



EMBRACING YOUR PURPOSE


WITH DR. CHRISTINE B. WHELAN

WORKBOOK





WELCOME TO DREAMBANK DREAM ACADEMY!



Purpose is powerful. From better health to happier relationships, research shows that **having dreams for your future — and fearlessly pursuing them with authenticity and intention — is the key to a more joyful and meaningful life.**

In this DreamBank Dream Academy: Embracing Your Purpose course workbook, **we've teamed up with Christine B. Whelan, Ph.D. — acclaimed author, TEDx speaker and Emory educator known as “The Purpose Professor” — to bring you research-backed activities and insights designed to help you discover, embrace and live into your unique purpose.** You'll deepen your understanding of yourself to define your motivation, optimize your talents and learn how to activate your values to create the vibrant, dream-driven life you deserve.



Ready to dive into a new approach to understanding what living on purpose means to you?

Let's get started!



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Complete the fillable fields in this digital workbook as you move through the course. Be sure to save your progress each time you finish a new section of content!

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EXPLORING YOUR PURPOSE

Please note: This content was developed by Christine B. Whelan, Ph.D., in her research and shared with DreamBank for this Dream Academy course.

Purpose is one of those big ideas that we muse about in late-night conversations and promptly put aside in the light of day. It's a concept that we don't usually have the space to consider in our work days, and if we are asked to do so, we usually freak out a bit because, well, it can be so daunting and personal and sometimes downright uncomfortable.

Yet, "What is my purpose?" is the number one question people of all ages want to answer. In my book, *The Big Picture*, I asked adults what they would ask a god or a supreme being if they could get a direct and immediate answer. The most popular question from the list they offered wasn't "Will I have life after death?" (that was number two) or "Why do bad things happen?" (that was number three). The top question adults would ask was "What's my purpose here?"¹

The concept of purpose can also differ culturally. But it's kind of a slippery idea to pin down in practical terms, which makes it a good thing to think about...some other time.

Maybe you've done a purpose statement exercise and put it away for later. Maybe you've avoided the whole idea entirely because you've decided that it's for other people. For whatever reason you've chosen, finding your purpose has been put on the backburner of your life.

But today is the time for action: Because there's a real, human cost to not living life purposefully.

Maybe it's headaches or muscle pain. Maybe you're heading toward burnout. Or maybe you're just checking off the days as you do all the things you have to do, and none of the things you *want* to do. If so, you're not alone: The majority of Americans would say they do not have a clear sense of purpose in life.

In this DreamBank Academy series, we invite you to take another path — **to claim your power, focus and joy at a whole other level** — by taking a new approach to understand what living on purpose means to you.

This is an invitation to demystify the concept of purpose. To clarify your values, strengths and where you want to make an impact. To take steps to live a life of meaning while embracing the many emotions that come along for the ride as you make big and small changes in your life.

Whatever stages you are in life — starting out or starting over — giving yourself the space to ask and answer questions of purpose will help you take ownership of your future and know how to roll with it when life doesn't turn out as planned.

¹ Whelan, Christine B. *The Big Picture: A Guide to Finding Your Purpose in Life*. West Conshohocken, PA: Templeton Press, 2016.

EXERCISE 1.1:

Are You Living Purposefully Right Now?

TAKE A MOMENT TO ANSWER THESE SEVEN QUESTIONS.
CIRCLE THE NUMBER THAT BEST CORRESPONDS WITH
WHAT YOU HONESTLY FEEL RIGHT NOW.

	ABSOLUTELY UNTRUE	MOSTLY UNTRUE	NEITHER TRUE OR UNTRUE	MOSTLY TRUE	ABSOLUTELY TRUE
I have discovered a satisfying life purpose.	1	2	3	4	5
I have a good sense of what makes my life meaningful.	1	2	3	4	5
My life has a clear sense of purpose.	1	2	3	4	5
I understand my life's meaning.	1	2	3	4	5
I enjoy making plans for the future and working to make them a reality.	1	2	3	4	5
I actively carry out the plans I set for myself.	1	2	3	4	5
Some people wander aimlessly through life, but I am not one of them.	1	2	3	4	5

Now, tally up the numbers you ranked yourself to find your score.

