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Announcer: It's time to look for and act on purpose. Welcome to the Purpose Up podcast with your host, Ben Stein.

Ben Stein: Hello everybody and welcome to episode two of the Purpose Up podcast. In today's episode I have a really fun and fascinating conversation with Ozioma of BurnBright Lifeworks. Ozioma is a change agent, a force, and she's got so many good ideas and approaches for how to transform individuals, businesses, and communities. We dig into her backstory growing up in the Bronx. We talk about World Dream Day which I'm so excited to kick the podcast off with this episode on World Dream Day, as this podcast has been a dream of mine for some time.

She also gives some really cool techniques for honing in on your purpose and then acting on it. She really wants to push boundaries and take everything and ten X it to really change the world, and she's doing that day by day, and I have no doubt that her impact will just continue to grow and improve the lives of people that she touches. I really hope you enjoy this episode, and look forward to your feedback, and with that I give you Ozioma.

Hello everyone. Welcome to the Purpose Up podcast. I'm your host Ben Stein, and I'm here with Ozioma. That's how you pronounce your name, right, Ozioma?

Ozioma: Yes. Ozioma. Ozioma.

Ben Stein: All right. How do you pronounce your last name? I'm not going to even try that.

Ozioma: It's really Egwuonwu, but people just say Egwuonwu, flat it out. I'm kind of like Oprah, so you could just say Ozioma.

Ben Stein: All right. Ozioma is much easier and I don't need to butcher your last name. Thank you so much for joining me and us today. Ozioma, let's start a little bit by letting everyone know who you are, a little bit of your back story. How do you describe what you do to people?

Ozioma: Good question. I do a number of things, but at the moment people know me as kind of the creator of an initiative called World Dream Day which is all about helping people ignite their goals, their ideas, their dreams, but on a day-to-day basis what I do is I am a transformational strategist, so I work with clients on developing strategies that help them transform their current reality into the one they desire to live into, and so I work with a number of different individuals. I actually even work now with communities as well as big business clients and kind of do the same thing. In addition to that I do a lot of speaking. I do a lot of personal coaching and I just kind of love what I do.

Ben Stein: That's awesome. If people dig deeper a little bit and they ask at the core of what you do

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what excites you the most, what would you say?

Ozioma: I would say what excites me the most is overall just really transformation and so a lot of times I'm like hired to do transformational talks like TEDx style talks where I layout a vision for the future and invite people to step into that vision. Right now that's really what's exciting me most, is being able to welcome people to embrace new possibilities and new perspectives, and then providing them with a transformational strategy on how to get there and how to make that desired reality possible for themselves. I call it transformational strategy. Some people would say motivational speaking, yeah, but that's really what excites me at the moment is really being able to support people in that process.

Ben Stein: Nice. I like that a lot, and I think that transformational strategy is a excellent way to verbalize, you know, eliciting that change and that plan for change in people that are so often scared to do so. What's at the core of transformational strategy? What's the process of that?

Ozioma: The process of it really is about, like I tend to, because I'm a trained strategist, right, so what that means is I've had my working in corporate America where from a business standpoint or from a idea standpoint I really know how to envision a reality and then separate it into I guess what some would call thin slices, and so the way a human being transforms their life or a business transforms or a community transforms, it's pretty much the same. It's about being able to identify a powerful dynamic possibility, a vision for a desired reality and then identifying what are the core elements that are essential to get them there.

Sometimes it will be I'll look at it from a standpoint of what are the core practices that you need to embrace in order to get there. Sometimes it's more about what are the core principles that you need to embody or really, really connect to in order to get there, and some of it really is about strategic action steps. What I tend to do to make it more sticky for people is I tend to use it either in acronyms, so, for instance, I have this one powerful strategy that's about getting people into action called dream fuel. It's about how do you actually fuel your dreams. First the transformational strategy is first F, right, you must focus.

You can't do everything all at the same time, so you really need to be clear on where you want to apply your focus. Then U, which is all about understanding the elements that you need to understand in order to achieve that overall dream, then E is about engagement. How are you going to engage the people, the places, the things that need to happen in order for you to move forward, and then L is about lifting up. Realizing that in the process of you empowering yourself, empowering others, you have to be an elevation force. You have to lift things up. You have to lift yourself up. You have to lift up the circumstances, so it's all about the way in which you approach the process of dreaming and doing.

