

SO, WHAT DO YOU DO?



The Authentic Alchemy Path
to Find Who You Are

LENORE KANTOR

Praise for *So, What Do You Do?*

“Have you ever dreamt of finding that cherished mentor who truly wants you to live your best life? The one who has walked her own wild path and gathered a lifetime of wisdom along the way? The one who will share with you all her gifts and creativity and do it in a way that allows you the space to find your true direction?”

Look no further! Lenore Kantor has written a generous, magical book to support your journey to finding the life you are looking to live. Playful and serious, deep and fun, this book supports profound exploration. You can feel you are in the presence of someone who has walked her talk.

In this world where every other person is professing to have the answers, it is so refreshing to find the real deal. Lenore is it!”

— Ann Bradney, Director, Radical Aliveness Institute

“In her new book, *So, What Do You Do?* Lenore shares no-nonsense career development strategies and advice with a blend of what she calls *Authentic Alchemy* – a pathway to personal vision as the foundation for each of us to build a future with purpose. Lenore Kantor does great work supporting our Bard MBA students on their career journeys, helping them find impact-oriented work in ESG finance, sustainability consulting, circular fashion and consumer goods, mission-driven start-ups and nonprofit management. Her voice shines through, making the book very readable and combines different spiritual insights to create a pathway for the personal growth process.”

— Dr. Eban Goodstein, Director,
MBA in Sustainability at Bard College

“The *last and only career guide* you will need for meaningful work.”

— Libby Dubick, Dubick & Associates

“This book is the perfect blend of expansive creative awakening and hard-earned wisdom that can guide anyone looking to identify and create a fulfilling career path. It’s comprehensive as a guide, yet flexible based on your personal path. While everyone’s life journey is unique, these tools will serve you well on your journey. Though I’m blessed to have created a career beyond my wildest dreams, a manual such as this would have saved me a lot of struggle along the way.”

— Dana Claudat, founder of The School of Intention Feng Shui and The Tao of Dana

“Lenore Kantor has developed a unique and empowering guidance system to integrate your personal and professional lives, helping you to connect with your purpose and the work or calling that most fulfills you. Full of wonderful imagery, archetypal insights, deeper journey work, helpful analogies, and constructive ideas—she additionally suggests talismans and other time-honored rituals and tools to help you delve deeper into your truth and ignite the fire that drives you. A constant guide through your journey that can open you to new ideas, and help you release what holds you back, this is a book to take your time with and revisit whenever you feel stuck.”

— Laurelle Rethke, author of *Connecting with Crystals: Crystal Wisdom and Stone Healing for Body, Mind, and Spirit*

“If you’re ready for meaningful change in your life for clear vision with the tools to back it up, this book was written for you. Kantor shares her extensive experience and compassionate wisdom as she guides you to find your purpose in life in an open, engaged, and dynamic way...step by step. This guide is well organized and easy to follow, plus I always appreciate books with illustrative visuals and graphics, which there are plenty.”

— Katrina Wynne, MA Transformative Tarot Counseling™

SO, WHAT DO YOU DO?

The Authentic Alchemy Path
to Find Who You Are



LENORE KANTOR

GROWTH  WARRIOR

Copyright ©2024, Lenore Kantor

All Rights Reserved. This book may not be reproduced in whole or in part without the written consent of the publisher, except by a reviewer who may quote brief passages in a review. Nor may any part of this book be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or other, without the written permission of the publisher.

Disclaimer

By participating in, downloading, reading, or completing the content within this book, you understand that it is purely for educational, informational, and entertainment purposes only. Neither Growth Warrior Ltd. nor Lenore Kantor claims to be experts on tarot. While the content within this workbook explores the nature of mental health, wellness, and psychology, it is not meant to be viewed as therapy, therapeutic advice, health advice, or a form of mental or emotional treatment. Therapy and counseling are beneficial to many, and I recommend seeking guidance and treatment from trained professionals when necessary.

