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For immediate release

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WHAT'S THE POINT?

Turning Purpose into Your Daily Superpower

By #1 New York Times bestselling author [Tom Rath](#)

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Turning Purpose Into
Your Daily Superpower

**What's
the Point?**

Tom Rath

#1 New York Times Bestselling Author

Is everything we've been taught about finding fulfillment wrong?

For decades, people have been told to follow their passion, find their purpose, and chase happiness. Yet even as they do everything "right," work feels hollow, motivation fades, and burnout rises. In an era when artificial intelligence can perform tasks faster and cheaper than ever, the old playbook is no longer just outdated: it is actively misleading.

In **What's the Point? Turning Purpose into Your Daily Superpower (Silicon Gould; April 28, 2026)**, #1 *New York Times* bestselling author [Tom Rath](#) argues that the people who live the most meaningful lives do not find fulfillment by looking inward. They stop looking inward entirely.

In his most personal and provocative book to date, Rath (whose work from *How Full Is Your Bucket?*

to *StrengthsFinder 2.0* and *Eat Move Sleep* has shaped how millions think about work and wellbeing) makes a clear case for a different path. Fulfillment does not

come from passion, titles, or personal branding. It comes from *contribution*, the one advantage artificial intelligence cannot replicate.

Drawing on decades of research and the clarity of a man who has lived on borrowed time since a terminal diagnosis at age fifteen, Rath combines the rigor of a researcher with the candor of a trusted guide who refuses to let readers settle. He challenges some of our most deeply held assumptions, including why passion is overrated, why childhood dreams often become constraints, and why productivity and happiness have become distractions from what actually matters.

At the center of the book is a deceptively simple question that reshapes how we approach work and life: *What's the point?*

Rath shows how asking this question—in meetings, projects, and everyday decisions—cuts through busywork and redirects effort toward work that creates lasting value.

What's the Point? is not a comfort read. It is a direct call-to-action to stop sleepwalking through life and start doing work that helps others in tangible ways. Whether you are just getting started or decades into a career that no longer fits, Rath offers a grounded roadmap for building meaning through daily contribution.

Rath can speak to:

- Why passion is overrated and purpose drives performance
- Why happiness is a byproduct of meaning, not a goal in itself
- How the exposure gap limits potential more than talent or motivation
- Why strengths only matter when they serve others
- How status seeking and productivity culture quietly derail careers
- What living with a terminal diagnosis teaches about time, ambition, and contribution
- Why contribution is the one human advantage AI cannot replace

What's the Point? Turning Purpose into Your Daily Superpower

[Tom Rath](#)

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ABOUT THE AUTHOR



Short bio: Tom Rath is a #1 *New York Times* bestselling author whose books include *How Full Is Your Bucket?*, *StrengthsFinder 2.0*, *Eat Move Sleep*, and *Life's Great Question*. His work, which blends behavioral research with practical insight, has influenced how organizations and individuals think about performance, wellbeing, and purpose. Rath lives with a rare terminal illness and has written extensively about work, health, and contribution with unusual clarity and urgency.

Long bio: Tom is an author and researcher who studies how careers impact health and wellbeing. He has written 12 books that have sold

more than 10 million copies and made hundreds of appearances on global bestseller lists.

Tom's first book, *How Full Is Your Bucket?*, was an instant #1 *New York Times* bestseller and led to a series of books that are used in classrooms around the world. His book *StrengthsFinder 2.0* was listed as Amazon's top selling non-fiction book of all time.

Tom's other bestsellers include *Strengths Based Leadership*, *Wellbeing*, *Eat Move Sleep*, and *Are You Fully Charged?* He has also co-authored two illustrated books for children, *How Full Is Your Bucket? for Kids* and *The Rechargeables*.

Tom started his career at Gallup, working with his grandfather (psychologist Don Clifton) to launch one of the first online personality assessments that would go on to help over 35 million people to find their strengths. He went on to lead their workplace consulting and was a Senior Scientist. Tom also served as Vice-Chair of the VHL cancer research organization and was a regular lecturer at the University of Pennsylvania.

Tom is currently a co-founder and CEO of CareerSight, a company dedicated to helping people of all ages to see more careers and purposes they can serve in a rapidly changing world.

Tom is a graduate of the University of Michigan and the University of Pennsylvania, and he lives in Arlington, Virginia with his wife, Ashley, and their two children.

**SUGGESTED INTERVIEW QUESTIONS FOR TOM RATH, AUTHOR OF
WHAT'S THE POINT?**

1. You argue that “follow your passion” is bad advice. Why has that message endured for so long, and what should replace it?
2. If passion and happiness aren't reliable guides, how should people decide what work is worth doing?
3. You define purpose as contribution rather than fulfillment. How does that shift change the way people approach their careers?
4. What does asking “What's the point?” actually look like in a real meeting or workday?
5. Why do so many high-performing, successful people still feel restless and unfulfilled at work?
6. You write about an “exposure gap.” How does a lack of visibility, not talent, limit people's potential?
7. How do childhood dreams and parental expectations quietly shape adult career choices, often without us realizing it?
8. What role does status play in career dissatisfaction, and why is it so hard to admit how much it influences our decisions?
9. Strengths-based development is everywhere right now. Where do leaders and organizations get it wrong?
10. How does modern productivity culture distract people from doing work that actually matters?
11. You suggest burnout isn't just about working too much. What is it really about?
12. Why do we so often confuse martyrdom and overwork with meaning or commitment?
13. How does artificial intelligence change the way we should think about human value and contribution?
14. You've lived with a terminal diagnosis since age fifteen. How did that reality reshape your understanding of time and ambition?
15. What does “living on borrowed time” teach that success never can?
16. For someone early in their career, what is the single most important question they should be asking right now?
17. For someone mid-career and feeling stuck, where is the best place to start making change?
18. How can leaders help their teams connect daily work to real human impact?
19. What is one small shift people can make immediately to build more meaning into their work?

20. If readers take away just one idea from *What's the Point?*, what do you hope it changes about how they live or work?

ADVANCE PRAISE FOR *WHAT'S THE POINT?*