



# Beyond Happiness

## Self Improvement Through Self Discovery

A step by step approach to (re)discover who you are,  
and start leading a happier more fulfilling life

The William J Cole Co.

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We must begin at the beginning.

Have you ever read a self-help book? How'd that work out for you? If you're like most people, it probably started off great. You finished the book feeling inspired and ready to make big steps to transform your life. You probably started implementing new routines, and noticing major improvements. But then, after a couple weeks you may have started to slow down a little bit, and miss a day here and there. And then, all of a sudden, life got in the way. Within a couple months, you forgot most of what you read and moved on. Or worse, you remember most of what you read, and feel guilty for not being disciplined enough to make it work.

Self-help books and systems often fail, and leave us feeling like failures for not achieving big results. And yet, that section of the book store is constantly filled with new best sellers, each one filled with the latest research and data, boiled down and distilled into easy step-by-step processes that will "change your life."

As a high achiever, you've likely read your fair share of self-help books. Some are better than others, but I'd bet that very few, if any, have actually changed your life. It's more likely that you'll take bits and pieces from several sources, use what works, and discard the rest.

One problem is that self-help systems typically operate in a vacuum. They work for a limited time in a limited situation. Here's the formula: Describe a universal problem that most people can relate to, paint the picture of an ideal future that most people want to achieve, then lay out the instructions to achieve transformation. Seems simple enough, right? It works as long as life doesn't throw too many curve balls and you stay disciplined.

But life will throw curve balls. Even if you've got a solid foundation, life will come in and knock you off your game. But let's face it, you started on this journey because you wanted transformation... So chances are good that you *don't* have a solid foundation. Ironically, the key component that's left out of most self help systems is... the "self." We jump straight to the destination; straight to our picture-perfect ending.

It's important to "begin with the end in mind." (Stephen Covey) But you can't start with *only* the end in mind. Every GPS needs the destination, of course. But it also needs an origin. That's what makes self discovery so important. That's why self discovery must be the starting point. We must begin at the beginning.

You'll never *find* what you're looking for if you don't *know* what you're looking for. Going Beyond Happiness begins with self discovery.

Self discovery begins with...





**Personality**

There are dozens of personality tests out there. And while some of them may not be very comprehensive, there are a few that will help you to gain a better understanding of yourself. You may have also heard of the [DISC](#) profile or the [Enneagram](#) assessment, and I like both of those. Regardless which direction you go, it's important to know that many psychologists today agree on the "[Big Five](#)" personality traits, and your individual personality depends on the degree to which you align with each of those traits. Many psychologists also believe that 50% of our personality is genetic. The other 50% is influenced by your upbringing and lifestyle. Knowing where you start on these deeply ingrained traits will help you see what's possible to change or improve. Even before taking any tests, use the space below to describe your personality.

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# Self Awareness

*Until you make the unconscious conscious,  
it will direct your life, and you will call it fate.*  
- Carl Jung

## Core Values

There are rules that you live by right now, and you’re not even aware of them. Subconsciously, there are some character traits that you value more than others, there are priorities that take precedence over others, and there are values that guide your decision-making. But have you ever taken the time to actually identify those traits, priorities, and values? By writing these items down and laying a foundation for ourselves, we establish values that will guide our decision making. This is helpful when times are good, and critical when we face challenges. Use the space below to start drafting your core values.

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**Reframing Motivation**

Have you ever seen someone take care of an old car? I don't mean your uncle's 1998 Toyota Camry that he keeps fixing up just enough to brag about getting another year out of it. I'm talking about a 1953 Corvette. It's got a pearl-finish paint that looks so good, you'd think it was just put on yesterday. The chrome is polished so fine that it might even shine in the dark. White wall tires, a chromed and polished engine, and a leather interior that's been totally restored all come together to present one of the most beautiful cars ever produced. Or in this case, reproduced. Even though that Corvette might look brand new now, it's almost 70 years old. At some point, it probably looked its age—a little worn down by the normal wear and tear of life. But then, someone put a lot of love into that old car. Someone saw everything that it could be, poured themselves into it, and brought it back to life. In the space below, write about your motivation for self improvement. Challenge yourself to find motivation that stems from love and appreciation—like the owner of that Corvette—rather than looking at yourself as a project to be fixed.

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