

vision of what is possible. That's what really excites me . . . when I have people take a look at who they really are, and what they really want, and help them get beyond the limitations of their own mind and then go after it.

Was there a time in your life where you realized that there was such a thing as purpose? Have you always been conscious of it, even as a young child?

No, growing up, I wanted to be . . . I really saw myself as an artist. I took a lot of art courses, was always drawing and creating, and that's what I focused on in school. When I got into community college, I signed up for art because I had done so badly in high school. My focus was to be a commercial artist.

Then, when I got into bodybuilding, I started to build my body and to be interested in the body, and I started to lean toward chiropractic and the whole physical side of things. Then from there, I opened up a health club and I really got intrigued and interested in the business side of things.

When I look back, I have always done some type of business. Since I was in fourth grade, I was doing something business related. So, business really fascinated me, and then it shifted to growing and developing myself, and seeing that I was not stuck with the person I thought I was. That carried over. I saw what it did for me, so I started to do that with others.

Would you say that the changes you made were about following your interests and letting yourself flow?

Yes, exactly. I have a real hard time being limited. So with the art I started to see . . . well, if I do the art, someone is telling me what I need to draw or create. I did not like the idea of that. So when I got into chiropractic, I thought, "This is where I can be my own boss and all." But then I saw . . . this is doing the same thing, every day, over and over. And then in business it seemed like there was no limit. I could go anywhere, do anything, start whatever business I wanted to, and the same with personal growth, development and business development.

For Rich, purpose and values are synonymous. In his life and in his work, he continues to honor his own values of risk, no limits and fun. After exploring further with Rich about how he connects to and stays on purpose, the role that values play, and his perspective on money and purpose, we looked at what impact it might have on the world if everyone were living on purpose.

What would the world look like if everybody were living his or her life on purpose?

If everyone were living on purpose, it would be a much more peaceful world. That is one of the major driving forces behind my work. I really believe that when people are living on purpose or are growing and developing — if they are going after and living the life they want — they are not as frustrated. So they are nicer to each other, and that's the way to world peace.

So, if everyone were living on purpose, I really believe that we would have a much more peaceful society because people would be happier. When people are off purpose, and they feel like they are going to work because they have to, or they are not taking care of themselves physically, or their relationships are all messed up, they start getting bitter. They get mad at themselves, and they turn that anger on other people. ●

Andrea Bauer is the creator of Soul Surveys™, an innovative collection of interviews conducted with people around the globe on a variety of topics.

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