



A QUALITY JOURNEY

GET TO GRIPS WITH WHAT MAKES YOU THE PERSON YOU REALLY ARE, AND DISCOVER HOW YOU CAN HARNESS THE POWER AND POTENTIAL OF YOUR QUALITIES TO BUILD THE FUTURE THAT YOU WANT

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Published by Big Life Solutions Ltd in the United Kingdom.

First published, 2019.

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INTRODUCTION

YOU KNOW THAT YOUR LIFE IS NOT ALL THAT IT COULD BE.

In fact, it's not what it should be. And that bugs you. Somehow you've become a version of you that doesn't fit with who you know you truly are. Goodness only knows how it happened, but, over time, you gradually took on all the messages and influences you experienced, and morphed into an interpretation of you that met everyone's expectations. That is, everyone's except yours. And now you are not sure how to break out of that interpretation and rediscover the real you.

WELL, WE'VE GOT SOME GOOD NEWS FOR YOU.

You see, becoming the real you – the best version of you – is actually pretty straightforward when you know how. But straightforward does not mean easy. Not by a long stretch.

Becoming the best version of you is tough. It will make you squirm. It may even make you want to run and hide. And it's most definitely going to upset people along the way, as you move away from being the person they want you to be. But the end result is worth all of that.

And you've downloaded this tool because you want to begin that process – the process of becoming the real you, and performing at your best across every area of your life – right now.

To become the real you and perform at your best, you first have to get your head around what makes you, you. You need to rediscover your true essence, and give yourself a platform to build off. And a great place to start that journey is to explore your qualities.

WHAT EXACTLY ARE QUALITIES?

OK, when we talk about qualities, what exactly do we mean?

Well, if you go by the dictionary definition, a quality is 'a grade of goodness; excellence; that which makes a thing what it is; a property; an attribute; or nature'. So, when it comes to looking at how your qualities relate to becoming your true self, throwing off the interpretations of the real you that you have become, and building your real life, you need to think of them in terms of being a 'thing that makes you what you are', or, in other words, 'an attribute' – part of your essential make-up.



WHAT MAKES YOU, YOU?

So, what is it that makes you who, or what, you are? What qualities do you have?

Well, even when you quite like yourself, it's super-easy to underestimate the qualities that you have. And, if you struggle to like yourself much, it is really easy to be down on yourself and think that you have no qualities at all, or to only be able to see the negative ones.

But, love yourself, loathe yourself, or somewhere inbetween, whether you think that you do or don't, you do have qualities - and probably many more than you realise, even when you are not being down on yourself.

And those qualities are the cornerstone of building the life that you want, because, by using them in the situations you encounter on a day-to-day basis, you can open up opportunities to develop, and do, meaningful work; to establish, and keep, strong relationships; to build habits that carry you forward; and to establish strong and positive mental, physical, emotional and spiritual health.

Don't underestimate the importance of that last point - having strong mental, physical, emotional and spiritual health is vital to becoming the person you are meant to be, and to establishing the life that you were made to live - your real life. And your qualities will affect your health and well-being, especially in terms of how you use your time, and your attitude towards life generally.

But, you can't use your qualities if you don't know what they are. So, what are they?

HOW ABOUT WE FIND OUT?

On the next few pages is your guide to walk you through the steps of this journey. It sets out what you can expect, and how to tackle each part of the tool, which is split neatly into three parts.

PART ONE

Part one is all about lifting the lid on who you are - peering beneath the surface and drawing out the person you really are. You'll do that by unpacking your qualities - both positive and negative - and literally making a list.

PART TWO

In the second part of the tool, you will explore each of those qualities, and strip away the ones that you don't like, or can live without, so that you are left with just three qualities that you truly value - the bits of you that really matter to you.



PART THREE

The final part of the tool is where the value really starts to flow. You see, knowing what you value most about yourself is only part of the story. The full picture only emerges when you do something with that knowledge.

In this part of the tool, you will really delve behind those qualities you value most, and explore the ones you value least, so that you can get a real feel for how those qualities impact you in the here and now, and what you need to do so that you can use them as a strong foundation from which to launch the next phase of the adventure into becoming your best self and building your real life.

