Author Cal Knight Discusses His Book IAM and Finding Purpose on The Elisha Show

IAM: Initiate Awareness to Manifestation explores self-awareness through reflection and deliberate action



West Palm Beach, Florida Nov 9, 2026 (Issuewire.com**)** - Author and entrepreneur Cal Knight, also credited as Calvin Knight, discusses his book *IAM: Initiate Awareness to Manifestation* in an October 21, 2026, interview on The Elisha Show. The conversation examines entrepreneurship, fatherhood and the search for purpose beyond outward achievement.

Knight reflects on his move from corporate sales into entrepreneurship, how fatherhood changed his understanding of success, and the role of spiritual insights in business decisions. These themes connect with a central question in *IAM*: whether the goals people pursue reflect what they actually value.

IAM combines personal narrative, spiritual philosophy and written reflection for readers reconsidering their direction in life. Its I.A.M. framework stands for Initiate, Awareness and Manifestation. Across nine dimensions, the book asks readers to question inherited ideas about identity, examine the beliefs and expectations shaping their choices, and move toward deliberate action and service.

For entrepreneurs and readers exploring personal purpose, the book connects those ideas with a practical planning exercise. In its closing section, “Bridging the Worlds,” readers write down how they want to spend their time and energy, identify why a goal matters, and check whether it depends on effort they can control. They then work backward from that goal to identify the steps toward it.

“After all, becoming who you want to be starts with you and the effort you’re willing to put in,” Knight writes in *IAM*.

Questions throughout the book invite readers to revisit formative experiences and consider the legacy

they want to leave. The introduction encourages critical thinking, including questioning the ideas in the book itself. Knight presents the nine dimensions as a spiritual and philosophical framework for this inquiry.

The Elisha Show interview offers an introduction to the experiences behind Knight's perspective. The book develops that perspective through reflection prompts and exercises that connect questions about identity and purpose with choices about work and everyday life.

Listen to the interview: Cal Knight on The Elisha Show

Explore the book: *IAM: Initiate Awareness to Manifestation*

About Cal Knight

Cal Knight, also credited as Calvin Knight, is an author and entrepreneur whose work explores self-awareness, purpose and deliberate action. He is the author of *IAM: Initiate Awareness to Manifestation* and developed the I.A.M. framework that structures the book.

Media Contact

Melanie Gatmen

*********@knightontime.com

(215)-510-8143

https://iamcalknight.com/

Source : Cal Knight

See on IssueWire