MY SCORE IS:



TODAY IS THE TIME FOR ACTION.



This survey is a shortened combination of Michael Steger's Meaning in Life Questionnaire and Carol Ryff's Psychological Wellbeing (PWB) Scale, each of which have been validated to give a pretty good idea of someone's sense of purpose. The higher your score, the more purposeful you are in how you are living your life right now. In a survey of nearly 1,000 adults, **the average score was 24** (with a possible low of 7 and a high of 35).

Don't love your score? You're not alone: National surveys of adults show only about 21% strongly agree that their life has a clear sense of purpose.²

But as researchers tell us in study after study, the time is now to start living purposefully — because benefits abound.

People reporting a strong purpose in life, on average, live longer lives than those with a weak purpose. Even a one-point increase on a seven-point scale of purpose resulted in an over 12% reduced risk of dying, according to one large study.³

This result wasn't conditional on the person's age or whether they'd retired. Importantly, general measures of happiness or sadness did not influence risk of death, nor did they affect the impact of purpose in life.

Translation: It was having a sense of purpose in life — a why for living — that seems to help a person live longer, not having an easy or an all-around happy life.

² Kobau, Rosemarie, Joseph Snizek, Matthew M Zack, Richard E Lucas, and Adam Burns. "Applied Psychology: Health and Well-Being." *Well-Being Assessment: An Evaluation of Well-Being Scales for Public Health and Population Estimates of Well-Being among US Adults* 2, no. 3 (November 2010): 272–97. [https://doi.org/10.1111/\(issn\)1758-0854](https://doi.org/10.1111/(issn)1758-0854).

³ Hill, Patrick L., and Nicholas A. Turiano. "Purpose in Life as a Predictor of Mortality across Adulthood." *Psychological Science* 25, no. 7 (2014): 1482–86. <https://doi.org/10.1177/0956797614531799>.



WHAT IS PURPOSE?

Purpose means using your strengths to live in line with your values and positively impact the lives of others.

Some people define purpose in more fixed terms — as your singular life aim. Yet research shows that purpose isn't static over time; rather, it evolves and grows with you. So rather than locking yourself into a path, this course will encourage you to embrace a *purpose mindset*.

Or put even more simply, having a life purpose is like being able to have an answer to your inner toddler that keeps asking “Why?”

And a lot of us think about purpose in the grandest sense — why am I here? And while that's absolutely a worthy question, purpose must guide our everyday choices, too.

There's a wonderful parable about a traveler who came upon three men working. He asked the first man what he was doing and the man said he was laying bricks. He asked the second man the same question and he said he was putting up a wall. When he got to the third man and asked him what he was doing, the man said he was building a cathedral.

They were all doing the same thing. The first man had a job. The second man had a career. The third man had a purpose.

In any job, we are laying bricks — it's not always glamorous work. In our family lives, it can seem like especially heavy bricks that some days make you feel as unglamorous as possible.

Indeed, research finds that a sense of purpose — of that larger why behind your actions — is correlated with healthy living, better relationships, longer life and even more money in your pocket.^{4,5}

Why? Because a sense of purpose — that larger why behind your actions — boosts your agency, a fancy way of saying it makes you feel more in control of your life. And when you feel more in control of your life, you are more likely to achieve your goals. That leads to life satisfaction because you are doing something that matters to you — and doing it well.

But let's pause here for a second to define our terms again — because having a purpose and having a goal are two very different things.

Purpose is why it matters. Goals are how to make it happen.

The challenge is that we mix up goals and purpose all the time. You try to make a change or set out to accomplish something in your life without seriously asking yourself why.

You think your purpose is to get a specific degree, and when you get it, you don't feel as proud as you'd hoped. You think that promotion is the be-all-end-all and then you feel let down when life doesn't change all that much.

Or perhaps you decide you're going to get healthier, but after a few weeks of good diet and exercise, you just sort of give up. Maybe you dream of doing something different with your life, but you can't muster the energy to take the first steps.