You don't have to do part three, but, if you don't, you will miss out on a key piece of the jigsaw that is the real you, so we strongly urge you to take a deep breath and throw yourself into it – you will be amazed not only by what you discover, but also by what happens when you start to take action based on those discoveries.

Ready? Great, let's spend a few minutes looking at how to navigate the tool.



ADVENTURE GUIDE: PART ONE

ASK YOURSELF THE 'WHO AM I?' QUESTION

Find some space where you can be uninterrupted, and can think clearly. Start by imagining that you have to describe the sort of person you are to someone who has never met you. They won't judge you, they just want a clear picture of you. What will you tell them? What words will you use to describe yourself?

Start by telling them the good bits – your positive qualities. Are you kind? Dedicated? Gentle? Friendly? Generous? Perhaps you are a hard worker, or helpful? Maybe you are honest, trustworthy and loyal? Take a long, hard, honest look at yourself, draw out the good qualities you have, and then make a note of them in the table on page 10.

By the way, there's a list of qualities – positive and negative – on pages 19 and 20. If you are stuck, or want a few pointers to get you started, why not take a look at those lists for a bit of guidance or inspiration. You don't have to limit yourself to the words on that list, just use them as a prompt as you explore your qualities.

Sometimes, it can be hard to acknowledge that you have any good bits, or easy for you to miss ones that you don't think, or even realise, you have. So, before you move on to your 'not-so-great' qualities, imagine that this person who is building a picture of you wants a second opinion. They want to speak to someone who knows you well, and get their take on what makes you, you. It could be a friend, a colleague, a family member – but, whoever it is, it needs to be someone who will be honest – someone who will tell it how it is.

WHO WILL YOU CHOOSE?

So, who will you choose? And, crucially, what will they say?

What good qualities might they see in you that you don't? Put yourself in their shoes and imagine what they might say. In the table on page 10, make a note of any positive qualities they might identify that you could have missed.



TAKE A LOOK INTO YOUR LESS-GOOD SIDE

Now, turn your attention to your less-good side. Although most of us find it pretty easy to find negatives about ourselves – often much easier than finding the good bits – it’s generally something we’d purposefully rather not look into – as a matter of conscious choice. But, if you are serious about becoming your best self, and building your real life (hint: you are, because you are still reading this), then you need the full picture of what makes you, you: the good, the bad, and the ugly.

So, the next step is to consciously and intentionally think about the less-positive, or negative, qualities you have. The things that are a part of you, but you wish weren’t. And, whether you find this part is easier to do than the first part, or not - whether this is a breeze, or like pulling teeth - you need to be honest and realistic. Don’t downplay the bad bits about your make-up because you are ashamed of them or would rather not admit to them - they are what they are (at least, for now). But, equally, don’t simply fall into the trap of being down on yourself, and trotting out a whole list of negatives that don’t really feature in who you currently are, but simply reflect how you are feeling right now.

So, spend some time describing your ‘not-so-good’ side to the person keen to build a picture of you, and write those qualities in the second part of the table on page 10. And then, get the person who described your good side to do the same for your not-so-good side and, in the same table, write down anything they saw in you that you didn’t.

And don’t forget that we’ve given you a list of positive and negative qualities that you can use as a guide or prompt if you need a bit of a kickstart (it’s on pages 19 and 20).

ADVENTURE GUIDE: PART TWO

It’s time to make the journey. Now you’ve identified your good, and not-so-good, bits, it’s time to get down to business proper: you’re ready to begin your journey. And, by the end of this journey, you will know which of your qualities you truly value, and which you would love to see the back of, as well as those qualities that, if push came to shove, you could live without.

So, here’s how this works: you are about to set out on a journey – an adventure, of sorts – to find your best self. To make it to the end of this journey, you will have to navigate your way through three locked gates. To get the key that will unlock each gate, you are going to have to do a bit of bargaining, because the gatekeeper for each gate requires you to make a trade: in exchange for giving you the key, the gatekeeper wants you to hand over some of your qualities (good or bad – they aren’t fussy).



KEEP HOLD OF THE BEST BITS

So, by the time you are done bargaining your way through that third and final gate, you will only have three qualities left.

But which will they be?

Now, no matter how many qualities you identified in total (good and bad), by the end of this adventure you will only have three left.

SO, YOU BEST MAKE SURE THEY ARE QUALITIES YOU WANT. QUALITIES THAT YOU VALUE.

