WHAT ARE RED THREADS?

RED THREADS is a metaphor Marcus uses to describe an activity that you do, specifically at work, that gives you energy, excitement, and joy. Individually, these threads are moments of activity. As a whole, these threads should be woven into the fabric of our lives. While you consider the activities that make you feel strong, energized and excited, keep these helpful tips in mind:

♥ Be sure you are capturing specific, in-the-moment activities that you are doing. Meaning, it wasn’t being done to you or for you.

♥ Be sure the activity itself is fulfilling, NOT the outcome or result that energizes you. For instance, you might say, “I loved that my VP approved the budget report.” That is the OUTCOME or the RESULT of the activity — not the actual activity itself. You want to capture activities you have control over — you can easily repeat. You may have loathed actually doing that budget report — but the result created energy for you. That is not a strengthening activity — that is a strengthening circumstance. Those are not considered Red Threads because we can’t easily and intentionally repeat them.

♥ If you were to rate the activity on a scale of 1-10, it would be an 8, 9, or 10 activity.

♥ This should be an activity that you are good at AND love doing. An activity with all love and no skill, is what Marcus calls – a hobby.

LOVE+ SKILL = RED THREAD
LOVE+ NO SKILL = HOBBY