Goals are the stepping-stones that keep you on track as you live purposefully. If we confuse long-term goals for vision or purpose, we're likely to feel empty and depressed. Achieving a goal on its own isn't particularly useful; it must have a larger meaning. And indeed, we are much less likely to find the energy to follow through on a particular goal if we haven't tied it to a larger, purposeful meaning.

Living purposefully means having a good sense of what you are trying to accomplish in your life — and an understanding of *why* it's important. Goals like getting a particular job or buying a home are just that — goals. While they are important, they are also shorter-term.

Your purpose isn't to marry the "right" kind of person or have a house in the "best" neighborhood. It's also probably not about selling all your worldly possessions and becoming a missionary (although for a few that might be the path) and it's certainly not about saying no to fun.

Living purposefully isn't about glamorous work or important-sounding titles. Seemingly mundane jobs can be full of meaning when approached from a purpose mindset. So can high-profile positions that earn lots of money, and things you do outside of paid work to make meaning in your life. Your purpose might be fueled by faith, or it could be a secular pursuit. And yes, your purpose will probably change over time too.

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THINK YOU GET IT?
QUIZ YOURSELF — ANSWER IF YOU THINK EACH STATEMENT IS A GOAL OR A PURPOSE, AND CHECK THEM BELOW.

- My _____ is to get a promotion.
- My _____ is to be a voice for children in need.
- My _____ is to be a great friend.
- My _____ is to run a half-marathon.
- My _____ is to make my community safe and vibrant.
- My _____ is to use my education to educate others.
- My _____ is to earn a million dollars.

Answers: 1=goal; 2=purpose; 3=purpose; 4=goal; 5=purpose; 6=purpose; 7=goal

⁴ Cohen, Randy, Chirag Bavishi, and Alan Rozanski. "Purpose in Life and Its Relationship to All-Cause Mortality and Cardiovascular Events." *Psychosomatic Medicine* 78, no. 2 (2016): 122–33. <https://doi.org/10.1097/psy.0000000000000274>.
⁵ Boyle, Patricia A., Lisa L. Barnes, Aron S. Buchman, and David A. Bennett. "Purpose in Life Is Associated with Mortality among Community-Dwelling Older Persons." *Psychosomatic Medicine* 71, no. 5 (2009): 574–79. <https://doi.org/10.1097/psy.0b013e3181a5a7c0>.

Purpose Mindset for the Good Life

Purpose is a key ingredient in achieving the “good life.” Purpose author and speaker Richard Leider defines the **“good life” as being in the right place, with the right people, doing the right work, on purpose.**⁶ “Living on purpose is a choice,” he says in his book, *The Power of Purpose*. “It is a way of living in which you are aware each moment of each day that you have a choice about what to say and do and how to be. Every situation presents you with a new purpose moment — an opportunity to show up on purpose — and you are conscious of the opportunities.”⁷ In other words, living on purpose means becoming aware of who you are and what you are bringing to life each day as you create your good life.

To be crystal clear, you can live purposefully AND be financially successful. You can embrace a purpose mindset in your unpaid work, too.

When you are in a purpose mindset, you will be connecting to something that is bigger than you — and pursuing goals that are valuable and important toward achieving that end. The quest for beauty or justice isn’t just about your individual desires; these bigger dreams transcend our day-to-day grind and give us the perspective we need to keep going. As writer and theologian Frederick Buechner said, you find your purpose and sense of self in the world where “your deep gladness and the world’s deep hunger meet.”⁸

And research suggests that living purposefully leads to more fulfilling relationships, improved sleep, better sex, and more rewarding and profitable careers.

- ✦ A 2009 study assessing the purpose of over 1,000 adults found that those with a high sense of meaning in their lives spent more time and attention on their loved ones and communities. On the whole, people with purpose tend to be more engaged with their families, colleagues, and neighbors, enjoying more satisfying relationships as a result.⁸
- ✦ A 2017 study found that generally having a greater sense of purpose in life was associated with better quality of sleep, as well as a decreased likelihood of sleep disorders such as sleep apnea and restless leg syndrome.⁹
- ✦ A 2011 study of midlife women found that higher sense of purpose in life is associated with more enjoyment of sexually intimate activities, adjusting for other known factors that influence sexual well-being and independent of demographic factors and menopause or hormone therapy status.¹⁰
- ✦ A 2016 study published in the *Journal of Research in Personality* found that people who felt a sense of purpose accumulated more wealth than those who feel as though their lives lack meaning. Even when they controlled for known factors that predict financial success — like demographics and personality — they found that over the course of 10 years, people with a sense of purpose continued to have higher incomes and bigger nest eggs than other people. Translation: Having a purpose helps you achieve your career goals and make more money.¹¹