So, at each gate, as you negotiate with the gatekeeper, make sure that the qualities you hand over are the ones you either want to lose (probably in the 'Negative Qualities' category) or are ones that you can live without.

By the time you walk through that third gate, with just three qualities left to your name, you will be super-clear on what you value about what makes you, you.

Sure, you may have given up qualities that you'd rather have kept, but these ones you are left with – these are the ones that truly matter to you, and give you a clear insight into what it is about you that you really value.

THE PROCESS

LET'S JUST TAKE A MOMENT TO HAVE A QUICK LOOK AT HOW THAT PROCESS MIGHT LOOK FOR YOU

Assume you identified 30 qualities and, as it happens, they were split 50/50 between good and bad (15 in each category). You want to have three qualities left at the end of the journey. Well, 30 (what you start with) minus three (what you want to have left) equals 27, and 27 divided by three (gates) is nine. So, at each gate, you would need to hand over nine qualities to the gatekeeper.

Note: it may be that the number of qualities you have to hand over is not easily divisible by 3, in which case divide it as easily as you can so that you can hand over approximately one-third at each gate.

For example, you might identify 40 qualities, meaning that you will need to hand over 37 of them along your journey so that you have three left at the end. Well, 37 is not easily divisible by 3, so you would need to divide 37 roughly into 3, e.g. hand over 13 at Gate 1, 12 at Gate 2 and 12 at Gate 3.



ADVENTURE GUIDE: PART THREE

IT'S TIME TO DIG DEEP AND TAKE ACTION

Like we said a moment or two ago, you don't have to complete this section of the exercise, but this is part of the tool that unlocks the real magic, so it really is worth taking the time to work through the questions.

You see, learning is great, but it's always a good idea to reflect on what you discover, especially if you want to build on those discoveries. The three qualities that you are left with, as well as the ones that you gave up, tell a story about who you are and what matters to you. And, as you work towards becoming the best version of you that you can be – the real you – and building the best life that you can have - your real life – you will need to properly understand those factors.

So, if you are up for the challenge, and a bit more work (it's worth the effort, trust us), then take some time to work through these questions. You don't have to write a thesis for each answer – notes, bullet points, pictures are all just fine – whatever works for you, as long as they give you meaningful insight and information.

And you don't have to sit down and work through all of the questions in one go – pick them up and put them down as your time, energy and motivation permits.

Finally, remember that no-one else has to see your answers (unless you decide to show them), so you can be as honest, frank and open as you need to be to get to the truth of why you feel the way you do.



SOME GENERAL POINTERS

AS YOU WORK THROUGH THE EXERCISE, KEEP THESE FEW THINGS IN MIND...

You do not have to put something in every box – we've given you a good number of spaces to write your qualities into, but you don't have to fill each one in, just fill as many as you need to.

When you get to part two, you will most likely find it helpful to cross out the qualities you trade, so that you can easily see from your lists which ones are left (but that's up to you, obviously – whatever works).

Some of your qualities will be really easy to trade, but others will be tougher to let go. So, as you get towards the end of the journey and you are faced with the prospect of giving up some of your good bits, be sure to really think through your choices – remember, you are only going to be left with three qualities, and they need to be the ones you value most.

Ready?

OK, let's get started. Flick over to the exercises that start on page 10 and work through each step thoroughly, intentionally, honestly and mindfully.



PART ONE: ASK YOURSELF THE 'WHO AM I?' QUESTION

POSITIVE QUALITIES

Write your positive qualities in the boxes below - use the lists on pages 19 & 20 if you need to

NEGATIVE QUALITIES

Write your negative qualities in the boxes below - use the lists on pages 19 & 20 if you need to

THE NUTS AND BOLTS

Total number of Qualities identified (both positive and negative)						
How many do you need to hand over to have only three left at the end?						
How many do you need to hand over at each gate (roughly 1/3 of the total you need to hand over)?	Gate 1		Gate 2		Gate 3	



PART TWO: MAKE THE JOURNEY

GATE 1

Which qualities will you hand over? (the ones you like least about yourself)

GATE 2

Which qualities will you hand over?

GATE 3

Which qualities will you hand over?

