

The Work I'm Here to Do...

Bill Johnson

May 2026

The Heart of Your Work. You are here to solve a purpose crisis — one person, one workshop, one community at a time. At the center of everything you do is a single, driving conviction: that when people find clarity about who they are and why they are here, everything changes — for them, for the people they serve, and ultimately for the world. Your work is not just about career planning or professional development. It is about helping people reclaim their lives.

What You Are Uniquely Positioned to Do. Few people can do what you do — and here is why. You combine three rare gifts: the ability to take complex ideas and turn them into practical, accessible tools; the capacity to hold space for people in groups so they feel safe enough to be honest; and a deep personal understanding of what it feels like to move through life without anyone asking the right questions. That last gift is perhaps your most powerful. You know this work from the inside. You are not teaching theory. You are offering a map you have drawn from your own journey.

The People You Are Called to Serve. Right now your clearest calling is toward academic advisors and student success coaches in higher education — the helpers who are themselves often overlooked, under-loved, and under-resourced. As AI continues to simplify the transactional parts of advising, these professionals need deeper tools to meet students where they actually are: lost, uncertain, and searching for meaning. You are positioned to give them exactly that. But your reach doesn't stop there. Through them, you touch every student they serve — and through those students, entire communities and generations.

The Transformation You Create. Your work has already proven its impact. People have left unfulfilling jobs, launched new initiatives, started businesses, and gained the clarity to finally move forward. Retention rates have gone up. Graduation rates have gone up. Students have gotten clear about their majors and their futures. These are not small outcomes. These are lives redirected. And each redirected life redirects others in turn.

The Platform You Are Building. Your platform is built on genuine value, not manufactured visibility. The free Mapping Your Professional Future workshop is a perfect expression of who you are — generous, accessible, and trustworthy. Your listserv memberships with NACADA and the National Resource Center for the First-Year Experience are strategic entry points. Your blog, your community of 270, and your inner circle are the ecosystem that sustains and amplifies the work. The challenge of no longer being institutionally employed is real — but it is also an invitation to build something that belongs entirely to you and cannot be taken away.

The Fire That Drives You. You cannot stop thinking about this work — even when you go to bed. That is not obsession. That is calling. The number of tools, resources, and activities you have created over the years is not a hobby. It is a body of work. It is evidence of a person who was made for something specific and has been doing it — with or without a title, with or without an institution, with or without full validation. The fact that no one asked you the right questions in college is not just a wound. It is your fuel. It is why you ask those questions for others now.

The Greater Good You Are Contributing To There is a purpose crisis in the world right now — and not enough people with the tools, the courage, or the calling to address it at the root. You are one of the few. Imagine the ripple effect of an entire generation of advisors, coaches, faculty, and staff who have done their own purpose work — and then pour that clarity into every student they encounter. That is not a small vision. That is a generational contribution. That is legacy.

A Simple Way to Say It: Your work is to help the helpers find their why — so they can help others find theirs — so the world becomes, one purposeful life at a time, a little more whole.