



SESSION #11: DEFINING AND LEADING OUR PURPOSE

Defining our life's purpose in a singular statement is often regarded as a 'must-do' activity in personal development. The challenge is that you can have different purposes in different parts of your life (you might have one in your relationship and another in your career) and in different times in your life. Perhaps your purpose, too, has changed or become more defined since working with your coach. Unfortunately, too many people also obsess about their overall life's purpose and simply don't realize living each day with purpose and meaning is the ultimate goal regardless of if you're clear on an overall life plan and purpose.

Still, having a singular statement in mind can sharpen your focus and remind you of what's important. So, complete the activities below. Even if you've done this activity before, do it now with a fresh mind and full presence. Once you have your purpose statement, I encourage you to share it with others – when they see you living and role modeling your purpose, they're inspired to do the same.

In defining your purpose statement, a few things to consider:

1. The statement can be as much about "being" as "doing." For example, Brendon Burchard, Founder of High Performance Academy, has "be fully alive and vibrant" as part of his purpose statement, which has nothing to do with a career or goal-oriented objective.

The things I'd like my purpose statement to remind me to be include...

2. The statement can have "to do" items that aren't career focused. Brendon's includes, "to adore and appreciate my loved ones," which again is not something that is career related. Even in addressing career or ambitions, Brendon's "to do" item is to "strengthen and share my gifts," another broad statement. Though everyone tells you to be super specific about what you want (which is great in goal-setting), purpose statements that are more broad in scope help us focus on what's really important in a variety of contexts.

The things I'd like my purpose statement to remind me to do include...

3. The statement might also have a "so that" element that describes *why* you want to *be* and *do* all these things as part of your purpose. For example, Brendon's statement ends with "so that I might inspire others to live more fully, love more openly, and make a greater difference today."

The why or "so that" reason that I want to be and do the things I wrote above is...

Now tie together your answers 1-3 in one statement. Brendon's is, "The purpose of my life is to be fully alive and vibrant, to adore and appreciate my loved ones, and to strengthen and share my gifts so that I might inspire others to live more fully, love more openly, and make a greater difference today." *Write your purpose here...*

Last statement: *In order to lead and inspire others in finding their own purpose in their lives or careers, I could begin a habit of...*