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I'll create kind of like four part strategies or five part strategies that are either tied to acronyms or actually tied to alliteration where it'll all be the same letter, in order to get people to remember it, because I find that a lot of times with many of the modern approaches to transformation it gets very complex, and people get so overwhelmed with just trying to remember what it entails that they don't even do it. What I like to do is to create practical processes that are inspirational at their core but are very accessible for the everyday person, so that they actually amplify and increase their chances of actually taking action.

Ben Stein: I love it. That's awesome. Fuel.

Ozioma: Dream fuel.

Ben Stein: Dream fuel. Question for you. I know, so for example, I've got this podcast I'm working on here, and for me it was a very scary process to embark upon. How do you address fears of failure or I'm not good enough when you're going through those transformational strategies? How do you address those?

Ozioma: Fear is a natural part of the process, so some people say that you're actually not "doing it right" if there's not an element of, oh my God, fear, like what's at stake. For me whenever I'm working with clients and they express like, "Oh, my God. I don't know if I can do this. Oh, my God. I feel afraid." I like to help them get connected to their energy of desire, because what I find is that regardless if fear is present, how can we make fear our friend, and the way that you make fear your friend is by really getting connected to a larger vision. A lot of times people are more associated and more connected to the fear than they are into what's possible.

What I do is I like to invite them into really being able to connect viscerally, connect passionately to the possibility. That's really about creative visualization. That's really about getting them to see themselves on the other side of that fear. What does it look like, what does it feel like if you were truly to live in the world of a successful podcast where you're transforming lives, where people are listening to you and to the people that you're bringing on the show and you're seeing that as a result of you taking this action what becomes possible for the world? I have them really start to see and experience the potentialized results.

What I find more often than not is that when people can really, really, really sync in and connect to a greater vision, something that's greater than them, greater than the fear, the fear itself starts to minimize and dissipate, and then they release that fear and they claim that new vision.

Ben Stein: Yeah. That was very, very well said. I think to piggyback on that, I think that fear is often the signal of where to walk towards and it can be a useful tool in that way to not try and

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avoid it, but walk into it and walk through it as it's a signal for growth.

Ozioma: Absolutely. I think part of that, Ben, is that when we see fear, many people when we feel fear, rather, or we see something that we believe we should be afraid of, we go into reactive mode as opposed to exploration and inquiry mode. I have found that whenever I inquire into my fear with a question, you know, I always have this statement that says, "Our lives are fueled. Our lives are quests fueled by questions." When fear arises, rather than you be like, "Oh, my God. Ah." Just ask what is this trying to tell me. Why am I afraid? What's this about? By first going into a question and going into inquiry to try to understand it, you then won't be debilitated by it because you will be looking at it as almost like, "Hmm." Like a scientist exploring it as opposed to saying, "No. I'm going to allow myself to be limited by it."

Ben Stein: Just a practical look at this inquiry. When you do this inquiry is this a writing exercise? Is this a meditation? Is this just a conversation in your head or is it all of the above? What does that actually look like or what do you find effective in asking your fear what's up?

Ozioma: For me, it can come in many different forms. I find that usually, obviously, it's not like we have time to grab a piece of paper and say, "Oh, my gosh. Fear is present. Let me get out my pad and explore this." Most of us are, when it's happening, we're like we're in it. I find first is to get into the habit of asking yourself that question when you feel it in your body. Because some people they feel it in their gut or they feel it in their throat, or they feel like the sweat is coming down. Simply just, "Hmm. Wait. What's this all about? What's going on here? Why am I afraid?"

It happens in the mind. It's almost like cultivating that process of asking yourself, being more contemplative, and being more mindful, so I would say it's more of the mindfulness process turned on itself on a deeper level where you're just literally asking yourself, and some people have ... I have my go-to questions like, "Hmm. What's that all about, Ozioma?" That or, "What am I afraid? What's really going on?" It's usually just kind of like a self-imposed question and leaving room to be with whatever arises, then usually then what will follow there is a little bit of back and forth with yourself, or, for instance, I had a speaking engagement in Berlin like about a couple of weeks ago.

There was a moment where I did feel a bit of anxiety or a little bit of fear and I asked myself, did my process, right, with, "What are you really afraid of Ozioma? Oh, you're afraid that you're not prepared because they didn't give you all the information, and it's kind of on the spot." Then I said to myself, okay, what do we need to do in order to address this fear, and for me in that moment it became taking a walk through Berlin in the early morning, smelling flowers, going through the gardens, being with nature, you know, being with the city itself and allowing the walk to ease and soothe my nerves.

Sometimes what's happening is that we haven't given ourselves enough of the stimulus and enough of the inputs in order to co-create the desired output, the desired result.

