



# Life Leaders Journal

*To inspire ideas and action.*

Dr. David Dyson



## *Meaning, Mission, and Mojo*

If you want to *PLAN for LIFE* (and become more *attractive*),  
join us at *Life Leaders*.

Yes, I wrote, “attractive.” Recent research supports, when we boost our sense of “meaning,” we boost our attractiveness to others. Because planning for life helps us identify and focus on what is meaningful, improving plans and our ability to fulfill what is meaningful helps us to succeed – personally, socially, professionally.... Excerpts from an article about the research:

### **The Magnetic Appeal of a Meaningful Life**

*A sense one's life has meaning increases one's allure in social situations, according to new research.*

By [Tom Jacobs](#)

Why are we drawn to one person and not another? Physical attractiveness is one obvious ingredient, but researchers have identified another, quite different factor that heightens one's personal appeal. It seems we enjoy socializing with people who have found meaning in their lives. “Meaning is a powerful and independent predictor of interpersonal appeal,” reports a [study](#) titled “Meaning as Magnetic Force,” just published in the journal *Social Psychological and Personality Science*. “People seek interpersonal connections with those who have found meaning in life.” The idea that the search for meaning in life is a basic human drive was famously articulated by psychologist [Viktor Frankl](#) in 1946, not long after he was liberated from a Nazi concentration camp. According to team behind this new research, “a natural extension” of this idea “is that people will seek to affiliate with those who have a strong sense of meaning.” In other words, people searching for a purpose in life — whether or not they are consciously aware of this deep-seated desire — will likely be attracted to others who have arrived at an answer.... So if you're looking for a mate, or a wider circle of friends, one counterintuitive but effective strategy may be to look within, determine what it is that gives your life meaning and then act on that impulse.

Link to the article:

<http://www.miller-mccune.com/culture/the-magnetic-appeal-of-a-meaningful-life-21236>

For a reservation to the Life Leaders seminar Thursday, 5:45/6-7:05 p.m., at the Hoover Library (Birmingham Area), you may reply and attend as my guest (we have fewer than 10 seats available). [David@LifeLeadersInstitute.com](mailto:David@LifeLeadersInstitute.com)

I will present a summary (45 minutes) of key concepts connected to my research and recommendations on *Attitude and Ability* that is an even better program when presented in two or three hours of training or conference speaking. In a few of those minutes, I will share a few ideas on why others may be more attracted when your sense of meaning (attitude) increases (applies to professional and social life).

So, have some fun. Call your spouse and invite him or her to attend with you. Or, attend the seminar, learn, think, plan more for what and how you can add meaning for you and others. You could call your spouse on the way home, *Honey, I'm coming home--with more meaning!* ☺

*If you cannot attend, though have interest in training, coaching, or learning more, I welcome a chance to hear from you. Helping people identify mission and meaning is meaningful work, which I have pursued "full time" since 1988 and "part-time" before that. Since 1992, I have met some of the finest people I know through our association, which meets monthly.*

*Seeking to become a best-self servant leader,*

--David--