⁶ Leider, Richard. “Repacking Journal.” richardleider.com. Inventure - The Purpose Company, 2019. https://richardleider.com/wp-content/uploads/2019/11/Richard_Leider_Repacking_Journal_website-download.pdf.

⁷ Leider, Richard J. *The Power of Purpose Find Meaning, Live Longer, Better*. Oakland, CA: Berrett-Koehler Publishers, 2015.

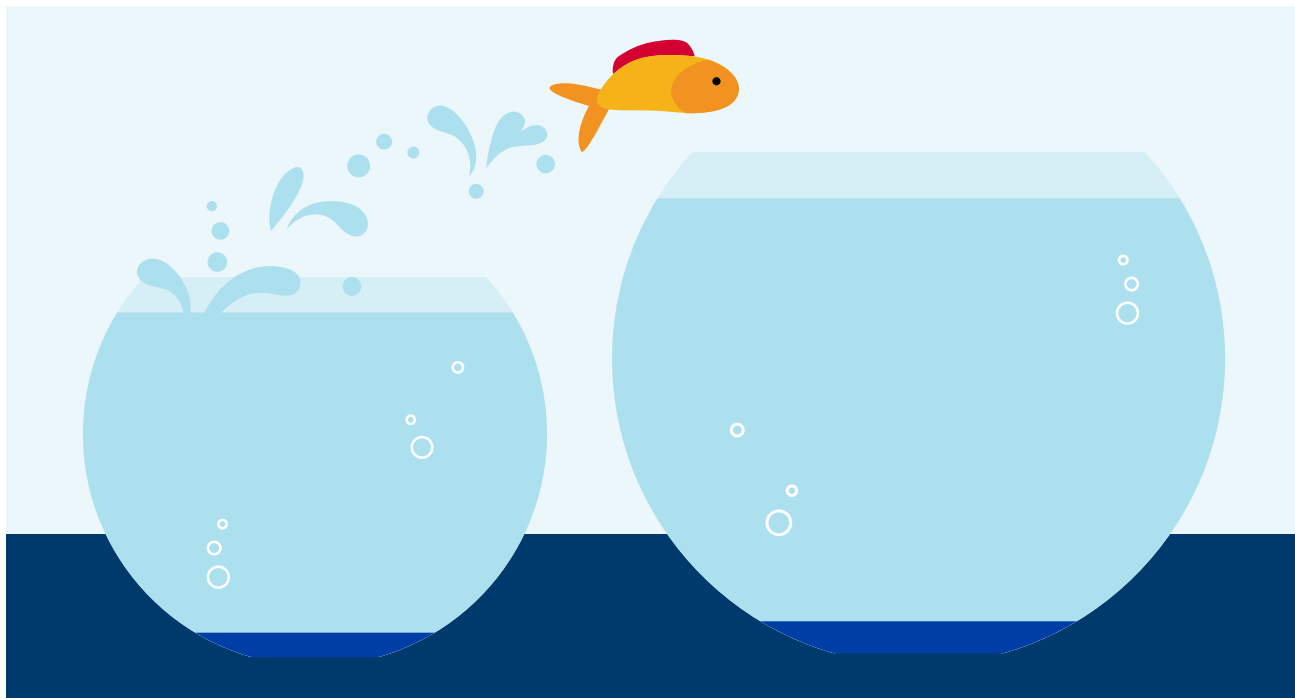
⁸ Buechner, Frederick. *Wishful Thinking: A Theological ABC*. London: Collins, 1973.

