

# Making A Difference By Being “You”

by Michael J. Russer  
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One of the things I love about people is that as we get older, not only do we go through physiological change (*yes, men do too!*), many of us also go through a sort of spiritual transformation as well. This happens in earnest when our natural focus shifts from "acquisition" to "contribution".

We often think of "making a difference" to the people around us (or perhaps for the world at large), as one of the most powerful forms of contribution. I personally used to be somewhat confused about this whole "contribution thing" and felt I was missing an important part of my life --especially since I'm so busy doing what I love to do, both in business and with my family.

Thankfully, I have a personal coach, John, who is very, very good at what he does. He helped me see that "contribution" can take many forms, and that perhaps the purest form is when we simply let ourselves be who we already are --truly are, deep inside. It is only from this place that we can contribute freely without attachment, ego, or agenda.

This presents a very interesting and delicious paradox: Our greatest ability to contribute and make a difference to others comes from being totally "centered-in-self" (not to be confused with "self-centered").

In other words, you don't have to "do" anything to contribute, just be the "real you" you already are --any "doing" will take care of itself.

If you can make that shift (even for short periods of time), everyone you come into contact with will feel it —*big time*. Now, that's what I call "making a difference"!

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**About the author:** Michael J. Russer is an internationally renowned speaker, author and visionary about the Internet, business productivity, career fulfillment and Virtual Outsourcing. He is known as the "Father" of Virtual Outsourcing for small business, the exclusive Internet columnist for Realtor Magazine and strategic consultant to some of the largest service organizations in the world.

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