What: The specific actions/choices you'll make to express yourself in service to that person/group/community)

Changes all the time; trial/error/refinement. For example: teaching a specific concept; writing a specific poem; working on a specific formula

How: your unique synthesis of your struggles and strengths
Can change over time; possibly less often than the 'what'. Your how could be
through 'teaching', 'art', 'science'

Who will benefit from you achieving/learning this?

Once this is clear, it doesn't change much, but can get bigger/more general (For example, instead of "my mom", can be become "all parents"

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