, we aren’t satisfied. We’re a nation of task masters and workaholics but we just don’t feel in the end like it’s very rewarding. Why is that?

There once was a time when farmers worked the land from sun up to sun down, cultivating a crop that they could take to market. Families would work together, children would learn trades under the tutelage of their parents or tradesmen in the town. The sun was the timetable, and a person’s skill and craft built up their self-esteem. The blacksmith took pride in his work and became known for his talent. His brand became his signature and his bond. It became his heritage and his legacy.