

# Be Clear on Your Purpose

## SPEAKERS

Marisa Santoro

### **Marisa Santoro** 00:00

Hi there. I'm Marisa Santoro, founder of the Gutsy Leadership Academy. And in this module, what you're going to dig into, is all about getting really, really clear on what you want. So before you can really action and plan, what's the best path to reach your gutsy breakthrough goals, you really have to be clear on what you want. Now I know that from where you're sitting, you can say, Marisa, I know exactly what I want. This is something that's been lingering for a while. And that's great. But it's not enough to just make an overture goals statement, it has to be crystal clear, and locked in, so that we can clear any limiting beliefs or self doubt. And really put ourselves fully aligned with what we want. So we can attract the opportunities and the people and the resources to accelerate and reach that gutsy breakthrough goal. So in this module, you're going to have a lot of exercises, which are really fun, we're going to kick it off with an exercise called the life purpose exercise. And I have taken each of these exercises as a student first. So everything that I'm teaching you I've done myself, I'm going to be walking you through some of my own personal stories around it. With the life purpose exercises that you're going to be going through, you're going to be asked to dig really deep on what it is exactly that lights you up, that makes you shine that brings you the most joy across all areas of your life. So we're going to start it off with a four part life purpose exercise, where you examine and reflect on, what are the things that let's say, your really close friends and family would say about you, what are your unique qualities? Because those unique qualities of yours light up the room. Those are what makes you alive, and the world needs more people that are alive. So I want you to go through the life purpose exercise, there's another one called the joy review, which is also another fun exercise, reflective. But also stepping back and thinking about what are the things when you look back in the past, that have brought you the most joy in your life. Right, this could go back from childhood, this could go back five or 10 years, thinking about the things that you love to do that really were passions of yours.

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There's also another exercise called the passion test, which I did not develop but have included in this program. And so I'm passing it on to you. The passion test is another exercise that I've done for myself, which was transformational. It got me really, really clear on the things, the little things, even the things that cost nothing, right. And that's another thing you're going to get out of here doing the exercises, what are the things in your life that you love to do that are so easy to do? Right? They may take some time, but they don't cost anything. So why are we doing all this work and tapping into your passions and your joy and your unique qualities? Well, the thing is, is if you are not rooted at the very beginning of this program, on what lights you up, what you feel most aligned to energetically what raises your vibration, raises your vibration, so that you are in a life that flows effortlessly like a river, right? If you think back to the times when life was just so easy, everything was in rhythm and moving. That's because you are at your highest vibration, and you are really in a high state of joy. So we want to get

clear on all the things that bring you or have brought you most joy and that you may not be experiencing right now so that we could bring that back into your life. Now, think of your purpose, rooted in joy and fulfillment, that's a little GPS that's in our in that we were built with right joy is your little GPS. And if you have that, if you have that enabled and kind of turned on like a little antenna system, then you're like a an antenna, right? You're putting out a frequency where you're at your most happiest state. And so you're attracting all the things that want to be, you know, near and around that like minded energy. So I want you to think about your purpose as your why. Because what happens is, is that once you get clear on your why through these exercises, then every single decision that you make is aligned with that why so you'll know. You'll have that little GPS inside of you. I probably should or shouldn't meet with that person, or I probably should or shouldn't take on that project or follow through with that networking group. Nothing is black and white in life. But that inner GPS once you know your why, it kind of guides you in on course off course things so that or off course way so that every decision that you make

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you go back to your why is this grounded in what I'm about? is this grounded in what I stand for and what I wanted to deliver? Whether you're a practice owner, small business entrepreneur, a workplace, professional, a physician, it doesn't matter. What is your why getting clear through this work in these exercises, and then any decision activity phone call email, go back to that your purpose is your why your goals, your gutsy breakthrough goals are your what And the actions, the execution that you do is the how. So you can't do the what and the how, unless we get clear on the why. I also want to give you permission to not necessarily know and be able to tap into every single passion that you may have right now or have had. These exercises are meant to go recursively. So you may want to go back to them in a few weeks or a few days, the first time around it goes deep, right? And you're kind of being guided to look back and actually put yourself first and just ask what lights me up? And a lot of us don't often do that or we haven't been working in that mode of doing that. I actually recommend us doing this, these exercises, at least every quarter or every six months much like a financial check that you might be doing, or how we have car insurance for our vehicles. This is another check that just making sure am I still aligned with what I wrote down six months ago? I also want you to journal as you're going through these exercises. So I give you the step by step. But I also want you to journal anything that comes up for you. Because what you write down on paper, as you're completing these exercises is coming from your gut, it's your intuition. And so it's really, really important that you recognize that you make that really present for yourself. And you get it down and share it, share it with everyone that cares and loves you, anyone that you care and love. Because again, sharing your goals, sharing your purpose sharing your Why is energy. And just getting it out there saying those words is so powerful.

**Marisa Santoro 07:31**

I want to share a quick story for you. When from where I was, when I was working in corporate and Wall Street full time, I shared with people that I wanted to go into training and coaching at the time, it was only with women. And then eventually I branched off from there. I wasn't actually doing that. Officially, I wasn't getting paid for it. But I was talking to people and telling them this is really what I feel aligned to. And then the question would be really well, how do you plan on doing that? Or what do you what are you doing to manifest that? And my answer would be well, actually, I've been doing that already. One of my passions that I discovered for myself through this work is that I've actually always

been coaching, and you know, quasi-training people throughout my career while I was on Wall Street. So it wasn't actually such a black and white scene for me going from one to the other. But I didn't uncover that until I did these exercises for myself.

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A lot of us walk around in reactive mode. Just reacting to everything that comes to us self leadership, which is what this is really about. Self leadership is controlling and creating what comes next. So when you go through this, you're actually going into a proactive mode after you're done with all these exercises, going into a proactive mode. And really being clear on exactly cherry picking what you want to do who you want to work with what you feel guided to right now and that's going to change that's going to evolve. So give yourself permission to have fun with this exercise. Enjoy and and take your time going through it and make sure your journal it, light a candle, play some music, whatever, again, raises your vibration. All right. I look forward to hearing back from you. Talk to you soon. Bye now.