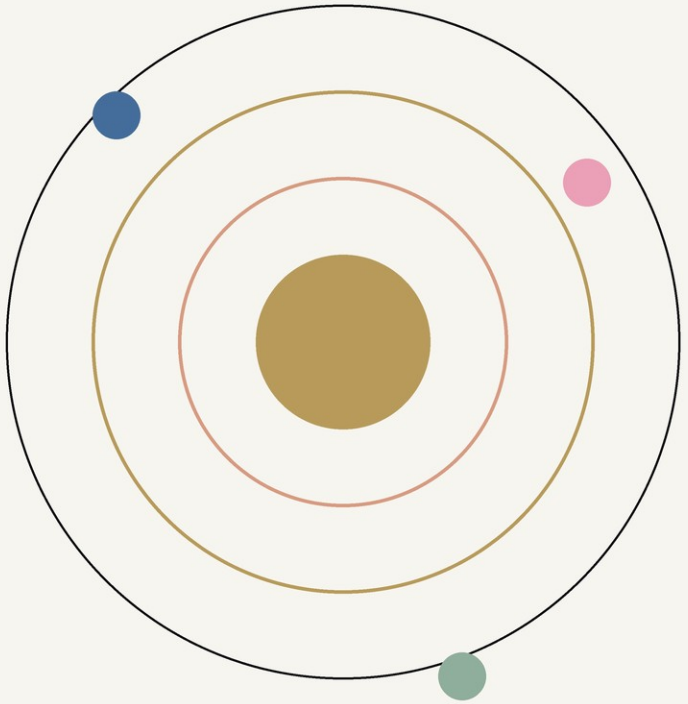
BUSINESS & CAREER SERIES · PART TWO

What Is Your Gift?

From gift to business



Mind Redesign — The Dr. Blass Podcast

Where psychology, neuroscience, faith, and self-modification meet.

Dr. Elsie Blass, PhD

naciaai.com · @nacia.ai

THE CENTRAL IDEA

Each of us has a gift, and we must provide our gift to the people of the world.

Before you build the business model, you need to understand what you are actually here to give.

PART ONE RECAP

Where We Left Off

In Part One, we started with you — how you naturally operate.

- How do you naturally work?
- How do you like to run your day?
- What time do you think best?
- What drains you?
- What energizes you?
- What have you spent years criticizing about yourself?

THE QUESTION WE ASKED

Does this part of me require self-modification, or does it require self-acceptance?

There is no point in building a business model that requires you to spend every day fighting against yourself.

Part One was about understanding the person who has to live inside the business.

TODAY'S SEQUENCE

Three Steps, in This Order

01

Identify the gift you have

What you naturally bring to people.

02

Identify the top one problem your gift fixes

Not ten problems. The top one.

03

Possibly create the business model

Possibly — because we are not going to rush that part.

First we understand you. Then we identify the gift. Then we identify the top problem that gift solves. Then we can ask what kind of business model allows that gift to reach the people who need it.

Your Gift Is Not Your Job Title

Your gift is not necessarily what you currently do for work. Your job may simply be one way your gift has been expressed.

Someone may say, “My gift is coaching.” But coaching may simply be the vehicle. Your gift may not be coaching, consulting, or even the business you currently own — those may be vehicles.

The deeper question is: what is the actual gift?

WHAT MIGHT BE UNDERNEATH THE COACHING

- Helping people see what they cannot see about themselves
- Turning confusion into clarity
- Teaching people how to make sense of complicated emotional experiences
- Seeing patterns quickly and helping someone understand what has been keeping them stuck

If coaching disappears tomorrow, the gift can still exist.

SEPARATE THREE THINGS

The Gift, the Topic, and the Vehicle

THE GIFT	THE TOPIC	THE VEHICLE
Teaching	Finances	Consulting
Organizing	Business operations	Project management
Creating beauty	Interior design	Owning a design company

The vehicle can change. But there may be something underneath it that has been following you your entire life.

Sometimes we don't recognize our gift because it feels too natural. We think, “Everybody can do this.” No — it feels ordinary to you because you've been carrying it.

STEP ONE

Identify the Gift

- What do people consistently come to you for?
- What do you naturally bring to people?
- What do you teach? What do you solve? What do you create?
- What seems unusually natural to you but valuable to somebody else?
- What do you find yourself explaining over and over again?
- What problem do you feel compelled to help solve?
- What can you talk about, teach, create, build, or work on repeatedly without feeling disconnected from yourself?

ONE OF MY FAVORITE QUESTIONS

If every job title and every business model disappeared tomorrow, what would you still feel called to give people?

Sit with that. Sometimes the gift has been showing itself for years. It just had different names, different jobs, different companies, different seasons, different vehicles.

DR. BLASS'S EXAMPLE

My Gift, My Topic

MY GIFT

Perhaps my gift is teaching.

MY MAIN TOPIC

Mind Redesign™

MY GIFT'S TOPIC IS

How to redesign the mind that is positioning the self to stay stuck, hurt, sour, bitter, broken, broke, sad, struggling, confused, abused, or otherwise unable to move forward.

When I look backward, I can see that the way I delivered that gift kept changing.

THE DELIVERY CHANGED

Same Gift, New Vehicles

1

One-on-one sessions

Coaching and therapy, one person at a time

2

Recorded trainings

The same teaching, to listen to or watch on the go

3

ARIA by NACIA

Mind Redesign™ delivered through AI

I cannot personally sit with thousands or millions of people individually. I am one person. My hours are finite. My energy is finite. My life is finite.

