

# **So.lu.tion.ary**

[suh-**loo**-shuh-ner-ee]

*noun*

1. Disruptive innovator who creates transformational impact
2. Critical thinker who treats the root cause, not just the symptoms
3. Leader supporting a culture of innovation
4. Visionary who challenges conventional wisdom for a better way

**SOLUTIONARIES:**

*You Are the Answer!*

**By Linda Lattimore**

**SAMPLE  
CHAPTER**



**EMERALD LAKE  
BOOKS**

*Solutionaries: You Are the Answer!*

Copyright © 2018 Linda Lattimore

Cover design and illustration © 2018 Mark Gerber

All rights reserved. No part of this book may be used or reproduced by any means, graphic, electronic or mechanical, including photocopying, recording, taping or by any information storage retrieval system, without the written permission of the publisher except in the case of brief quotations embodied in critical articles and reviews.

Books published by Emerald Lake Books may be ordered through booksellers or by visiting [emeraldlakebooks.com](http://emeraldlakebooks.com).

ISBN: 978-1-945847-01-1 (paperback)

978-1-945847-02-8 (ebook)

Library of Congress Control Number: 2018937016

## Foreword

I believe you need to be hungry for the pathway to your greatness, to your dream and your destiny. By that, I mean you have to be hungry enough to make what you desire happen, no matter what.

When you have goals and dreams, there will be some resistance. An airplane cannot fly without the resistance of air. You can't learn good horsemanship by riding a tame horse. And the harder the battle, the sweeter the victory.

Sometimes that resistance comes from within us, speared on by uncertainty. Other times, it comes from the outside, prompted by others' opinions or financial limitations.

Yet for many people, as they look around at the world today, they see all that's wrong with it and wonder why someone doesn't do something about it. They often miss seeing that they are the ones who can make things better if only they were willing to apply their gifts and talents to the causes and issues they're passionate about. They are the missing piece to the puzzle!

Since you've picked up this book, *Solutionaries*, by my friend, Linda Lattimore, my guess is, that doesn't describe you. You want to get off the bench line of life, to step into life. You want to be a part of the solution, not a part of the problem.

If that sounds like you, then you've chosen the right book and the right teacher to guide you through the process so you can discover how you fit into the solution.

Linda is a leader, a visionary, and a disruptor. And she's proud of it! More than that, though, she believes we're all here to serve each other. In her thoughts in this area, there is something that we can all identify with and embrace.

My favorite book says, "The greatest among you will be your servant." I encourage you to embrace your greatness and disarm the resistance you may encounter. You have it in you to make a greater contribution to life. So don't play small.

You have something special. You have greatness in you. That's my story and I'm sticking to it.

**Les Brown**  
**Renowned motivational speaker**  
**CEO/Founder, Les Brown Institute**

# Before We Get Started

## How to Use This Book

**I**n this workbook, we will go through a step-by-step process to help you identify the values you bring to the world based on your own experiences and how they align with the causes that need you the most.

The work will be enlightening, inspirational and life-changing as you:

- Discover the talents, gifts and tools that make you uniquely qualified to lead.
- Present your distinct value proposition (Brand You) to the world with intention.
- Identify compelling issues that drive you to serve and make a difference.
- Find and join your tribe of like-minded “Solutionaries” and changemakers.
- Create an action plan for a life that meets both your financial and emotional needs.

This journey consists of six steps, and I have provided three lessons for each step as well as related exercises to help you work through this process of self-discovery. It is important that you don't skip a step or complete the exercises out of order since each one builds upon the knowledge you gained in the previous one, not unlike life itself.

Feel free to fill out the exercises in the book or to keep a separate journal, but I urge you to take the time to answer the questions and reflect on them as you go through this process.

As always, at the end of any exercise, be sure to go back to fill in any blanks and check your answers to make sure you are happy with them. This book will ask thought-provoking questions of you, requiring the most honest answers you can give at the time. As you continue to reflect, you may want to adjust earlier answers—and that’s fine! Frankly, to remain authentic and current, it’s a good idea to review your answers regularly. Your life and experiences are a moving force and may necessitate updating what you have written.

## **Additional Resources**

As you read through this book, each lesson has exercises for you to complete. Some lessons reference additional resources, or templates, to be used. All templates are available at [solutionariesacademy.com/templates](http://solutionariesacademy.com/templates).

There are also bonus materials available to you as well. These offer a variety of lists and ideas to help you as you think about your own responses to the questions asked in the book. These can be found at [solutionariesacademy.com/bonuses](http://solutionariesacademy.com/bonuses).

If at any point in time you feel like you’re getting stuck and would enjoy my personal encouragement and a community of kindred spirits as you navigate through the exercises in this book, check out my small group masterminds at [solutionariesacademy.com/illuminate](http://solutionariesacademy.com/illuminate).