ISBN: 979-8-9916583-0-0 (Print)

ISBN: 979-8-9916583-1-7 (Ebook)

Cover Design: Victoria Heath Silk
Book designed and typeset in Caslon
by InsideStudio26.com

www.growthwarrior.co

*This book is dedicated to all the seekers, young and old,
spiritual or otherwise, who long to find their
path to greater purpose and wholeness.*

CONTENTS

Preface	1
Introduction	5
My Story	13
GUIDANCE	
Where Are You Now?	29
Age and Stage	29
How to Use This Guide	36
Authentic Alchemy Framework	42
Creative Support for Your Journey	54
PREPARATION	
Step 0: CLEAR: — Intend and Prepare	73
Practical Career Path Approaches	92
PHASE 1: INNER WORK	
Step 1: REALIZE — Discover and See (Part 1)	105
REALIZE (Part 2)	122
Step 2: RELEASE — Clear and Allow (Part 1)	139
RELEASE (Part 2)	169
Step 3: RECLAIM — Trust and Integrate (Part 1)	177
RECLAIM (Part 2)	192
PHASE 2: INTERPERSONAL WORK	
Step 4: REFRAME — Affirm and Share	207
Step 5: REIMAGINE — Clarify and Focus	231
PHASE 3: OUTER WORK	
Step 6: REVEAL — Act and Connect	247
Step 7: REAP — Be and Do You	265
Continue: Your Ongoing Journey	277
Additional Resources	281
Acknowledgments	286

PREFACE

Who hasn't been stopped in their tracks, like a deer in headlights, by the question, "So, what do you do?" As if we could ever encapsulate our complete being in some pithy five-word response. Yet, our Western society constantly reinforces and defines our roles (and, arguably our value) in life by the need to "do" something, as if we must perform some important function to survive and merit worthiness.

Feeling the need to effectively communicate our contributions and chosen roles (and the more impressive, the better) can engender so much frustration and insecurity. Not to mention the expectation to convey our significance with deep conviction, enthusiasm, and humility. That's a lot of unnecessary pressure, if our lives weren't stressful enough.

I believe we are better served asking more meaningful questions, such as ...

- What lights you up?
- What do you care most about?
- How would you like to change the world?
- What gifts make you special?

This book is an invitation to go beyond narrow definitions of what you do, since you are so much more than a tagline, catchphrase, or carefully scripted elevator pitch. Understanding the deeper and more meaningful aspect of what drives you to seek fulfillment in

your life and work is often overlooked and rarely emphasized in traditional career and job search books.

The Authentic Alchemy Path offers an unconventional approach to finding meaning and purpose—a transformational guide designed to help you find your truth. I'm laying it all out for you to discover your life path and design a route to happiness and fulfillment with no BS. This approach is the culmination of more than four decades of my experience across multiple modalities, from my own personal process and my work with hundreds of leaders.

This user manual offers a process to help you to find your life's work by discovering and reinventing yourself again and again, since we continuously reveal new aspects of ourselves as we grow and evolve. My desire is to help you reclaim your fundamental truth, your unique creative expression, and your magic. You are a work of art, woven from unique and diverse experiences. It's time to appreciate and own your amazing essence!

Some simple, yet radical, truths underlie the Authentic Alchemy Path. My core message is that there are no wrong decisions on your path to purpose, only choices that you make and experiences you can learn from. While you may not yet understand the meaning of your life and work at this moment, trust that everything has been and is continuing to unfold to support your growth.

You are already on your path!

Your path is your purpose.

There isn't one right path, only *your path*.

There are no mistakes, only learning experiences.

Every challenge you face is an opportunity for growth.

**Doing your inner, interpersonal, and outer work
is the path to fulfillment.**

**Your work in the world is to find meaning
in your journey.**

Too often, people decide they can't have what they want, and then they resolutely push themselves to do something else, all the while regretting what they couldn't or didn't achieve. I believe there is another way for you to have your cake and eat it too. You can create whatever you want for yourself with the right attitude and effort. If you are willing to figure it out and do the work, that is your path forward. You will know who you are, regardless of what you do. With commitment and exploration, your essence will reveal itself to guide your way.

You got this! Let go of the pressure to get it right, do more, and be better, smarter, or faster than exactly where you are right now. Our societal focus on positioning and action often overlooks the foundational act of true self-understanding. The embodied approach presented here goes beyond mindset and tactics to include a broader and richer set of internal resources (your instincts, intuition, emotions, heart, soul's calling, and energy) that can provide incredible support, along with spiritual and mystical allies for a creative and mythical perspective to expand your understanding.