Technology gives the gift another vehicle. ARIA holds my proprietary Mind Redesign™ methodology, so the work can reach far more people than I ever could on my own.

WHAT IT MEANS TO BE AN EVOLUTIONARY LEADER

You evolve.
Your business evolves.
Your method of delivery evolves.

But you make sure the mission is fulfilled despite the many changes in the vehicle chosen to deliver it.

The world changes. You change. Technology changes. The needs of people change. Sometimes we have to adapt.

The gift did not change.
The mission did not change.
The vehicle changed.

Your gift may stay the same while the method changes.

STEP TWO

The Top One Problem Your Gift Fixes

Not ten problems.
Not every problem you could possibly help with.
Start with the top one.

Once you identify the gift, don't immediately create ten offers, build a website, or name a company. Your gift may be able to do many things, but clarity requires us to narrow our attention for a moment.

ASK: WHAT CHANGES FOR SOMEONE BECAUSE MY GIFT EXISTS?

- What becomes easier?
- What pain is reduced?
- What confusion becomes clearer?
- What are they now able to see?
- What becomes possible?
- What are they able to do, understand, experience, or become because of what I provide?

If you know your gift but cannot clearly identify the problem it solves, it becomes very difficult to build a clear business around it.

EXAMPLES

Name the Gift. Name the Problem.

MY EXAMPLE

Mind Redesign™ addresses the patterns of thinking and behavior that can position a person to remain stuck.

IF YOUR GIFT IS	THE PROBLEM IT SOLVES
Teaching	Helping first-generation entrepreneurs understand money
Organization	Helping overwhelmed business owners turn chaos into systems
Storytelling	Helping companies communicate ideas people actually understand and remember
Listening	Helping people slow down long enough to hear themselves think

A STORY

When the Job Title Hides the Gift

Imagine someone who has worked in operations for years. They think, "My gift is project management." Maybe. But let's go underneath that. Why are they good at it?

- They walk into chaos and immediately see sequence.
- They know what needs to happen first.
- They can take fifteen moving pieces and create order.
- Where others feel overwhelmed, their mind starts categorizing almost automatically.

Once you understand what you actually carry, your options expand.

THE GIFT UNDERNEATH

Turning complexity into structure.

THAT GIFT COULD BECOME

Project management	Consulting
Software	An operations agency
Teaching	Intellectual property
Something we haven't thought of yet	

STEP THREE

Possibly Create the Business Model

Eventually we're going to ask how this gift becomes a business. But not today — I don't want you building something before you understand what you're building around.

THE QUESTIONS WE'LL WORK THROUGH IN PART THREE

- How does this gift become a business?
- What do you sell?
- Who is it for?
- How is it delivered?
- What role do you want to occupy?
- What requires you personally?
- What can be delegated?
- What can be automated?
- What can be licensed?
- What can be delivered through technology?
- How does the model make money while still matching the natural wiring from Part One?

THIS WEEK

Your Assignment

Today, your assignment is only this: identify the gift, and identify the top one problem that gift fixes. That's enough.

WRITE DOWN

- What do people consistently come to me for?
- What feels unusually natural to me but valuable to other people?
- What problem do I feel compelled to help solve?
- What can I talk about, teach, create, or work on repeatedly?
- If every job title disappeared tomorrow, what would I still feel called to give people?

DO NOT RUSH

Let yourself unravel this.

Because maybe the thing you've been calling a job has actually been one version of something much bigger.

Then finish the three sentences on the next page.

Finish These Sentences

01 **My gift may be**

02 **The main topic connected to my gift is**

03 **The top one problem my gift helps solve is**

GO DEEPER

Continue This Session with ARIA by NACIA

If you're having difficulty naming your gift, continue this episode inside ARIA by NACIA. Copy and paste this:

COPY AND PASTE INTO ARIA

I just listened to Part Two of the Mind Redesign™ Business and Career Series, “From Gift to Business.” Help me identify and clearly label my gift before we talk about creating a business model. Ask me questions about what people consistently come to me for, what seems unusually natural for me, what I repeatedly teach or explain, what kinds of problems I naturally want to solve, the work that gives me energy, and what I would still feel called to give people if my current job title disappeared. Help me separate my gift from my current job, career, product, service, or delivery method. Once we have identified the gift, help me determine the top one problem that gift is best positioned to solve. Do not rush me into creating a business. Help me recognize the gift and the problem first.

Study yourself. Let the answers come up. Don't force yourself to have a perfect answer immediately.

THE SEQUENCE

Where This Series Is Going

1 PART ONE

Understand yourself

Who are you? How are you naturally wired to work? What requires self-modification, and what requires self-acceptance?

2 PART TWO · TODAY

Identify your gift

What is your gift? And what is the top one problem that gift fixes?

3 PART THREE · NEXT

Build the business model around both

How you deliver it, how much of you the business requires, what role you want to play, what can be automated or delegated, how it makes money, and whether it supports your life and wiring.

The goal is not just to build a profitable business. The goal is to build a business you can actually live inside of.

THIS IS THE WORK OF MIND REDESIGN™

The gift matters. The person carrying the gift matters.
And eventually, the vehicle has to support both.

Who you are. What you are here to give. And how to build a business around both.

I'm Dr. Elsie Blass, and I'll see you in Part Three.