



# From Purpose to Impact

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## Be Clear on Why You're 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. Without purpose as the compass, goals and action plans are meaningless.

Your purpose also answers the essential question:

*What is my leadership narrative? What is the story that you want to tell? You want to have a story so that others can “sum you up”. If you are considering a career change, there too, you need a narrative that can help people bridge with where are you now and where do you want to be and why.*

To illustrate that, take the following example shared by a student from our Own Your Authority Deep Dive program. When she did this exercise you're about to dive into below this is what she discovered:

**Purpose Statement:** *My purpose is to use my experience and stories to inspire and engage individuals and teams so that they grow in understanding and support of each other while feeling safe enough to authentically express themselves.*

**Opening line of resume:** *I am a highly motivated people leader who excels in developing teams to thrive, communicate and collaborate with one another during periods of transition.*

Notice how she anchors her 'Why' on her resume? If she attends a networking event or interview, she can share how inspiring and engaging individuals and teams is a priority for her as a leader. This brings your human to the table when people first meet you.

We all have a life purpose, and it is important that we discover what it is that 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.**

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*p.s. When I did this exercise for myself, here's what I created which shifted everything for me personally and professionally.*

***My mission is to motivate and empower others to breakthrough their fears and trust their instincts to design a career and life that they love.***


*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 don't want to allow 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 in technology. 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!*

# Align Purpose with Your Career: Interview Prompts

Are you at a stage of your life where you're ready to discover what's next? While you may be clear on why you chose the industry and line of work that you have been in, you may not necessarily know what the next chapter holds and what career would give you most fulfillment.

So let's dive into this more. The following questions can be treated as interview prompts to gain more clarity. What patterns have come up for you? What seem to be the themes?

Note: for the last question, act as if you are a paid speaker (even if you're not).

What is your magic microphone message? These should help you gain more clarity on what lights you up, what you feel passionate about, and what you have the potential to create. Enjoy and have fun with this interview! Consider recording your answers on audio to lean into this interview experience. Here we go, mike is turned on! 

- What are your core passions and interests?
  
- What skills have you developed?
  
- What knowledge have you acquired in your career?
  
- What challenges have you overcome?
  
- What would other people say that you do really well?

- What do people ask you for advice about?
  
- What do they struggle with?
  
- What do others find challenging and have common questions they keep coming to you about for help so they can find a solution?
  
- Are there any best-selling books on this topic?
  
- Who is successful at addressing these problems? And are they doing it effectively in your opinion?
  
- How can you bring your own voice or personality to it?

You are either an expert who enjoys working in a certain area or you have natural gifts that have had you become really good at working in that domain.

What do you seem to be gravitating towards when you answer these questions? Don't question or judge yourself because the 'How' doesn't feel possible. Be an outside observer of your life and read what you wrote down.

When you share your answers with others, what do they see showing up for you?



# Joy Review

The Joy Review is a powerful exercise to get in touch with the things that bring you joy. Joy is your inner guidance system to being on purpose. You know you are on track if you are feeling joy, and we know that when we are not experiencing joy, we could be off track. Note: this is not to suggest that you need to be happy all of the time.

Step 1. Looking back over your life, when did you experience the most joy? What were you doing?

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Step 2. Now look over your list. Are there any common elements or themes to the times you felt the most joy? If there are themes or common elements, what might they be? If you are having any trouble answering this question, what were the three times you felt the happiest in your life?

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# Twenty Things I Love to Do

Write down 20 things that you love to do. There are 6 columns with symbols below. After you write down your list, I'd like you to place the applicable symbol next to each of the 20 things you wrote down.

 Is it important that your significant other shares this passion or loves to do the same thing?	 Does it cost more than \$10 every time you do it?	 Does it work better if you plan it or if it is spontaneous?  P = planned S = spontaneous	 Would this have been on your mother's or father's list?  Learn if you are like your parents or not.	 Is this something you started doing within the last 5 years? If you don't have anything here, you may want to look at trying new hobbies	 Do you prefer doing it alone or with other people?
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- 19.
- 20.



Now take a few minutes to reflect on what you wrote. What does this tell you? What did you learn? Are you trying new things? Are you doing the things you love and how often? Do these things require a lot of planning or are they more spontaneous? Are the things you love more like your mother, your father or have you created your own unique identity? There is a lot of learning in this self-reflective exercise.

I learned that:

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On a scale between 1 and 10, how likely will you commit to having at least one of these activities weaved into your life on a consistent basis?

Describe what changes you will make in your life to make room for these things:

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# The Passion Test

The Passion Test is a simple, yet profound, systematic way to identify those things that are most important. These things change somewhat over time because as we learn, grow and evolve our vision expands. We suggest taking the Passion Test (created by Janet Bray Attwood and Chris Atwood) every few months to help keep on track to achieving your Life's Purpose. This is also a tool that can be used to discover one's Life Purpose. The Passion Test will help you understand YOUR key elements to living a happy, fulfilled life. Studies have shown that successful people have all 5 of their top key success elements present in their life. The goal is to be able to recognize, identify and commit to living the top 5 passions in your life.