By following the exercises, and contemplating the personal reflections and prompts, you will uncover your purpose and impact. Doing the work, releasing the past, and starting your inner exploration will help you intentionally discover the best choices for you.

Imagine enjoying your life-path journey as it unfolds, experiencing ease and joy in the process. This does not mean you won't face challenges; however, with knowledge and powerful strategies, you will be able to handle whatever arises, since you are ultimately responsible for all your choices and reactions.

You can choose your own adventure in life. If you're unhappy where you are, you can make different decisions.

There isn't a single perfect way to be, and no exact actions you must take, only your choices, which give you more control and power than you may realize.

SO, WHAT DO YOU DO?

If you don't believe in what you're doing, or your current life and work aren't working for you now, you can uncover what is keeping you from happiness and chart a new path through your choices and experiences. Embrace experimentation, and believe in yourself, to find more flow rather than feeling overwhelmed or fighting to survive.

Choose to see life's inevitable ups and downs as learning experiences rather than as obstacles. Face and move through any challenges with awareness to integrate and overcome any blocks. Learn to embrace change from a place of authenticity, weaving together a beautiful tapestry of your life experiences across your personal and professional lives to create more balance.

Thank you for finding this book! I hope it meets you where you are and helps you discover and share your gifts. You are a powerful creator who can choose the direction of your life and reframe your reactions, interpretations, and stories without being at the mercy of limiting beliefs and difficult past experiences. It's time to rewrite the rules and create new opportunities for yourself. No regrets!

I'm excited to see what you learn, how you evolve, and where you decide to go. To redefine who you are, not only what you do, let your path lead you on a big adventure! No excuses or blame allowed. You're in the driver's seat. Take the steering wheel and go on the most amazing journey of your life.

Be yourself, fully and completely!

— Lenore

INTRODUCTION

IS YOUR WORK WORKING FOR YOU?

Many of us fall into our work by accident, circumstances, or influences beyond our conscious awareness (from family, friends, mentors, media, broader cultural pressures, and our own projections). We're each expected to choose our track early on (in college, high school, or even elementary school). As if we could know what we want when we barely know who we are.

So, we make the best choices we can, whether out of convenience, expediency, or idealism. Responding to circumstances, we encounter different work environments and challenges, and then we can find ourselves out of sync with who we thought we were or how we want to be. Increasingly, we want to live in alignment with our values, but we haven't been taught how to do this.

In fact, a large majority of people feel completely disconnected and lack a sense of purpose or fulfillment in their lives and work. Between 50 and 85 percent of the workforce is unhappy with their work, depending on which source you follow (the Pew Research Center or Gallup; see the Additional Resources section). So, it's no wonder our career decisions are often made by default, rather than by design. Either we jump from job to job, seeking more money, satisfaction, and responsibility, or we get stuck where we are, then realize we're not where we hoped to be. It can be hard to know

where to start or how to opt out of the rat race and get off the work merry-go-round. Finding purpose can feel like a game of hide-and-seek, searching for something meaningful, only for it to elude our grasp.

Often, in our push to get ahead, we compete, compare, or despair that we haven't made enough progress or achieved more. We focus on the end goal, rather than how we got there, often not taking time to consider what truly matters for our own needs. Of course, having a big vision is important (in later chapters, we will review how it can guide us), but constantly striving to pursue an idealized future outcome or holy grail is not the same thing as embarking on your path to purpose with the goal of growth and learning. The former will get you somewhere, anywhere, while the latter will lead you to what you are meant to do.

Instead of going within and taking the time to understand *who* you are; *what* you want, care about, and need; and *why* it matters, you might immediately decide *where* you need to be, then jump into figuring out *how* to get there. Or, worse, select a role simply to impress others. Just because something feels like forward momentum doesn't mean it isn't directionless. Our society often prioritizes action over intention, which is why we may choose to keep "busy" yet feel so unproductive.

While knowing where and how to make things happen (also known as "getting sh*t done") are important outer actions, they can bypass the more essential first three elements that require inner reflection and understanding. By only focusing on *which* area to consider, you may overlook more critical variables that can impact your choices, like *when* and *whether*. We will be considering all the above, so you will have a very thoughtful and strategic framework for any decisions you make.