# Step One

---

## **Discovering Natural Aptitude... Your "Other DNA"**

*Solutionaries have a broad,  
360° view of their lives  
and the world around them.*





## Discover Your Natural Aptitude

**Y**ou have joined the ranks of many like-minded people who yearn to make a difference, perhaps even leave a legacy of some sort. As someone who would like to make a positive impact on the world, you are uniquely qualified to lead the charge or participate with other kindred spirits in your quest to create change or fix a pressing issue. No one else on the planet has the distinctive skill set that is “Company You.” To understand your unique value proposition, it’s important you sit down and carefully decode and define your “other” DNA. I call this “Discovering Natural Aptitude”—quantifying the sum of your experiences and choices up to this point in time.

DNA is that one-of-a-kind imprint each of us is born with that makes us unlike any other human being on the planet. It’s a marker and an identifier we had nothing to do with, yet our traits and characteristics are attributed to this unseen stamp. Your persona, however, has another type of DNA born from individual experiences and encounters with others that have left lasting effects on the way you lead your life and navigate the business world. You may be acutely aware of their impact or they may be tucked away in your subconscious, but either way they contribute to who you are and how you respond to people and situations.

Often, we default to a litany of skills we have acquired

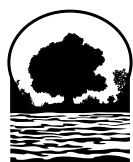
through education or job experience without fully understanding the wisdom we have acquired through life experiences. Yet these life experiences frequently result in the very values that act as our guideposts and boundaries. They reflect the things that mean the most to us. With knowledge comes an authenticity and a clear understanding of your value proposition so you will be able to expertly articulate it to your team, your customers, a potential employer, or as an advocate for a cause. Most importantly, it allows you to concisely and confidently respond to the question everyone needs an answer to, “Why you?”

In Lesson One of this step, you will examine the baseline from which you operate today, the descriptors you use to describe your skills and talents to others, and the work experiences you have historically been attracted to.

In Lesson Two, you will begin to create your autobiography by looking at the life experiences that have made you unique and special. Often these experiences give us the values with which we operate in our everyday encounters.

And finally, in Lesson Three, you will begin to visualize the journey ahead, one where you will connect the dots to find work that brings you both financial rewards and emotional fulfillment.

To read the rest of this book, please visit  
[emeraldlakebooks.com](http://emeraldlakebooks.com)



EMERALD LAKE  
BOOKS

# Contents

Foreword . . . . .	xv
Prologue . . . . .	xvii
Before We Get Started . . . . .	1
<b>Step One . . . . .</b>	<b>9</b>
<b>Discovering Natural Aptitude... Your “Other DNA”</b>	
Discover Your Natural Aptitude . . . . .	11
Lesson One: Labels and Limitations . . . . .	13
Lesson Two: A Look at the Road Behind You. . . . .	17
Lesson Three: Weaving a Richer Fabric . . . . .	25
<b>Step Two . . . . .</b>	<b>29</b>
<b>Presenting Yourself to the World with Intention... Brand YOU</b>	
Reflect the Authentic You . . . . .	31
Lesson One: Eyes Wide Open. . . . .	35
Lesson Two: The Work is in the Gap. . . . .	41
Lesson Three: Crafting Your Personal Brand . . . . .	47
<b>Step Three . . . . .</b>	<b>57</b>
<b>Visualizing Possibilities as a Change Architect</b>	
Trust the Magic of New Beginnings . . . . .	59
Lesson One: It’s How, Not What, You See. . . . .	61
Lesson Two: Without a Map, Any Road Will Do . . . . .	67
Lesson Three: With Courage Comes Clarity . . . . .	73
<b>Step Four . . . . .</b>	<b>79</b>
<b>Identifying, Finding and Engaging Your Tribe</b>	
The Power of Collective Wisdom . . . . .	81
Lesson One: Envision Your Tribe. . . . .	83
Lesson Two: Find Your Tribe . . . . .	87
Lesson Three: Connect with Your Tribe . . . . .	93
<b>Step Five . . . . .</b>	<b>99</b>
<b>Matching Values</b>	
Aligning Your Values to Ensure Success. . . . .	101

Lesson One: The Three Pillars of “Company You” . . . . 105  
 Lesson Two: Walking the Talk . . . . . 115  
 Lesson Three: Your Value Train . . . . . 127

**Step Six . . . . . 135**

**Each Step You Take**

Your Journey, Your Legacy . . . . . 137  
 Lesson One: Plan the Trip. . . . . 139  
 Lesson Two: Your Unique Solution . . . . . 145  
 Lesson Three: Commit to Yourself . . . . . 151  
  
 Note from the Author . . . . . 157  
 Acknowledgments . . . . . 159  
 About the Author. . . . . 163

**Worksheets**

My Life Path . . . . . 23  
 Reality Check . . . . . 46  
 Clarity Map . . . . . 68  
 Values Assessment . . . . . 125  
 Annual Planner. . . . . 144

## **Praise for *Solutionaries***

Linda Lattimore has inspired me and thousands of others over the years, and her book, *Solutionaries*, is designed to activate the compassion, love, energy and commitment to leave a legacy rather than liabilities. I encourage you to buy this book and work your way through it. You have it in you to make a greater contribution to the world and this book will help you figure out how.