## **What is Passion and Why is it Important?**

Passion is a powerful feeling of enthusiasm we all have inside us. Our passions are those things that when we are surrounded by them or engaged in doing them, we feel alive and plugged in, we lose track of time and we often are willing to do whatever it takes to master that which we are passionate about. Passions are connected to our soul purpose; they are what makes our heart sing and can lead us to our purpose. Living into our passions can make us feel alive and we move through our life with a sense of purpose. Although we all have passions, often times we don't take the time to identify them and make a conscious effort to incorporate them in our day to day lives. We often get stuck surviving in our day-to-day challenges and obligations. There is a great deal of value in investing time to discover your deeply held passions and begin to make choices in favor of living our most passionate life. Discovering what you are most passionate about begins with a reflection on the things you want to do, be or have -- a remembering of the things you were doing when you felt a sense of aliveness and presence. People who are clear on their passions and make a conscious decision to direct their efforts to doing these things, report higher levels of happiness, and who doesn't want more happiness?! When we are enthusiastic and proud of what we are doing, we are better equipped to overcome any obstacles that will arise in the process of pursuing our passion. If our goals are aligned with our passions, our self-discipline increases, and we are more willing to work through difficulties and stress. If you are struggling to uncover your passions, use this list of questions to help you reflect on what your true passions are.



- What makes you smile? (Activities, people, events, hobbies, projects, etc.)
  
- What were your favorite things to do in the past? What about now?
  
- What makes you lose track of time?
  
- What makes you feel good about yourself?
  
- Who inspires you most? (Anyone you know or do not know. Family, friends, authors, artists, leaders, etc.) Which qualities in each person inspire you?
  
- What are you naturally good at? (Skills, abilities, gifts etc.)
  
- What do people typically ask you for help with?
  
- If you had to teach something, what would you teach?
  
- What would you regret not fully doing, being or having in your life?
  
- You are now 90 years old, sitting on a rocking chair outside your porch; you can feel the spring breeze gently brushing against your face. You are blissful and happy, and are pleased with the wonderful life you've been blessed with. Looking back at your life and all that you've



achieved and acquired, all the relationships you've developed; what matters to you most? List them out.

- What are your 3 deepest values?
  
- What were some challenges, difficulties and hardships you've overcome or are in the process of overcoming? How did you do it?
  
- What causes do you strongly believe in? Connect with?
  
- If you could get a message across to a large group of people. Who would those people be? What would your message be?
  
- Given your talents, passions and values, how could you use these resources to serve, to help, to contribute? (to people, beings, causes, organization, environment, planet, etc.)
  
- What gives you a sense of security?



**Step 1:**

List 10 things that will make your personal or work life ideal. If you were fully living these, you would feel fulfilled and complete. Complete the sentence below. (Using 'ing' words gives it more energy. For example: enjoying, relaxing, loving):

Complete the sentence,

“When my life is ideal, I am\_\_\_\_\_.

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| 1. | 6.  |
| 2. | 7.  |
| 3. | 8.  |
| 4. | 9.  |
| 5. | 10. |

**Step 2:**

After completing those things which create your ideal life above, list your top 5 below and rate each one on a scale of 0 to 10, where 0 means this passion is not present in your life at all, and 10 means you are fully living this passion. Note: You just have to pick five from above.

Passion	Score (1 to 10)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



**Step 3:**

For each of your top 5 write a story for each passion. Describe what your life would look like if you were fully living that passion. Give it as much detail as possible. Use extra paper if needed. Create 3 to 5 markers for each. If, for example, one of your passions was carving out alone time and being present to the silence, a marker might be a scene where you are meditating daily. If you were able to do more of that, then you would immediately know that you are making more space for just you without any disturbances and experiencing your passion.

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4. \_\_\_\_\_ means this:

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# Download your Passion Card Kit

In the course, you'll find a Passion Card Kit for you to personalize and print to carry in your purse and in places around your home where you can find them.

Keep the intentions of what you want by reading your passions cards three times a day. Share them with your family and friends—anyone who cares about you and your gutsy breakthrough goals!

# Life Purpose Guided Visualization

Inside your course, you'll find a guided life purpose visualization exercise to listen to and experience a deeper and greater connection to yourself.

This is a self-awareness exercise designed to help you gain greater clarity about your life purpose. From this clarity you can begin to align your vision and goals with your life purpose.

Visual imagery has two aspects. One aspect is that things come from the unconscious, and we're going to ask the unconscious to give us some wisdom.

In the holistic model, we have a High Self, an intellect, imagery, emotions, intuition and body, so imagery is one of the languages through which our High Self can speak to us.

In one sense all guided imagery leads to greater self-awareness, but this visualization is especially useful to allow the High Self to reveal our purpose.

To prepare for this exercise, sit up straight, comfortably, close your eyes and just relax.

Take a few slow, deep breaths focusing on feeling your breath when you inhale and exhale.

You will be guided to become aware of a symbol that represents your life purpose received as a gift.

- Describe your visualization and the image you received.
- Draw the image or symbol you received.
- You can also write about it on the next page.

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