



By Raffaele Di Giorgio

# WHAT IS YOUR PURPOSE?

To the executive protection specialists and their agencies, I present one question. What is your purpose?

I like to believe that in one sentence, “Where talents and the needs of the world cross, therein lies your vocation.” Aristotle summarized and could have saved us years of career counseling, especially as it relates to this field. Over the past several years, I have spent a great deal of time consulting individuals and agencies on the process of discovering themselves. It is sometimes amazing that not only do people who are relatively new to the career field, but well-established companies as well can take days or sometimes weeks to answer the above question concisely. Let’s take a couple of minutes to look at the verbiage and the ideas behind this.

Talent “n”: Natural aptitude or skill.

Needs of the world: Self evident, as I believe we all understand and accept the fact that the world needs protectors and protection.

Vocation “a”: a summons or strong inclination to a particular state or course of action.

If protection work is truly your vocation, or calling, then your passion or purpose for being in the field will supersede any and all obstacles that could possibly be put in your way. On the other hand, I have found that people that come into this field, or any field, halfheartedly or thinking that it is the means to an easy paycheck tend to enjoy an immense amount of frustration, anxiety, and eventually move on to other fields. If that is the case, then other field should be their vocation. As a business owner, I review hundreds of resumes every year, I also review dozens, if not hundreds, of agencies solicitations and promotion products (websites, pamphlets, and marketing material) and I always encounter a variation of the same the same message.

Key examples are under, Objective; *To find a job in the*

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*executive protection industry, to become part of the team, to continue to grow in the industry, stating the skill sets that the applicant believes are important to either the job announcement or to the hiring authority.*

For the agency or business marketing materials, the same pattern seems to repeat itself as the same message is continually put out there. “I am chasing your business, I want you to write me a check, I want to sell you my services, we do it better than the next guy, we are cheaper, or less expensive than our competitors.”

For the sake of clarity, I want to ensure that everyone is using the same definition of purpose.

Purpose “n”- The reason for which something is done or created or for which something exists.

Please understand that this article is not in reference to branding, whether personally or businesswise, as I believe branding comes later after you’ve identified your purpose. Nor is the intention to tell you how to market yourself. Rather, I would like to spur everyone who is reading this article to take a few minutes and do an honest self-assessment of why you are in this business or any other business that you care to call your profession, calling or career.

When speaking to protection and medical specialists throughout the years, I have found that the ones that are continuously unemployed or underemployed to be the same ones that cannot give a crisp and concise answer to the question presented. “What is your self-assessed purpose?”

Just the same as has been said for many professions, this profession is not for everybody. As evidenced by the sheer number of people that come into the profession make it for a few years and then are never heard from again. Developing skill sets, competency and industry separators are absolutely a must in this profession. Nobody can teach you, your individual purpose. You as an individual or an agency have to decide what that is.

While thousands enter the field every year with very similar backgrounds (police, military, uniformed security, public safety, and so on), a very small amount actually develop this

into a long-term career or business. Some individuals and agencies will spend thousands if not tens of thousands of dollars working hard to develop the skills necessary to make them a competent professional/provider. Yet, even with that investment, success still evades them and as they grow frustrated and disenchanted with the industry as a whole.

I am not implying that there is a dollar figure that has to be reached in order to be successful in this field. Nor am I implying that you must have “X” amount of certifications in order to be successful. But when all things are equal, the people that enjoy, this or any other profession for a lifetime, usually have a purpose that transcends the monetary value associated with the weekly paycheck. Yes, I fully acknowledge that we are all here to make money. What I do believe is that the desire to make money is not a sufficient replacement for purpose.

For those familiar with military and law enforcement applications of the OODA loop (observe, orient, decide, and act), we find that by looking at the work of physiologist and physicist Hermann Ludwig Ferdinand von Helmholtz (August 31, 1821 – September 8, 1894) in reference to the structured method of thinking, a parallel formula exists for developing a roadmap for identifying, presenting, taking action and implementing purpose into your personal or business endeavors.

Professor von Helmholtz presents a very easy-to-use four step process. Investigation, incubation, illumination and illustration.

**Investigation:**

This investigates the character, guiding beliefs and ideals that are organic to you or your business.

**Incubation:**

Armed with the results of your investigation, take those core traits and guiding beliefs and promote the development of those core competencies in order to understand what role you, or your business, play in the world at large. This is the time to let your imagination, and those around you with a valued opinion, consider all the expected or unexpected convergences that are available to you and the world. This should lead you directly into the next step, illumination.>>

**Illumination:**

This should serve as the intersection of the investigation and the incubation findings. This is also the place to start crafting your purpose statement. In this step, it is crucial to be able to articulate and clearly define your illumination. As this will help you to have an ironclad understanding of how you perceive your talents and the needs of the world intersecting and how to move forward. If you cannot properly describe your purpose to yourself and your confidants, how can you possibly project this purpose forward to potential employers and/or clients?