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For me what I've found is just by asking that question, getting the response of why I was afraid, and then asking myself a follow-up question, "What would it look like or what do you need in order to release this fear?" Take a walk. Getting in action. Being physical. What this reflects is a deeper level of connection with myself that I've learned over time, and that I've also seen in many of the what I like to call the transformational masters, is like people like my dear colleague Jean Houston.

Like learning to cultivate a different kind of relationship with yourself so that you can ask yourself those questions, so you can leave room for the answers, and so that new possibilities can emerge that you can take action on, so that you are no longer limited by the fear, but it actually fuels you in a way to get to an even more inspired result.

Ben Stein: Love it. I love it. Taking a step back. Tell us a little bit about your story a little bit to frame up your history and you can start as far back as you want to go, but for the audience listening I know we met many moons ago when we were both in the advertising industry and that's how we met. You can start earlier if you want, but what's the back story and when did you hear the calling and how did you act on the calling to switch focus or dive deeper into this realm of transformation and personal transformation?

Ozioma: It's so interesting, because I think that this conversation around purpose and conversation around story is one that is ever changing for me. Since this all started I'll talk about what happened to me when I first awoke to the possibility. Most recently I've actually been going deeper. I've actually been going to the younger version of me, right, the girl who felt that she wasn't good enough, that was growing up in the Bronx, that was born to Nigerian parents, first generation. Born in Nigeria I was, but then raised here. Always feeling kind of like out of sorts, if you will, like feeling like not really a Nigerian, not really American, gangly, skinny, nerdy. Nerdy little black girl, and always just feeling kind of like where do I belong, and not really fitting in and being very, very almost freakishly smart.

I learned later on that I was like very, very smart and I saw things that I guess people felt that I ... "Wow, how does she know these things?" I just had a deep knowing. This deep knowing also came with a price because I remember going into a library and going, at seven years old, and going into the adult section, the young adult section and picking up books on low self esteem, because I didn't really know what it was but I knew that I had it. I knew that I had to understand what I didn't feel good about myself or if I was actually going to "make it."

Ben Stein: That's beautiful right there. You started real early. I mean I could have done myself doing some favors doing that. I was picking up books about aliens and abductions and freaking myself out as a kid. Maybe that's why I'm still dealing with fear, but I love it that you started that early.

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Ozioma: Yeah. It's interesting. I was still reading like the Ann Rice, the VC Andrews. I was always reading books, but I just remember one day going to the library and it was like, "Low self esteem," and it was like, "I got that." I didn't really know what it was, but I was like, "That's what I got."

Ben Stein: This book is for me.

Ozioma: And I got to work on this. Exactly. I remember Michael Jackson had this song, you know that, "I look ... " The Man in the Mirror song. "I got to make a cha- ... " I was always like that weirdo kid like walking down the hills of the Bronx, like, "I got to make a change." You know what I mean? I just knew that this life that I was living in this kind of an enclave of tragedy where people, you know, literally I was growing up in the Bronx, North Bronx when people were getting shot for eight ball jackets. You know what I mean? Born in Nigeria, grew up a little bit first couple of years the United Nations, then thrust into this landscape that was beautiful but also very violent, right, and also with a mother who was trying to make ends meet who was also brilliant and was a registered nurse but was working all kinds of hours.

What that developed within me was this dual awareness that there was a life that I was living but there was a capacity for so much more. The only way that I was going to access that more is if I truly began to evolve into the person that can make that happen for myself. That personal agency, you know, what Ralph Waldo Emerson and the transcendentalists, right, and many other people have written about, it's kind of you start to realize that there's something inside of you that truly has to come forth in order for you to experience desire, the desire of reality.

That started for me very early, right, knowing that my greatest challenge was truly believing in myself and really believing that I was worth something, because I also had a father who was never really around. Then when I turned thirteen he decided to stay in the Bronx and leave us, five kids, and my mother with her five kids moved to Upstate New York, the Hudson Valley. I grew up always feeling like there was something missing, and my purpose then became to really be able to see the gift that I was.

Then that lead me to do my life's work of really helping and supporting, whether it's an individual, a business, a community to be able to say, "Wait a minute. There's something worthwhile in you. You have something unique and powerful and precious, and that all you need to do is to stay with it, to explore it, to honor it, to amplify it, and before you know it it is going to be this beautiful beacon that's going to transform your life and also transform the world." That's what my journey began. Yes, it began young girl, seven years old, but I was also going through the paces learning as much as I could through school, and I went to college. I studied English.