**Les Brown**

**Renowned motivational speaker  
CEO/Founder, Les Brown Institute**

So many today want to be part of the new solutions our world so desperately needs. We are not satisfied with naming the problems, we want answers and fresh ideas strong enough to impassion others to bring their best to the table and forge new paths together. Linda Lattimore, in her book *Solutionairies*, has created a map to guide and clarify, not only your deepest intentions, but also who you are so you can find your own Solutionary peers. This book crosses generational lines. It can be successfully used by the young and the old who are driven to make a difference. This book should be on the shelf of every job recruiter, psychologist, school counselor and in every household with anyone about to embark into the world for the first time or the twentieth time.

**Rosa Glenn Reilly**

**Director and Founder, Spectrum Center, Houston**

Given the current issues and challenges facing humanity today, Linda Lattimore reminds each of us that there is hope for a more loving and kinder world when we each accept the challenge to do our part. Insightful and thought-provoking, *Solutionaries* provides a step-by-step guide that reveals the gifts and talents each of us has to offer and then provides a destination for them—allowing us to live more relevant and meaningful lives.

**Lynne Twist**  
**Author of *Soul of Money***  
**Co-Founder, Pachamama Alliance**

All of us wish that we could fix situations that are broken, but often we don't know where to begin. *Solutionaries* is a beacon of light that illuminates your path, enabling you to find work to live a life of happiness and purpose. Through my battle with breast cancer, I discovered the Solutionary in me. After the shocking discovery of the lack of post-mastectomy equipment to recover in, I designed and patented the healincomfort® recovery shirt. Learn how you can discover the Solutionary in you by using this workbook!

**Cherie B. Matthews**  
**Founder and CEO, healincomfort**

Linda Lattimore's insightful book, *Solutionaries*, is a much-needed breath of fresh air during a time when so many are searching for more meaning and fulfillment in their lives. Her method artfully ushers you through a process of self-discovery that shines a light on the untapped gifts and talents you are here to share with the world. No matter where you are in life or what kind of work you already do, *Solutionaries* is the perfect companion on your journey to more happiness, joy and contribution.

**Jane Deuber**  
**CEO, Global Experts Accelerator**

Working with students eager to make a difference and be the change they want to see in this world often reveals the lack of literature specifically dedicated to offer a systematic approach to this common desire. Linda Lattimore's *Solutionaries* fills this void and reminds us, with a familiar and approachable tone, that living a happier more meaningful life is actually possible, regardless of our profession, skills or area of expertise.

**Rogelio Garcia Contreras**  
**Director of Social Innovation, University of Arkansas**

As someone who works with later-stage professionals in reinventing their careers, Lattimore's methodology is a welcome toolset for those seeking to turn their careers around, recover from the malaise that often hits at this point in life, and set themselves on a solid course for success in their second act. It is an empowering methodology that will program you for success in this next phase of your career.

**John Tarnoff**  
**Reinvention career coach and speaker**  
**Author of *Boomer Reinvention***



## About the Author

Linda Lattimore is a dedicated and passionate collaborator and visionary. She is the Founder and Executive Director of the WGN Global Fund ([wgn-globalfund.org](http://wgn-globalfund.org)), a 501c(3) that teaches young leaders about social enterprise as a vehicle for change and gives them the tools to act as



role models for future generations. In addition, WGF supports the Global Business Partners program, which joins forces with women in developing nations who, because of socio-economic circumstances, would not otherwise have access to the education or funding opportunities needed to create small businesses.

Linda is a well-regarded speaker, published author and educator in the field of Sustained Leadership ([lindalattimore.com](http://lindalattimore.com)). As the Founder of Cross Sector Institute ([xsectorinstitute.com](http://xsectorinstitute.com)), she is committed to business models that recognize the significance of social responsibility. Her emphasis is on encouraging clients to create thriving corporate responsibility programs and to do good even as they do well.

A seasoned lawyer, C-suite executive and business strategist, she is committed to helping individuals, from Millenni-

als to Boomers, understand the importance of their unique gifts and talents to a world in need. An American raised in Latin America, she has traveled extensively throughout the world as international corporate counsel, witnessing firsthand some of the world's most pressing social issues.

Linda is the proud mother of two outstanding young women who carry the torch of service and community give-back that generations before them held high.