

# **Power Up** Your Personal **#1 Super Power**



**Your Report**

**CRUSADER  
&  
TOP 3 BLIND SPOTS**

**From  
Kevin W. McCarthy**



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On-Purpose Partners  
PO Box 1568  
Winter Park, FL 32790-1568  
[www.On-Purpose.com](http://www.On-Purpose.com)

# DEDICATION

Here's to You the Business Owner:

“Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.”

Stephen Jobs  
Co-Founder of Apple



# SUPER POWER: CAUSE

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You are a “Crusader” and **Your Super Power is your CAUSE.**

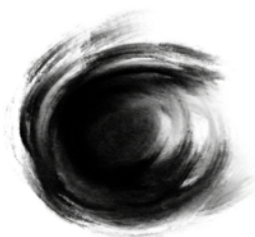
You are a Crusader, something broke your heart, and you are doing something about it! Your Cause matters because it is personal and more akin to a calling than just a job. You are passionate about righting this wrong and making the world a better place one person at a time. There’s a compelling story behind your business.

Perhaps you learned tough lessons in the School of Hard Knocks and you want to help others avoid your trauma. You may be organized as a B corporation or not-for-profit and are likely the founder of the organization.

Your desire to serve and to make a difference outweighs profit maximization. Your passion and determination set you apart as a business owner with a purpose who is determined to make be a meaningful contributor in service for the common good of humanity.

Crusaders are often thrust into their role unprepared and ill-equipped to identify needed expertise, organize the business, and lead it beyond an initial inspirational message or story. Prepare to partner with those with business acumen, industry expertise, and the leadership skills to focus your cause (and you) to do more of what you do best more profitably.

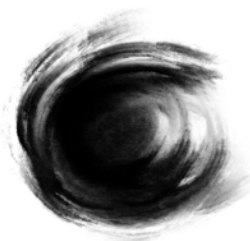
# THE TOP 3 BIG BLIND SPOTS FOR CRUSADERS:



## **#1 Becoming a zealot, which masks your ignorance or false hope!**

Disregard or neglect of the organizational and financial realities of your organization will eventually disconnect it from reality. Doom lurks nearby.

This can lead to a lack of profitability, limited resources to support your cause, and ultimately, the inability to continue making an impact.



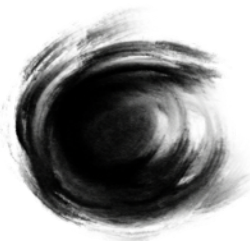
## **#2 Becoming a control freak.**

Controlling everything alienates team members. They've bought into your cause, but treating them as dispensable foot soldiers in your crusade burns them out or drives them away.

Your frustration at others' "failures" turns to anger or bitterness. Soon your noble cause is poisoned by your tongue and behaviors.

In contrast to your worthy cause, such controlling behavior disorients and disassociates people. Time for an ego check! Because you've turned the business into your personal crusade, no one else will measure up to your standards. This blunts the business capacity to meaningfully engage team members and customers alike to share in the ownership and advancement of the cause.





### **#3 Describing your company as “purpose-driven.”**

Purpose doesn't drive, it calls. If you use the “purpose-driven” term, you're driving people instead of engaging them. There's a price to pay!

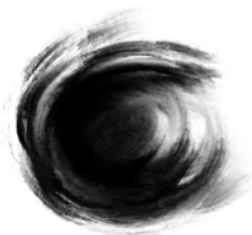
You're giving away your Super Power advantage because you've become an emperor who pushes people instead of guides them. Many a Crusader thinks they are a motivator. That mindset undermines the common cause by making it too much about the Business Owner and not a shared experience.

What's the alternative? “On-Purpose” is your best option. Here, the purpose of the person is aligned with the purpose of the organization. No driving or motivation is necessary. Team members are intrinsically energized and willingly, like you, take ownership of the cause. Yes, this precious buy-in needs direction and guidance, but nothing needs to be driven into any one or

any thing (unless your business is driving nails into wood).

On-Purpose happens when the Purpose, Vision, Missions, and Values are aligned into a productive business plan that others can readily implement without you. Yes, it is a team effort, but that's the process needed to expand your cause to reach even more people in need.

# THE BLIND SPOTS FOR ALL BUSINESS OWNERS:



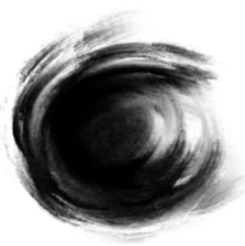
## **#1 Staying in your Business Owner Super Power comfort zone.**

Being a Crusader is one of the big four Super Power competencies necessary for designing, building, and scaling a successful company. Of the other three competencies you don't need to personally master each, but you do need to have awareness in your business strategy, tactics, and decision-making. A workaround is to supplement your Super Power with complementary team members.

When facing business challenges, the natural tendency is to lean heavily on your Super Power to make things right. While there's nothing particularly wrong with this approach and it has likely bailed you out in the past, over reliance on any Super Power keeps your company and you one-dimensional, which is why it is a blind spot.

One of the most common statements Business Owners make is “I wish I could just hire a president to take care of all the business stuff that drives me crazy.”

Delegation is a wise and viable option. The challenge is hiring correctly. You likely don't know what you really need in a president so your “white knight” hire turns into a dark episode. And since, it is your financial statement that's on the line, you're the one who pays the highest price for your School of Hard Knocks lesson. Proceed with caution.

