



# **The I Factor: How Building a Great Relationship with Yourself Is the Key to a Happy, Successful Life**

*Van Moody*

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## **The I Factor: How Building a Great Relationship with Yourself Is the Key to a Happy, Successful Life**

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**The key to the life you want is inside you.**

One question lies behind every struggle we face: How do I deal with myself? Behind all our stumbles, behind each of our missteps, behind every one of our failings lies an inability to handle what Van Moody calls the “I-Factor.” More than self-worth or self-respect, beyond even character and perception of purpose, the I-Factor is about managing yourself—your whole life—well. In his inspiring new book, Moody reveals how to get hold of your I-Factor.

Moody identifies three dynamics essential to winning the battle of the I-Factor: *identity*, *significance*, and *perspective*. When you understand your identity you know who you are, setting your foundation for everything. When you understand your significance, you see the purpose and the greatness you were created for. And when you understand perspective, you can view the problems you face as stepping-stones to greatness rather than stumbling blocks. Properly understand these three dynamics, and you will be able to master your I-Factor.

Weaving together personal stories, practical principles, and profound biblical truth, *The I-Factor* provides the key to achieving the life of greatness that you are destined for.

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