



Man's Search for Meaning

by Viktor Frankl

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224 pages

The Big Ideas

Your Attitude

You are in control of it.

Create Meaning

Your potential is waiting.

Logotherapy

How do you show up?

Let It Ensur

Don't seek success.

Missions

What's yours?

The "Why"?

Find it. Endure any "How."

Endure the Burning

And give yourself!

"Ultimately, man should not ask what the meaning of his life is, but rather must recognize that it is he who is asked. In a word, each man is questioned by life; and he can only answer to life by answering for his own life; to life he can only respond by being responsible." ~ Viktor Frankl from *Man's Search for Meaning*

Viktor Frankl. He's unquestionably one of my heroes and this book is a must read (or re-read as the case may be). If you don't have it yet, it's time to Amazon it. It's impossible to be a serious student of life and not soak up as much Frankl as you can.

The man survived the horrors of Nazi concentration camps and, from that pain, brought the world his "Logotherapy." A philosophy based on the fundamental precept that we have ultimate responsibility for choosing our responses to any given challenge AND equally powerful responsibility to determine how we will give ourselves to the world and create a truly meaningful life.

We're going to touch on a handful of my favorite Big Ideas here and I trust you will be inspired by and admire the beautiful man as much as I am and do.

Let's start with our attitude...

Your Attitude

"...Everything can be taken from a man but one thing; the last of the human freedoms—to choose one's attitude in any given set of circumstances, to choose one's own way."

This message is the cornerstone of Frankl's philosophy and, of course, is echoed among the great teachers (many have Notes available on their work):

From Marcus Aurelius in his *Meditations*: "Your mind will be like its habitual thoughts; for the soul becomes dyed with the color of its thoughts. Soak it then in such trains of thoughts as, for example: Where life is possible at all, a right life is possible." And "If you are distressed by anything external, the pain is not due to the thing itself but to your own estimate of it; and this you have the power to revoke at any moment."

To another Stoic philosopher (and former Roman slave), Epictetus in *The Enchiridion*: "We cannot choose our external circumstances, but we can always choose how we respond to them."

To Jesus: "Finally, brothers, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think