It wasn't until I had a transformational experience. I had a number of transformational experiences, but it actually started off with a relationship gone south. I was dating this

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particular individual, and he and I went from being so much in love to him almost enacting physical violence upon me one day in Brooklyn. I was like twenty-four, twenty-five years old at the time. It was interesting because I know that a lot of my female or male counterparts when something like that happens, we either blame ourselves and say, "Oh, my God. It was all my fault," or we blame the other person.

I found myself starting to blame him and then a voice said to me, "What was your role in this Ozioma? You were loved ones and now this happened. What was your role?" I remember saying to myself, "Wow, if I have the power to generate and co-create love and then to generate and co-create enmity, I want to understand how I do this so I can minimize this kind of experience in my life." In that moment at twenty-four years old going on twenty-five, I became one of the early wave of women of color who went to therapy, because I was like, "I want to live an awesome life, and I got to understand what this is about."

In that first day with my life coach/therapist she asked me the question, "What do you really want?" Just like that it came to me, and I just knew. I never had a thought of being any kind of life coach or all that, but I said, "I want to do what you're doing but for the people I'm meant to serve." On the way home from my first coaching session I heard this voice inside of me that kept on saying, "May your inner light burn bright. May your inner light burn bright." By the time I got home I called my girlfriend up and I was like, "I think I'm meant to create a company called Burn Bright."

Then I heard the voice, "Lifeworks." I said, "Ah, that's it. It's about life and it's about work, but it's also about making life work and it's also about helping people create their life's work." What I found is that in that moment my willingness to believe that life could be better, that I was entitled to seek the help that I needed for my life to get better, and then the response of whether we call it God, whether we call it the universe. I received a message that to me set me on the course of fulfilling my life purpose, and I've been on that course since then, and I'm thirty-five now, so it's been over a decade now of doing this kind of transformational personal work, and then also helping others do the same.

Ben Stein: That's quite a story there. I mean it's like you start with this early self awareness and high intelligence and emotional EQ and you realize you have so much power and need to learn how to wield it, and then just by simply seeking that help, it helps to instantly clarify things for you. Thanks for sharing that.

Ozioma: You're welcome. Again, of course there were a lot of trials and tribulations and awakenings and reawakenings and falling asleep that happening along that journey. No great narrative, right, no hero or heroine's journey would be complete without it, but what is beautiful is the consistent commitment to evolution and emergence, emergence and evolution. Absolutely.

Ben Stein: That brings us to the present day where you're doing a lot of really cool work, and I've

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noticed a lot of your work on social media since I follow you with Dream Day and also your work in Newburgh, New York doing some kind of community activism or community strategy. I don't know what you'd call it, but tell us a little bit about both of those projects and how they relate to each other.

Ozioma: It's interesting because that itself has become a journey that I did not even expect would blossom into what it's become. We talk about, you know, you and I we met each other years ago in the world of advertising. What's really interesting is that this Dream Day or World Dream Day which takes place on September 25th every year, my last corporate trip when I was a vice president of cultural insight and innovation about four years ago, at the end of 2012, I read this book. I actually didn't read the whole book. I saw this book in the hotel room in California, and then I opened it up. It was called Don't Die With Your Music Still in You. It was like the subway Sinatra guy story.

The guy who was like singing in the subways and then he got discovered, and then ended up doing like all these musical tours. I didn't read the book but I read this quote, and the quote said, it was by Sarah Ban Breathnach, and it said, "The world needs dreamers and the world needs doers, but above all the world needs dreamers that do." That quote exploded inside of me like a comet. I cannot explain how the awareness that I had with that quote, because I said, "That's it." We can't have people mindlessly doing, and we can't have people mindlessly dreaming and not taking action. We need to connect the dreamer and the doer in order to create this new reality, this new world.

I went to bed just totally lit up, like, "Oh, my God. This [inaudible 00:25:00]. Yes. That's it. That's it." Then I went to bed and I woke up and I heard a voice. Again, I know I'm sounding like all these voices, but I do believe that sometimes we get these senses, these voices that arise within us. The voice said to me, like right before I woke up it said, "Small dreams bring big dreams. Bring them all. Tonight we dance at the dreamer's ball." I woke up and I was like, "The dreamer's ball." I said to myself, "Oh, that's what we need to do. We need to create a ball, a big dance, a grand dance where people dance in honor of their dreams."

Then I was like, "Wait a minute." Because, again, I'm still this corporate executive. I'm like, "How am I going to do this dreamers ball? Where is this money going to come from? How is this going to happen?" Little did I know. I said to myself, "Well, you know what? We may not be able to create a ball but we can create the day. What about the international day for dreamers?" That was the initial name for the World Dream Day. I said, "Let's just create a day in Brooklyn." I had no idea that I was creating an idea that was larger than the ball itself, was going to become this global movement that's been celebrated now in sixty plus countries around the world.