THE THREE QUALITIES YOU ARE LEFT WITH ARE:

1	2	3
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PART THREE: DIG DEEP & TAKE ACTION

1. What do you value most about yourself (your top 10% of your qualities - the ones you were left with at the end of the trip), and what is it about those things that made you want to hang on to them?

	Quality	The reasons I want to hang on to this quality, in particular
1		
2		
3		

2. In your day-to-day life, how do you display the three qualities you held onto?

	Quality	Ways I display this quality on a daily basis
1		
2		
3		



3. How do those qualities you kept hold of at the third gate help you to be, or to keep working towards becoming, your best self?

	Quality	Ways this quality helps me to be the best version of me
1		
2		
3		

4. How can you build on those qualities you kept hold of at the third gate so that they play an even bigger part in helping you become the real you, and building your real life?

	Quality	Ways I can build more of this quality into my day-to-day life
1		
2		
3		



5. What themes, or key things, do you notice when you review the list you wrote in question 1?

6. Look back at the qualities you got rid of at the first gate - what proportion of your time do you think you spend on each of those? Is that a good thing, or a bad thing - too much, or too little? Why do you say that? Do you need to do anything about that to put things in order - and if you do, what do you need to do?



7. Still focusing on that first batch of qualities you traded at gate one, think about the very first one you surrendered. Why were you so desperate to get rid of it? What is it about that quality you dislike so much? In what ways does it go against the person you want to be, and stop you becoming your best self, and building your real life?

8. What steps do you think you need to take to reduce the presence of that very first quality you gave up - the one you like absolutely least about yourself?



9. And what proportion of your time do you think you spend on each of the qualities that were in the 10% you were left with after you passed through gate 3? Do you spend enough time on those things? If not, how could you arrange things so you get to spend more time engaged in the qualities that really matter to you?

10. Based on what you have learned about the value you place on your qualities – both in terms of the ones you gave away and the ones you kept, and the proportion of your time you spend on them – what does that tell you about where your focus lies? Do you think your focus is on the right things – the things that will help you to become your best self and build your real life?



11. What else has this exercise shown you about who you are? Were there any surprises? Were the surprises pleasant, or more towards the shocking end of the scale?



YOU MADE IT

Alright! You made it! You may well have found that journey a tough one to make, but the things you learned along the way are invaluable insights into who you truly are.

If you are serious about breaking free of the interpretation of you that you have become, and rediscovering the real you – your best self – then, by completing that journey through your qualities, you have just given yourself a massive head start.

But a head start is just that – a start. You now need to follow through.

You have identified things to work on – ways to use your time and energy differently so that you reduce the presence of qualities you don't want, and increase the presence (and impact) of the qualities you really value.

You have pulled out the bits of yourself that you are not too keen on, and zeroed in on aspects of what makes you who you are that you value and want to hold on to.

And some of what you discovered most likely surprised you – maybe revealing qualities long ago forgotten, or pushed into the shadows, as you tried to live up to (or down to) other people's expectations of you.

SO, WHAT NEXT?

Well, you can put in place some simple habits to make sure you capitalise on your discoveries and insights. For example, committing to mindfully and intentionally applying each of your most loved qualities to at least one situation each day.

Or you might implement a reward system, for example, to pat yourself on the back in a way that means something to you, and motivates you. You might have that reward system for times when you navigate a situation or an encounter that would previously have caused a quality that you don't like about yourself to come to the fore without triggering its presence.

Try keeping a journal so that you can keep track of the progress you make in increasing the presence of your top three qualities (the ones you were left with after gate three); and the victories you achieve in reducing, or even eliminating, the presence of qualities you don't like from your daily life.