You may be seeking a shortcut to find your life's work, but that's not what you will find here. And, while this book can be a fast track to clarity, it's not an instant solution. Any career book that offers a quick fix is doing you a disservice. Instead, we will explore all

the factors needed to create a meaningful life and fulfilling work that can often get overlooked in the rush to find a job and make a living. This is a deep dive—a thorough examination of what you should be considering from the outside in (where most traditional career books focus), from the inside out (where we will start), and everything in between (all the steps connecting both, and how to engage with others).

In doing the personal reflections here, the Authentic Alchemy Path may be the last and only guide you will need to find a fulfilling career and life, now and in the future, when you may inevitably consider your next shift. Our desire for growth and change is constant—often by choice, and sometimes by circumstances. This framework connects your head, heart, soul, and energetic blueprint, and it offers multiple tools and strategies to take with you into the future so you can source wisdom, knowledge, insight, and intelligence from within, tapping into yourself to find the answers you seek.

How to Benefit Most from This Guide

Placing this work in context may help you assess whether and how it can support you, since this book and process may not be for everyone. The multiple perspectives below, ranging from practical and strategic to spiritual and esoteric, have informed my experience and are incorporated into my approach:

- Coaching empowers people to face change and transformation through practical actions.
- Business strategy provides marketing and creative solutions that produce results.
- Somatic and embodiment practices explore the power stored within our bodies.

SO, WHAT DO YOU DO?

- Modern feng shui examines how environments and outside energies influence us.
- Energy medicine practices, shamanic healing, and crystal healing honor universal spirit and the natural world, aspiring to raise consciousness.

The intention in all my work is to honor the Earth, build more caring connections and community, heal suffering, and help people relate with more love and respect toward each other, and most importantly, toward themselves. This guide offers simple, practical, holistic spiritual and nondenominational approaches to support you in finding your purpose.

Those primarily seeking quick answers to make money, get ahead, and move up the corporate ladder may not find the practical job search tools, strategies, and tactics for a more traditional job or career search process. Many other sources already offer this information. This guide has exercises and personal reflections to find your life path, and it is less focused on job search strategies, though practical tips are included. Any effective job search requires understanding yourself deeply, and that is the premise for this work.

For the seekers—self-identifying idealists, dreamers, creatives, introverts, renegades, nonconformists, highly sensitive people, or high achievers—who want to create a sustainable planet, I hope this guide finds you, so you can live in alignment with your values. It is intended for conscious leaders, soulpreneurs, and founders who care about others and the planet, are committed to their own personal growth, want to live by their values, and long to do something meaningful and make a positive impact in the world.

We need to improve the health of our world, ecosystems, communities, and societies, and be of service to others, working on issues that matter. If you care deeply about these things and want to bring your gifts forward, be happier, feel more fulfilled through your work, and leave a positive legacy, then what I've shared here is for you.

THIS IS DESIGNED FOR THOSE WHO:	THIS MAY NOT BENEFIT THOSE WHO:
<ul style="list-style-type: none"> • Seek direction and clarity about their calling • Are ready to create change • Are frustrated with the status quo • Sense a deeper purpose • Want more meaning, impact, and fulfillment • Are called to make the world a better place • Are idealists who also want practical strategies • Are spiritual, mystical creatives, and unconventional thinkers • Are willing to go through a process of discovery • Want to connect more with their passion • Hope to create a meaningful legacy 	<ul style="list-style-type: none"> • Are impatient • Want easy answers and a quick fix • Seek classic, traditional career and job search strategies • Need résumé tips • Are driven exclusively to succeed, achieve, and get ahead beyond all else • Focus on completely rational approaches • Are disconnected from their intuition • Want a guaranteed playbook • Pursue a clearly defined career trajectory

Self-Trust Is Empowerment

The outer world offers much insight into what possibilities are available, and I strongly encourage you to do external research and exploration. *Only you can know what is right for you*, which means that you get to own every decision—good, bad, and indifferent. Since everything is ultimately your choice, your knowing should be sourced from within. This is the beauty and the challenge of self-agency; you get to decide your future, consciously or unconsciously.