Ben Stein: Maybe that ball is just the world.

Ozioma: Exactly. That's a great one. Maybe the ball is the world, right? What happened then is I

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just started to design and started to ... Every year we had a theme and more and more people started to engage around the world in Bali, in Bermuda, all over America, and then the connection with Newburgh is the third ye- ... Go ahead.

Ben Stein: Quick question. What is actual World Dream Day encouraging? Is that like encouraging dreamers connecting to the doers? Is that the crux?

Ozioma: The crux of it is that so often we don't actually take the time to identify what are the ideas, goals, and dreams that are going to move our lives, our businesses, our community, our world forward, and then take action. What World Dream Day really is, it is a day of action that is dedicated to not only celebrating the power of innovation and the spirit of innovation and vision, but it's also dedicated to saying, "Hey, take time." We have these tool kits and dream declarations. We've all these resources and tools that support people. We also have ambassadors around the world that actually design and develop their own events in their local environment like in South Africa they created the Dream School on that day, and a documentar- ... A lot happens, right?

It's really a day that says we curate a number of different events from the mother ship, but the idea is people around the world taking time to celebrate in the way that makes sense for them where businesses will create their own Dream Day events. What's happening now that I find so fascinating is the last two years we've been seeing more and more businesses using it as a vehicle to create transformation for their own businesses. Gosh. Maserati cars. People obviously celebrating the way they do on social media, like, "Hey, did you know it's World Dream Day. Celebrate."

Then there's also people creating whole campaigns like the Dream Out Loud campaign that Kipling bags in India created where they basically created a whole social media campaign contest where they were rewarding their customers and their audience for declaring their dreams. It's gotten so much bigger. Even old clients, I mean old colleagues rather, reaching out to me who are in big advertising agencies saying that their creatives are bringing up World Dream Day as an activation opportunity which is like shocking and exciting for me. It's really blossomed in ways that I never knew.

Like the United Nations announcing it and collaborating with the United Nations and other NGOs within the United Nations and outside to really create what I like to call transformational impact.

Ben Stein: All right. That's a nice segue into Newburgh.

Ozioma: With Newburgh what's exciting about that is in 2012 World Dream Day gets created. 2013 I decide that we have to go on tour. I basically create this tour called Dreams Across America where I get in my car and there's different people who pop in but I did a forty-seven day road trip across America, coaching, speaking, teaching, learning about how people move forward with their ideas and goals and their dreams, and then kind of

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like spreading the message around World Dream Day as well. MTV sponsored the youth component of it and shared out. It was amazing.

What ended up happening is at the end of that road trip, you know, 2013 I did America. 2014 I did forty-two days across India around the dream of peace, but on 2013 when I was done with my national tour I drove into Newburgh, New York, which is where my mother is buried. My mother passed away from cancer six years ago. I remember Newburgh when I was young, when we had moved up the Hudson Valley. I always believed that that city, which at that time or I think a little before was known as the murder capital of New York, I always thought it was going to get better. Here I am finished with corporate America for the time being, just finished my national tour, and I see a beautiful landscape that is just so broken.

I say to myself, for some reason I just said, "I'm going to do whatever I can to support this community in reaching its full potential for as long as I can, and then when I can do no more I will walk away." Literally the first thing that I did was install a dream wall at the major intersection. I was able to collaborate with a local organization that had wall real-estate and I purchased the tools and put in my [dreamers 00:30:41] wall so that people could remember that their ideas, goals, and dreams still exist in this community. That was the beginning.

Ben Stein: That was the beginning. All right, and then so how has that evolved over time?

Ozioma: Oh, my gosh. It's evolved in so many different ways in terms of everything from dream coaching sessions on Martin Luther King Day to Dream Up festivals and pop up events, to sponsoring local artists to then display their work for 2014 World Dream Day at the Bronx Museum of the Arts. What happened is Newburgh became ... Newburgh itself, what really drew me to this particular city was that it was a reflection of all the beauty, but all the challenges that exist in our personal lives in the world itself. It almost became like the microcosm of the macrocosm kind of idea where it was a small scale example of the challenges that we as humanity face, and if we can just get out of our own way and just begin to create new relationship and see ourselves differently things could change.