**Illustration:**

Illustration is when you bring your master idea or purpose to life for all of those who will be introduced to it, through the use of carefully selected words, deeds and other assorted mediums. Illustration is the means to project and amplify your purpose. Do not confuse your purpose with an advertising slogan, as that is not the intention. Rather, it should serve as a clear and concise way for you to communicate your beliefs, talents, drive, and even your aspirations. This process has successfully served thousands of people and hundreds of companies, along with dozens of my clients.

It has been my experience that many of these clients, both individually and as agencies, see and acknowledge that their current methods are not working or are inadequate. But they fail to look inwards and identify whether they have gone off course, or have never established a definitive course to begin with. They are trying to fit the proverbial round peg into a square hole. If this, or any other profession is your true calling, you will find very few excuses or barriers that would stop you from success. Most of the time the successes that follow these consultations are usually predicated on the first few weeks of information gleaned from answering the simple questions that have been presented to you within this article. Some of the greatest gains from these consultations have been for people, who decided to exit the industry, realizing that it wasn't their true calling, but they were able to realize and clearly delineate where their true calling and purpose lies.

I understand that calling someone leaving the industry a success may seem askew. But ask yourself how many people have you spoken to over the years that are disgruntled with their profession, would actually speak of the profession or career field in a positive light? Negativity in any industry

begets more negativity, which, by sheer momentum drags all of us down collectively. Not only amongst ourselves, but also to the clients we serve, the public that seems to thrive on negativity, and the profession as a whole. Not to mention I personally believe that life is way too short to be miserable or unhappy in what you do.

These days most have been on social media and, I would imagine, has been on one professional association message board or another. I ask you to look at some of the postings of people in this profession; you will find pages upon pages of people vehemently defending their position on such subjects such as which handgun to use. People will write ad nauseam about which self-defense technique is the best but yet the same people cannot give you three to five concise sentences describing their purpose for being in this business and what they bring to you, your agency or the client.

Before questioning what you or your agency does not have, consider taking full stock of your personal and business ethos. Are you staying true to the purpose that you originally came into this business for?

Have you taken the time to make an honest assessment of your core character and the purpose for you or your business in this industry?

Once you are able to articulate, after properly identifying your core purpose, your overarching purpose, you will find that the passion to your career establishes itself and/or returns for those who have been in the business for a while.

Whether I am being paid or not, I speak, lecture, instruct and provide services for topics that drive me. Fortunately for me, my career choice and who I am as an individual are almost identical. I am very fortunate in the fact that I don't do sales presentations, instead I approach my peers, clients, and possibly new clients the same way that I approach my friends and family when it comes to discussing my business and the services I provide.

So I will finish where I started. *What is your purpose?*

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“Have you taken the time to make an honest assessment of your core character and the purpose for you or your business in this industry?”



# WORKING GIRL

Passport, Luggage, credit cards, got them all and I am at the principal's address to pick them up and whisk them off on their annual summer holiday to the South of France.

This sounds easy but add in the wife, three children, two nannies, the PA and it starts to resemble a school outing.

The client insists on his own vehicle so he can work on his laptop on the way to the airport, his wife insists on traveling with the youngest child so that leaves the nannies, two other children and PA to go in the people carrier.

Now we have four vehicles (one for the luggage) and are off in convoy to Heathrow, upon arrival at the terminal and attempting to check in, the main principal has left his passport at home. The wife rolls her eyes at her husband and try's to calm the crying baby, the nannies are standing around looking embarrassed and the PA has now been dispatched with the driver back to the house to pickup the passport.

The team now has to split up so they can take the family and entourage through security, I stay with the main principal at the check in area. The time is ticking along and we have one hour till wheels up but still no passport or PA. Upon phoning the driver we discover the A4 is clogged due to an accident so I suggest to the principal that we rebook our flight for the afternoon one. He readily agrees, I phone the CP operators

in the terminal with the family and get them to explain to the wife that her husband will be on the later flight. I can hear the principals phone ringing he refuses to answer it he knows its the wife wanting to have a go at him.

All of the above happens often, no matter how ready we are if the principals forget something it can throw the whole operation into chaos. The CP team gets split but we adapt and overcome as our training and knowledge teaches us.

The main party arrives at Nice airport and are driven to the Villa, another car and driver has to be sent later in the evening to pick up the principal, the PA and me. The budget is now blown and re planning has to take place.

Thinking on our feet and having solutions to problems that crop up at a moments notice is major part of a CPO's job, yes we have done reces and risk assessments but we cannot always plan for human error.

Hope you have a great Summer season, stay safe

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