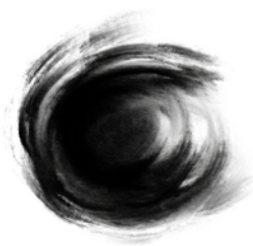


## **#2 Anyone can start a business and take the title “Business Owner.”**

**That doesn’t mean this person knows how to be, see, do, and decide as a Business Owner, let alone be a Profit Maker.**

The well-documented failure rate of businesses can be traced back to the low barrier of entry to get in business. Ultimately, “Business Owner” is a title not a function.

Titles such as Business Owner, Founder, President, CEO, Partner, Executive Director, and such imply a position but they don’t necessarily convey competency. The more-appropriate term is that of being a Profit Maker, a person who is competent and capable of integrating the diverse aspects of business ownership into a cohesive workplace and business model that predictably produces financial profit and contributes to the common good or well-being of its various stakeholders.



### **#3 Believing the purpose of your business is to make money.**

There's no doubt that money is vital to a business's continuity and the owner's calm. Except money is a measure of the business output, not its reason for being. It is the proverbial cart before the horse, yet this notion for why a business exists persists.

Such fractured logic places the effect (make money) ahead of the cause (increased stakeholder well-being). Because money is so measurable, Business Owners fall prey to this Siren's Song sung in dollar signs.

The concept of Profit Making implies a process with a beginning, middle, and end. Therefore, it behooves the Business Owner to ask the "cause and effect" question, what is our cause?

**Purpose • People • Profit** is the new triple bottom line for Business Owners who want to make the smart transition from Business Owner to Profit Maker.

Want to explore the possibility of becoming a Profit Maker? Join Kevin W. McCarthy for a TOP Profit Maker free introductory session.



“Blessed Are the Profit Makers  
for They Enrich People.”





# THE DOUBLE-EDGED TRUTH:

**Apart from your Super Power and its associated Blind Spots, your Super Power is also your greatest source of risk and failure.**

Ironically, your greatest strength as a Business Owner remains your greatest weakness because:

- You are prone to forget and value that what comes easily to you, doesn't to others. Therefore, you undercharge for your goods and services.
- You fall down the rabbit hole of self-importance, overestimating the contribution of your Super Power.
- You only see the world through the eyes of your Super Power and you block out other possibilities.

Be a lifelong learner by investing in your team and your personal and professional development. Dividends will be paid in loyalty, continuity, and tranquility.

Become a TOP Profit Maker!





## ABOUT KEVIN W. MCCARTHY

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The cause-and-effect secret to fulfillment and joy in life and business ownership is relatively simple: *Express your purpose or who you are in what you do to be on-purpose.*

What if you're confused about who you are? Life feels empty or even meaningless. Many of us turn to work, specifically seeking to fill a void in significance, to gain a sense of purpose, and to experience making a

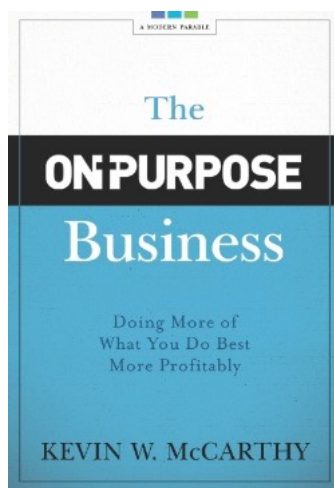
difference. Mistaking what you do with who you are, however, comes at a perilous price.

**There is a better way!** Clarifying your identity into a 2-word purpose statement! From this you can reverse-engineer whatever you're doing to put the power of purpose to work in your life, work, and speaking programs.

Kevin McCarthy is the creator of [ONPURPOSE.me](https://ONPURPOSE.me), an online tool to clarify your life purpose in about 3 minutes. For a nominal investment, you can stop settling for a sense of purpose and precisely and concisely clarify your purpose to 2 words.

How is your purpose coming to life in your business?

Read [The On-Purpose Purpose Business Person: Doing More of What You Do Best More Profitably](#). Within these pages are the Four Pillars to designing, building, and leading your business to success on your terms.



In the late 1980s, Kevin began a conversation about purpose and being on-purpose.

Decades later, the On-Purpose® Approach is the gold standard in this field and remains on the leading edge of personal development and business leadership thinking.

**Kevin is the Chief Leadership Officer of On-Purpose Partners**, a Winter Park, Florida-based business strategy consulting firm and training company specializing in working with business owners. Kevin is a lifelong entrepreneur with a classic business education with an MBA from The Darden School on the grounds of the University of Virginia and an undergraduate degree in business and economics from Lehigh University.

Kevin's forward-thinking perspectives, methods, and books remain on the cutting edge of leadership, business, and personal development. His books are:

- *The On-Purpose Person: Making Your Life Make Sense* (1992, 2009)
- *The On-Purpose Business Person: Doing More of What You Do Best More Profitably* (1998, 2013)

- *FIT 4 Leading: Discover the Joy of Taking a Hard Look at Yourself* (2013)
- *Chief Leadership Officer: Increasing Wealth so Everyone Profits* (2017)
- *TOUGH SHIFT: Seriously Good Change* (2021)

Learn more at:

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