I started working with different organizations. I actually just taught this at the ... Humanity's Team has this Conscious Business Institute that they had me do a businesses community catalyst training on. Same thing I'll say here is you can't go into a community. First of all you can't really engage in real transformation until you expand awareness. If you're trying to shift in your own life, you first have to understand the circumstances that got you there as well as what's keeping you in that situation. Same thing with Newburgh. I ended up doing first, you know, as I moved my business there, a six to eight month study of the city itself, like meeting different economic brackets, meeting different ethnicities, meeting different stakeholders and just really trying to understand historically as well as current state how did we get here.

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Then what I did is I published about maybe it was five or six pages, but I created this document called Six Ideas for a Brighter Newburgh. It was basically a transformational strategy about what are the six elements that need to be address in order to support the transformation of the city, and then what I ended up doing was partnering with different organizations and individuals that were doing what I believed was essential, and I started to support their dreams and amplify their goals.

Then what I started to do is, if no one was doing it, I started to create like new events and new experiences, and new relationships, and then what ended up happening is we ended up creating a community mural because the building that my mother left when she passed away had been vandalized, and I decided to sponsor two major artists in the city to create a beautiful mural of a sun blowing positive energy into the city. That was the beginning of then turning the upper level of that building into what is now known as the Newburgh Dream Center. It's basically a transformational community center and co-working salon.

Ben Stein: Yeah. Got the lucky chance to visit it maybe a year and a half, almost two years ago, but I'm sure it's changed a lot since then.

Ozioma: Yeah.

Ben Stein: That's awesome. What's your vision for the next couple of years of Newburgh?

Ozioma: Oh, my gosh. My vision is already starting to take place which is that I've actually gotten a great deal of interest from other cities that are going through their own transformational processes, and they want a dream center, so people in New Orleans which is one of my cities that I support with a lot of social entrepreneurs. I coach a lot of different entities out of that, out of New Orleans, as well as Detroit. I also do work with Detroit. Both cities have actually expressed desire to see about ways in which they can create, we can start to create dream centers there. I see actually a world that has transformational community centers that are strategically designed to address their particular issues on an individual business and community level.

I see that Newburgh will eventually have its own leaders managing the Newburgh Dream Center while I go on to consult and continue to support other dream centers being built as well as supporting different brands and businesses and individuals in embracing what it means to be transformational presences and organizations in the world.

Ben Stein: Nice. That's beautiful, and I could, you know, definitely seeing you have the power and vision to scale that and make an amazing difference. That's inspiring. Let's circle a little bit to purpose. I expect the audience like myself may be unsure about their purpose or is afraid of tapping into it. First, how do you define purpose and what do you view as your purpose and maybe you've already said it, but how do you define it?

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Ozioma: It's so interesting because for me purpose is very much tied to your reason for being, so I look at your purpose as ... When I think about purpose I think of it as what are you meant to be doing at this particular moment in time. It's always about of this moment in time and your purpose, your ultimate purpose, or your calling, it does change over time. I look at it more as an invitation to step into. For me at the moment that I just decided to step into my calling as a transformational agent, step into my calling as a visionary, as a pioneer, and to specific- ... I'd already been pioneering before.

I'd been pioneering in the world of corporate American. I'd been pioneering in the world of coaching, but to step into community transformation as well was the fulfilling of a larger purpose that said that if you are truly to understand how transformation happens, Ozioma, you already know how it happens in life. You already know how it happens for a business, but until you understand the element of community, you will never understand how to support global transformation. That to me was my purpose. I stepped into that purpose and to me it really is about being able to listen deeply to what you are being invited to do and who you are being invited to become at a particular moment in time.

If you step into it with an open heart and an open mind and a willingness to take it to its ultimate conclusion, its ultimate height, and its ultimate state of what you can contribute and become through it, I mean there's nothing like it.

Ben Stein: I want to go like break through walls now and just run screaming. I'm inspired. That's awesome. You've worked with plenty of people and so I think you've touched on the focus in terms of figuring out what you want and asking yourself those questions. What other kind of actionable strategies would you help with people that are stuck with that like, "You know, I don't know what my purpose is." They just kind of are hitting their heads against the wall.

Ozioma: People who don't know what their purpose is, because I also do believe that we have to be honest here. Our society right now is a little ... The way in which people talk about purpose it feels like a burden. Where is it? I must find it. Like heavy as opposed to, "Ah, let me like live into it, dance into it. Allow it to be generative." What I would say for the [crosstalk 00:38:20].

Ben Stein: You were also talking about invitation, so it's like waiting for that invitation to the party.

