

Be Clear on Why You Are Here

The following is a 3-step Clarity exercise where you are aligned to what your purpose is or better referred to as, your WHY. Once people understand your WHY and what your purpose is, you attract the resources, opportunities and people you need to reach your goals. Your purpose is the "why" — the reason you create your goals and pursue the activities you do. It's the reason you strive to achieve the results you're looking for. Goals are merely the WHAT and your action plan is the HOW, which we'll cover later on in the program. Without purpose as the compass, goals and action plans are meaningless. That's how it works.

PEOPLE

RESOURCES



OPPORTUNITIES

We all have a life purpose and it is important that we discover what it is we were put on this earth to do. Clues to our life purpose can be found in the things we notice bring us joy or that we feel most passionate about. By identifying our life purpose or our "right livelihood" we can inject passion and determination into every activity we undertake. Knowing our purpose can bring an aspect of fun and fulfillment to virtually everything we do. You see, without a purpose in life, it's easy to get side-tracked on your life's journey. It's easy to wander and drift, accomplishing little and worst of all, allow others to lead us rather than being very clear on where we want to go – SELF-LEADERSHIP.

To be "on purpose" means you're doing what you love to do, doing what you're good at and accomplishing what's important to you. When you are on purpose, the people, resources and opportunities you need naturally gravitate toward you. Your mission statement on your website or online profile should incorporate your purpose. Your marketing and sales sheets should crystallize it as well. When you meet people who want to understand what you do, your pitch should be wrapped around your purpose. The world benefits, too. With a life purpose—carefully developed and clearly stated—you suddenly have a basis for making all your major life decisions, for setting a lifetime's worth of goals and for pursuing one activity or goal versus another. Not

only will thinking about and pursuing your life purpose get you to where you want to be, it will make the journey more fun! The following exercise will help you get more clarity on your life purpose.

1. List two of your unique personal qualities, such as **enthusiasm** and **creativity**.
2. List one or two ways you enjoy expressing those qualities when interacting with others, such as to **support** and to **inspire**.
3. Assume the world is perfect right now. What does this world look like? How is everyone interacting with everyone else? What does it feel like? Create your statement in present tense describing a condition. This is the perfect world the way you see and feel it. Remember, a perfect world is a fun place to be.

Example: **A world of self-expression, happiness, peace and love.**

4. Combine the three statements above into a single statement.

My purpose is using my enthusiasm and creativity to support and inspire others so they may freely express their talents in joyfulness, harmony and love.

p.s. When I did this exercise for myself, here's what I created which shifted everything for me personally and professionally. Your purpose should serve like a filtration system – any decision, partnership, phone call, e-mail you take should tie back to your purpose. Whatever is coming into your life as inputs must in some way feel aligned to who you are and what you stand for. Otherwise, you will feel tension and unrest pushing against the things in your life you are allowing in. This is about taking 100% responsibility for your life and for your results. That's how it works. What I find most interesting about my purpose is that I could roll back the last 20 years and it would still apply in my former corporate career. When you look back at your life all the way through childhood, you will find there are many patterns around the things that you have always gravitated to, which were not random!

My mission is to motivate and empower others to trust themselves to step into their fullest potential to design a career and life that they love.