The stories and opinions shared are for your consideration, as

there is no one way to do anything. Stated another way, only you will know what is best for you based on your needs, wants, preferences, lived experience, and reality. Others may offer their perspective to inform your process, but you are here to uncover the deep treasures buried within yourself that are longing to be expressed.

You are a unique, creative, and powerful being, here to do great things! While we may not have met, please know that I see you and your magic. I want you to embrace your unique essence and identity that has been shaped by your experiences, background, and vision, to stand in your truth and have everything you desire.

Why the Authentic Alchemy Path?

We value *authenticity*. People, objects, and experiences that are the *real* deal—coherent, consistent, and clearly aligned, not fake or bullshit. With the advent of artificial technologies and media manipulation, we are seeking more truth and integrity in every aspect of our lives, from healthy food choices to trustworthy friends and news sources; from inspiring mentors, celebrities, and social media accounts to books, blogs, and podcasts that we can trust. We are constantly evaluating who to believe and rely upon with our limited time and energy.

Children are often authentic until experiences teach them to hide parts of themselves or adopt certain behaviors to elicit reactions in their caregivers. As we age, younger and immature ways of operating (like trying to please our parents or being fiercely rebellious) may become our default MO (modus operandi), then subsequently hinder our interactions with others (for instance, causing us to not have boundaries or possibly push others away). We learn to dissemble to get by, get along, and fit in; but, at some point, this can stop serving us, whether we realize it or not.

Sadly, our culture has become rife with inauthenticity, from politicians to organizations that act without integrity and say things that aren't true or don't reflect their actions behind closed

doors to AI algorithms that make sh*t up. Ideally, falsehoods become exposed, because their harm and impact have so many consequences, from public relations disasters, layoffs, data breaches, disengagement, or damaging and destructive disclosures.

Individuals face similar, yet different, challenges in how to truthfully represent themselves. Few work environments encourage wholeness. Individual passions, hobbies, interests, and styles must often be kept private, separate, and closeted. It's hard not to become fragmented into distinct business and personal brands or identities, hiding large parts of who we are.

We may overidentify with our professional interests and constantly wear a “suit” (literal business armor) or act in certain ways, code-switching and speaking differently to get by. This can make it difficult to know how and when to bring our full selves to every aspect of our lives.

Authenticity doesn't happen by accident. It requires intentional integrity in words, thoughts, actions, emotions, and energy; otherwise, others sense that things are fake or “off.” We experience dissonance and disconnection on an intuitive level when there are differences between what we see, hear, and feel. Authenticity feels more relatable. In our desire to know, trust, and believe others, we are drawn to those who share their truth and are “on,” so we don't viscerally sense they are “off.”



Authenticity is the alignment of our inner, interpersonal, and outer experiences to engage with the world as an integrated whole. The diagram above illustrates how authentic expression mirrors the Authentic Alchemy Path's inner, interpersonal, and outer framework.

Alchemy causes change and transformation—turning a base metal into gold, literally and physically. The Authentic Alchemy Path is designed to help you release all aspects that are “not self,” so your inner truth can shine through. You are gold; and your work is to have this inner treasure emerge and be seen. Doing inner work removes any masks, blocks, or ways we cover our truths, so we can shift and align our outer beings and desires to start manifesting our dreams and find fulfillment in the world.

My goal is to help you rediscover who you really are—*you* and your truth—and uncover your passion and purpose that may be hidden from denial or overlooked by daily distractions, lack of attention, or lack of focus. Together, we'll explore what may be keeping you from doing your work in the world. As you reclaim yourself, understand your ideal environment, and redefine what matters, you will gain a fresh perspective, see the world with new eyes, and embrace your unique purpose.

Your search for purpose can be an exciting and joyful adventure, rather than excruciating and painful as many career books and coaches can imply. A positive mindset and a spirit of discovery will set you up for success and make your experience even more meaningful. (More about this to follow.)

Since we all can benefit from hearing and learning from other perspectives, you will get a glimpse into my own journey and career evolutions, as well as stories and examples of clients, students, and mentees (with modified names and identifying characteristics to honor their privacy). May these different viewpoints resonate and illustrate potential challenges you may face, inspiring and illuminating the diverse paths available to success.