Ozioma: Yes. It's kind of like this process of ... It's not even actually you're waiting for the invitation. You are removing all blockages that you may have within yourself to receive it, because it's always speaking to you. We have so many blinders and so many blockers on consistently that keep us from being able to even see and feel it, so for me, for the people who feel like, "I don't know what it is. I don't know what it is." Start to, if you just simply started with what makes your heart skip a beat, what makes you feel more open.

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What makes you say, "Ah. Yes"? What makes you feel giddy?

Here's an example. I was leading a workshop, a training called Tapping Into Your Creative Potential. I think it was a library system had hired me to come and do this, it was called out of the box talk. What was really interesting is that there were women who were ready to retire and they were asking me the same question. Imagine being ready, you've lived your life and you're like, "I don't know where I'm going next." The same thing happened actually this weekend at a festival that I was at, where, again, retiree women who were just kind of like, "Well, we're trying to figure out what we want to do after retirement." I'll go, "I have a strategy for that." They're like, "Really?"

I bring back the strategy. I say, "Why don't you start first by just identifying in the screen of your mind." I'm always about the screen of your mind, because the way that our consciousness is organized, it's pictures. You act upon an imprint. You act upon an image, a motivating, inspiring image, so I invite them and I say, "In the screen of your mind conjure up," almost like as if it's like for those who know Apple systems like Parallels, "conjure up all the different mini screens there that are possibilities for your future." I don't really work on PCs. I don't know, maybe Windows 8, or 9, or whatever we're up to has that same strategy, that same visual.

Ben Stein: Multiple windows.

Ozioma: Yeah. Multiple windows. There you go. Let's talk in our tech, let's use the multi-modal tech language. Conjure forth all the possibilities in the screen of your mind that you could be doing, and then as you explore each of them begin to identify which one makes you feel excited in your body. Engage your visceral systems, your physiological systems in the process of deciphering what is really exciting for you at this moment in time. Whenever I have people do that it's like they discover a superpower they didn't even know they had. We have so many systems: our audio, our visual, our kinesthetic, our smell, all of that.

When we're trying to identify our purpose our we're trying to connect deeply with the invitation that's being made to us, we have to use our systems, and so I say to them, "After you bring up all the different possibilities that you think you could be doing, start with the one that excites you most. Start with the one that makes you smile. That makes you feel passionate, because guess what? The one you feel more passionate about that's activated in your system is the one that you will fight to make happen, you will pursue with passion."

Ben Stein: Awesome. Yeah. I like that image a lot of multiple screens and being able to choose from them because I think it takes some of the pressure off you and encourages you to be more creative, and it allows you to hone in on where you're gut tells you to go. I often personally when I think about what I'm going to do or I'm trying to have a inner dialog, I think about it as just that, as a dialog and so I think sometimes the visualizing

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like on a screen can be very powerful. I think, like you said, could be considered a superpower for people who don't practice it, so it's a good skill to cultivate. I like that a lot.

Ozioma: Then I totally agree with you. The other piece is about being able to see it as a narrative, like where will my story unfold next. Where am I being guided to next? If you start to see it as a dance and as a weaving. You're weaving a great, great, great beautiful cloth. You're painting this beautiful landscape. If you start to bring in some of the narrative, because we are all storied beings, and so if you bring some of those elements it actually makes it even more exciting when you start to think about what is my purpose now. Where am I being led to next?

I think a lot of people if they really are honest with themselves they will start to see that there's something that has been kind of in the back of their mind that is creeping forward, that they may be shutting down every time it comes up because they're afraid, or they may be putting it off because they feel like there will be more time, but there never is a better time than now to at least give it the rightful opportunity it deserves, which is at least coming into the forefront of your mind and you then being able to give it the time it deserves to explore.

Then the question becomes, I always is, what is it at the highest level. We are not here to live mediocre lives, so when you're asking yourself what is my purpose, you have to then think about who am I meant to be at the highest level. How am I meant to serve at the highest level? What is the highest result or the highest reality that can emerge from me? Those kind of bigger questions will get you to a higher state of awareness and that will empower you and inspire you to take even more grand action. Sometimes-

Ben Stein: All right. That's sounds scary though. I'm not going to lie. I hear that and I'm like, "Whoa. That's getting too intense right there."

Ozioma: I mean what are we here for? Are we here to live these small little lives or are we here to live grand lives? Then start with that, but the thing is the question of what my purpose is, although that may be the larger conversation, that may not be the doorway to purpose. Asking that question may not be the question that gets you there.

