**Creating a Personal Purpose Statement – Defining Your Why**

Our personal purpose is our reason for acting, what we find meaningful and how we live our values in our daily activities. Ideally, our work connects to and supports our purpose in meaningful ways.

This workshop will help you craft your personal purpose statement. To be purpose-driven, our hearts, minds and actions must be grounded in our own personal "why."

When we openly share our strong and compelling purpose, we spark energy, inspiration and commitment in others.

**Develop Your Purpose Statement**

1) **Reflect on your values**

These should be **core to who you feel you are**. If you didn't have these three values in your life, you'd be a very different person making very different choices. In some ways, these values define you and how you approach life and the world. This list of three values is an input into your purpose statement.

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| • Accountability  • Accuracy  • Adventure  • Artistry  • Beauty  • Calm  • Challenge  • Change  • Collaboration  • Commitment  • Communication  • Community  • Continuous improvement  • Cooperation  • Coordination  • Creativity  • Curiosity  • Decisiveness  • Discipline  • Discovery  • Efficiency  • Equality  • Fairness | • Faith  • Family  • Freedom  • Friendship  • Goodness  • Gratitude  • Hard work  • Harmony  • Health and physical wellbeing  • Honesty  • Honor  • Independence  • Integrity  • Justice  • Knowledge  • Leadership  • Love  • Loyalty  • Openness  • Optimism  • Peace, non-violence  • Perfection  • Personal Growth | • Pleasure  • Positive attitude  • Power  • Progress  • Prosperity, Wealth  • Punctuality  • Quality  • Respect for others  • Safety  • Security  • Simplicity  • Skill  • Speed  • Stability  • Strength  • Success  • Teamwork  • Timeliness  • Tradition  • Tranquility  • Trust  • Truth  • Wisdom |

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| *What are my top 3-5 values?* |

**2) Reflect on your activities**

Reflect on your life so far. Make a list of moments or activities you have found particularly fulfilling or meaningful to you – at work or outside of work.

Analyze these moments:

* **Why were they meaningful to you?**
* **What was the context?**
* **What pattern or themes do you notice?**

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The patterns might connect to **who** you are or who you serve, **what** you do (or choose not to do) or **how** you act or like to get tasks done.

**3) Craft a draft purpose statement**

Using the information / output from the two previous steps, craft a draft purpose statement. It shouldn't be more than one sentence. Ask yourself…

* **For whom do I want to make a difference? (your past activities might provide insight)**
* **How do I want to make a difference? (your values play into this, and might be words you use in your statement)**
* **How do the three values I identified strengthen my ability or motivate my wish to make a difference?**

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| *Develop a simple statement that captures your personal purpose, your why.* |

As you refine the words, ask yourself…

* **Do I find this statement energizing?**
* **Would others recognize me in it?**

**4) Share and refine**

Practice saying your draft purpose statement out loud. How does it feel to you as you listen to it?

Get feedback from others. You might ask them:

* **When I'm at my best, how do you see me adding value to others' lives?**
* **Do you have suggestions about the words I've used in my draft statement?**

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| *Adjust your purpose statement to feel authentic to you. The statement should capture your intent, your values and what motivates you.* |

**5) Reflect**

A next step would be to reflect on the questions below and take action.

* **What surprised you as you reflected on what is meaningful or brings you fulfillment?**
* **How does your purpose statement connect to your business's purpose statement?**
* **How can you deliver more positive impact, connected to your purpose statement?**
* **Who would you like to share your purpose statement with – your leader, your team, a peer…?**

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