

Chapter 8 Resources

Build Impact

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. Think of the last time you helped someone expecting nothing back. How did that feel next to the last thing you bought for yourself, and what does the difference tell you?
2. Where have you told yourself you will give back "someday," once you have made it or have more time? What is that someday costing the people who could use you now?
3. Are you leading the people around you by serving them, or only by performing in front of them?

BUILDER EXERCISES

Impact is built by action, not good intentions. Each of these takes under an hour, and the first costs nothing but courage.

1. Write your why. Finish this sentence in writing: "Beyond myself, I am building for ____." Refine it until it feels true. That is the first draft of your why.
2. Lift one person. Choose one person you could mentor or help, and reach out to them this week. Offer something specific you know that they need. Start at the People level today.
3. Aim your platform. Pick one cause that connects to your story, and decide on one concrete way to use your platform for it this month, however small.
4. Design your permanence. Sketch one thing you could build that would outlast you, a foundation, a piece of work, a business that serves. Write the first step, even if the finished thing is years away.

AI IN ACTION

Impact is the most human work in this book, the part a machine can least replace. But AI can help you think it through, plan it, and scale your ability to serve.

Start with your why. Try this.

"I am an athlete trying to find my deeper purpose beyond my sport. Here is my story, where I came from, and what I care about: [your details]. Ask me a series of thoughtful questions, one at a time, to help me uncover the why underneath it all. Then help me put it into a single clear sentence."

You can also use AI to scale your teaching, which is impact at the People level multiplied. If you know something worth sharing, ask it to help you turn that knowledge into a simple course, a guide, or a series of lessons that could reach far more people than you could ever mentor one by one. The knowledge is yours. The machine just helps you package it so it can travel.

And it can help you act wisely. Ask it to suggest reputable organizations working on a cause you care about, questions to ask before you give your money or your name, or a simple plan for the foundation or project you are dreaming about.

But hold the most important line of all. The machine cannot care for anyone. It cannot sit with a struggling kid, show up for a community, or feel the weight of a life you helped change. It can help you plan to serve. It cannot serve. That part, the part that actually matters, will always be yours.