Ben Stein: That makes total sense, and I think for me the question wasn't very helpful, so it was about the exploration of the question and what purpose is and why it was so elusive, you know, that brings me here today, and one step closer to where I want to go. I do think of it as a path and something that you explore and becomes clearer over time, instead of ... It could also be like those messages that you get when you wake up that come from the universe that you've had a few times over your life, so I guess it can go both ways.

Ozioma: For me I definitely feel like it's a realm of possibility, and each of us are tapping into that

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collective field. We're all tapping into this awareness that there is something more, and that the more that each of us tap into this thing that we're calling purpose, the more that we're going to unleash a huge wave of possibility into the world. Imagine all of us being able to identify the thing that allows us to be exactly who and what we were meant to be. We'd have a world that was exactly what it's meant to be at the highest level, and that to me is what excites me to do the work that I'm doing.

We look at some of these cities and we look at some of these businesses, and we look at some of these lives that are "under performing" that we know could be more. It's not because we, "Hey, get up. Hey, you. Come on. Get yourselves together." It's not that approach, but it's saying do you really know who you are, like we human beings, do we really, really ... If we really knew ... If each of us really knew how amazing we are in our capacity to love, to give, to connect, to choose the opposite of hate, what kind of world we could create together.

I mean it's remarkable, and so the opportunity then becomes for those of us who are currently awake, to stay awake as long as we can and to be awake as much as we can so that we can inspire other people to join us in this process. Again, we wake up; we fall back asleep; we wake up; we go back to sleep, but can we stay awake longer and longer, and while we are awake what can we do? For me in my moments of awareness when I am fully, fully, fully in my element, those are the times when I try my best to do the most amount of good that I can, because that's when I know that I'm operating off of the energy of purpose and the energy of possibility and there's so much ...

What I create during those states of awareness and those states of being, it's remarkable, and I believe that it's the same for all of us what we can create when we're in that state of truly being divinely inspired and activated, our purpose is activated.

Ben Stein: All right. I love it. I think that's a good place to stop for today, except a couple of other quick questions to end things. Do you have any good homework items for the audience and some to-dos for them?

Ozioma: One to-do I would love the audience to do is to take yourself on a walk and to just begin to ask yourself that question, right, who am I meant to be and what am I meant to do at the highest level, and just be with that question. Don't necessarily, "Oh, my God. That's a big question." But just ask yourself and invite yourself as you're in the process of inquiry to walk with that, and to see what emerges for you and to just write it down, and then take an action that supports whatever discovery you make in that process.

Ben Stein: Where can people learn more about you and all the cool things that you're doing?

Ozioma: First and foremost you can like my fan page on Facebook. You could just find me, Ozioma, or Ozioma Egwuonwu, E-G-W-U-O-N-W-U. You can find me on Facebook. Definitely go and like my [fan page](#). My website itself is <http://www.BurnBright->

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Lifeworks.com. If you go there you can see some of my trainings and register for some of the boot camps that I have coming up which is really exciting. I'm running this boot camp called the BurnBright Boot Camp and I'll be doing that for quite some time. It's kind of a staple that I do. Then if you would like to know a little bit more about World Dream Day you can go to <http://www.DayforDreamers.com> or <http://www.WorldDreamDay.org>. They both take you to the same site, and that's kind of how you can learn more about World Dream Day, sign up, send an email to us to get involved.

We definitely are looking for, always consistently looking for what we like to call dream activists or dream ambassadors, people who want to activate their own ideas, goals, and dreams, but also support and invite others into the process as well too. Again, World Dream Day is September 25th.

Ben Stein: All right. Right around the corner. Ozioma, thank you so much for joining me and us today. Really I'm impressed and in awe, and really dig what you're doing and respect it. Anything else you want to say before we sign off?

Ozioma: Yeah. I just want to say thank you Ben for moving forward with your dream, your vision of opening up this conversation to so many people, because I think it's an important conversation for people to have, and I just want to commend and thank you for first being bold enough and courageous enough and inspired enough to open up this conversation for more people to enter into, but also just to thank you for just being a all around cool human being.

Ben Stein: All right. I appreciate it. You're welcome. Cool. We'll talk soon and thanks again, and thank you everyone for listening.

Hello, again, friends. I hope you enjoyed that episode. If you got something out of it and think others would too, please go to the iTunes Store and give me a rating and review. That's the best way for others to find out about the podcast and I'd really appreciate it, so thank you. If you're looking for other ways to connect please find me at PurposeUp.com, on Twitter [@Purpose_Up](https://twitter.com/PurposeUp), or you can find a link to my [Facebook group](#) on the [website](#). Lastly I'll leave you with the question what are you going to do today to look for or act on purpose?