

Life Beyond Success: Vaishu Patel on Why Purpose Is Built, Not Found



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What happens when you win the deal but lose the family? Entrepreneur Vaishu Patel -- creator of the Life Beyond Success podcast and YouTube channel -- joined Yaya Diamond on Dream Chasers Radio to tell the story most successful people are afraid to tell: the view from the top of the mountain wasn't what she expected.

Patel spent more than two decades building businesses -- retail, hotels, real estate, and development -- starting work at 18 years old. By every outside measure, she had made it. Then a family business partnership ended in a lucrative sale -- and a devastating estrangement.

"We made quite a bit of money on that deal, but then I lost the family," Patel said.

The moment that broke her open came from her ten-year-old son: "Mom, why don't we just give all the money back to grandma and grandpa -- would they talk to us again?"

"It hit me so hard," she recalled. "I was in a room with really, really successful people. I made the million-dollar deals, but it just did not make me feel satisfied or fulfilled."

Purpose Is Built, Not Found

Patel's central challenge to the self-development world: stop telling people purpose is something you find at the top of the summit.

"I've been there plenty of times. I haven't found it," she said. "Purpose is built through the choices we make, the values we protect -- and I'm not talking about the values we protect when everything is great. I'm talking about the values we protect when it costs us something... when it costs us family, when it costs us money. And then, how we serve others."

Her mantra, repeated throughout the conversation: better questions lead to better lives.

Are We Climbing the Wrong Mountain?

Patel's upcoming series asks the question she says we skip: "We are worried about how we get better at climbing, but we never stop and ask -- are we climbing the right mountain? Because who chose that mountain? Maybe society chose it. Maybe your parents chose it before you were eligible to choose your own."

She speaks from experience. After stepping back for a multi-year sabbatical, Patel realized that decades of single-minded ambition had cost her something she hadn't noticed: her social life itself.

She hadn't set foot in a grocery store in nearly two decades. She'd missed weddings, baby showers, housewarmings -- every gathering. Walking into a grocery store with her son, nervous, while he held her hand and whispered "Mama, it's okay," became a turning point.

"I have what most people desire," she said. "From outside, my life looks all put together. But when I'm sitting inside my home and I don't have anyone to talk to... that's what got me to the question: what is enough?"

Her answer: "If your needs are met, then you have to pay attention to the freedom, the peace, the happiness, the fulfillment. And that is enough for me."

The Cost Question

Patel's challenge to high achievers is direct: ask what the climb is costing you -- because the bill comes due whether you ask or not.

"When we're climbing the mountain and people get left behind, that picture gets blurrier and blurrier," she said. "After a while, we can't see them. And it's impossible to return to the life we once desired... We think, when I achieve this, I can make up for this. We can't make up for this. Life is not guaranteed."

She's clear she's not against ambition: "I'm still ambitious. I don't want to tell people ambition is the wrong thing." But she insists on the parallel question every achiever should ask: "What I am building -- what is it building in me?"

What's Next: Life Beyond Success and Meeloop

Patel's Life Beyond Success podcast and YouTube channel continue the conversation around purpose-building, gratitude, and asking better questions. She is currently writing her first book on purpose.

Close to her heart is Meeloop, her nonprofit initiative focused on youth mental health and postpartum

mental-health support -- a cause born from her own experience with postpartum struggles and her brother's struggles during the family business dispute. She wants to break the stigma around asking for help, particularly in the Indian community: "I want people to come to us before it's too late... it's a kind of preventative measure."

About Dream Chasers Radio

Dream Chasers Radio, hosted by award-winning singer, songwriter, and interviewer Yaya Diamond since 2008, airs Tuesdays at 8 PM GMT on LWR Radio London. The Interviews with Yaya Diamond series features in-depth conversations with authors, artists, entrepreneurs, and changemakers.

Yaya offers professional interview placements on Dream Chasers Radio -- a Top Rated service with over 2,000 interviews completed and a 5.0-star rating across more than 1,030 reviews. To book an interview, visit yayadiamond.com.

Watch the full interview: <https://youtu.be/v8-ZQVPOhFo>

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