EXAMPLES OF POSITIVE QUALITIES

Able	Accurate	Active	Adventurous	Agreeable
Alert	Ambitious	Appreciative	Artistic	Attentive
Bold	Broad-minded	Calm	Candid	Capable
Careful	Cautious	Charming	Cheerful	Clear-headed
Companionable	Competent	Composed	Confident	Conscientious
Considerate	Consistent	Constructive	Convincing	Cooperative
Courageous	Courteous	Creative	Cultured	Curious
Daring	Decisive	Deliberate	Dependable	Dignified
Diligent	Direct	Disciplined	Discreet	Eager
Earnest	Efficient	Energetic	Enterprising	Enthusiastic
Ethical	Exuberant	Fashionable	Fearless	Forgiving
Frank	Friendly	Generous	Gentle	Good-natured
Good-tempered	Gracious	Grateful	Happy	Helpful
Honest	Honourable	Hopeful	Humble	Humorous
Idealistic	Imaginative	Independent	Informal	Ingenious
Innocent	Inoffensive	Inquisitive	Intellectual	Inventive
Kind	Level-headed	Likeable	Logical	Loyal
Mature	Methodical	Meticulous	Moderate	Modest
Moral	Neat	Nonconforming	Obedient	Objective
Obliging	Observant	Open-minded	Optimistic	Orderly
Painstaking	Patient	Perceptive	Persistent	Persuasive
Philosophical	Polite	Popular	Positive	Practical
Precise	Productive	Proficient	Progressive	Prompt
Proud	Prudent	Punctual	Purposeful	Rational
Realistic	Reasonable	Refined	Relaxed	Reliable
Reserved	Resourceful	Respectable	Respectful	Responsible
Righteous	Romantic	Satirical	Self-controlled	Self-critical
Self-disciplined	Self-Reliant	Self-sufficient	Sensitive	Sensible
Sentimental	Serious	Shrewd	Sincere	Sociable
Soft-hearted	Sophisticated	Spirited	Strong-minded	Studious
Suave	Subtle	Sympathetic	Systematic	Tactful
Talented	Talkative	Tender	Thorough	Thoughtful
Thrifty	Tidy	Tolerant	Trustworthy	Truthful
Unconventional	Understanding	Unselfish	Untiring	Upright
Versatile	Vivacious	Well-mannered	Wise	



EXAMPLES OF NEGATIVE QUALITIES

Absent-minded	Abusive	Aggressive	Aimless	Angry
Antisocial	Anxious	Argumentative	Authoritative	Blunt
Boastful	Boisterous	Boring	Bossy	Careless
Changeable	Choosy	Clumsy	Cold	Compulsive
Conceited	Cowardly	Critical	Cruel	Cynical
Deceptive	Demanding	Dependent	Depressed	Disagreeable
Discriminating	Dishonest	Disobedient	Disrespectful	Dissatisfied
Domineering	Down-hearted	Egotistical	Envious	Excitable
Fearful	Fickle	Foolish	Forgetful	Frustrated
Gloomy	Greedy	Gullible	Hard-hearted	Headstrong
Heartless	Helpless	Hesitant	High-strung	Hostile
Hot-headed	Hot-tempered	Humourless	Immature	Impolite
Impractical	Impressionable	Impulsive	Inattentive	Incompetent
Inconsistent	Indecisive	Indifferent	Inefficient	Inhibited
Insecure	Insincere	Insolent	Insulting	Intolerant
Irrational	Irresponsible	Irritable	Lazy	Lifeless
Lonely	Loud-mouthed	Malicious	Materialistic	Mean
Meddlesome	Melancholy	Messy	Moody	Naive
Narrow-minded	Neglectful	Nervous	Nonchalant	Obstinate
Offensive	Opinionated	Opportunist	Outspoken	Overconfident
Oversensitive	Passive	Perfectionist	Pessimistic	Pompous
Possessive	Prejudiced	Preoccupied	Prideful	Purposeless
Quarrelsome	Rash	Rebellious	Reckless	Resentful
Resigned	Restless	Sceptical	Scheming	Scornful
Self-centred	Self-conscious	Selfish	Self-righteous	Self-satisfied
Shallow	Shy	Sly	Smug	Solemn
Spendthrift	Spiteful	Stubborn	Submissive	Superficial
Suspicious	Tactless	Temperamental	Tense	Thoughtless
Troubled	Unadventurous	Unappreciative	Uncompromising	Undecided
Underhanded	Unemotional	Unenthusiastic	Unethical	Unfair
Unforgiving	Unfriendly	Ungracious	Ungrateful	Unhappy
Unhealthy	Unimaginative	Uninspiring	Uninteresting	Unkind
Unpleasant	Unpredictable	Unproductive	Unreasonable	Unreliable
Unruly	Unsociable	Unsympathetic	Untidy	Untrustworthy
Unwise	Vain	Wasteful	Weak	Withdrawn