⁹ Tanno, Kozo, Kiyomi Sakata, Masaki Ohsawa, Toshiyuki Onoda, Kazuyoshi Itai, Yumi Yaegashi, and Akiko Tamakoshi. “Associations of Ikigai as a Positive Psychological Factor with All-Cause Mortality and Cause-Specific Mortality among Middle-Aged and Elderly Japanese People: Findings from the Japan Collaborative Cohort Study.” *Journal of Psychosomatic Research* 67, no. 1 (January 16, 2009): 67–75. <https://doi.org/10.1016/j.jpsychores.2008.10.018>.

¹⁰ Turner, Arlene D., Christine E. Smith, and Jason C. Ong. “Is Purpose in Life Associated with Less Sleep Disturbance in Older Adults?” *Sleep Science and Practice* 1, no. 1 (July 10, 2017). <https://doi.org/10.1186/s41606-017-0015-6>.

¹¹ Prairie, Beth A., Michael F. Scheier, Karen A. Matthews, Chung-Chou H. Chang, and Rachel Hess. “A Higher Sense of Purpose in Life Is Associated with Sexual Enjoyment in Midlife Women.” *Menopause* 18, no. 8 (August 2011): 839–44. <https://doi.org/10.1097/gme.0b013e31820befca>.

¹² Hill, Patrick L., Nicholas A. Turiano, Daniel K. Mroczek, and Anthony L. Burrow. “The Value of a Purposeful Life: Sense of Purpose Predicts Greater Income and Net Worth.” *Journal of Research in Personality* 65 (December 2016): 38–42. <https://doi.org/10.1016/j.jrp.2016.07.003>.



This Fish is You.

Look at this little goldfish making the leap from a smaller bowl to a larger bowl of water.

Maybe the fish is pushed by pain — is the water getting too hot in the small bowl? Or maybe the fish is pulled by possibilities — that bigger bowl does look like it'd be nice to swim in! But either way, the fish is making the leap and we are rooting for it to make it all the way there.

If you're making the leap, taking the chance...you're this fish.

Maybe you are being pushed by pain to make changes in your life. Or maybe you are being pulled by possibilities of rediscovery and opportunity.

USE THE SPACES BELOW TO LIST OUT WHAT YOU ARE GOING FROM AND HEADED TO.

GOING FROM

HEADED TO

Taking the Leap

Taking a leap into that bigger bowl is kind of scary. The fish is asking “can I make it to the bigger bowl?” Which can translate to the follow-up question for us...can I actually live on purpose in real life, not just in theory?

WE’LL BREAK IT INTO FIVE STEPS:

- ✦ **Your values**
- ✦ **Your strengths**
- ✦ **Who you want to positively impact**
- ✦ **The fears and anxieties that come along for the ride**
- ✦ **The commitments you’re willing to make to live a life of meaning**

Research has repeatedly shown that breaking a big idea into small steps can take something daunting and turn it into a pleasurable exploration of possibilities. This is true for a few reasons: First, it’s that’s old saying...how do you eat an elephant? One bite at a time.

Small steps make big progress. Second, it’s about building self-efficacy. Self-efficacy is the fancy academic way of saying that you think you can accomplish something. While self-esteem is feeling good about yourself because you’re awesome, self-efficacy is the sense of satisfaction that comes from a job well done.

Together we’ll boost your self-efficacy through a small-steps purpose program that will culminate in your very own personalized purpose statement. Take it one step at a time and by the end of this DreamBank Academy course, you’ll have made some major progress toward living your purpose.



**TAKE IT
ONE
STEP
AT A
TIME.**





LOSE THE SHOULDs, FIND THE VALUES

Your values guide your decisions, both big and small.

Values are what's important to you, what you cherish about yourself and your relationship with others. Values are about who you want to be — and yet, since your values are so much a part of your life, you might not see them until you really look.

Do you value ambition, wisdom and self-discipline? Or maybe you're more the person who values social justice, unity with nature and inner harmony.

Separating out core values from the noise of life takes some reflection. Goals of achievement, status, income, possessions and physical beauty are often marketed as values. But they aren't: While you can certainly have goals without values, when you achieve those goals, you're likely to feel pretty empty.

Goals are best thought of as stepping-stones along our path to purpose — keeping us on track in our valued direction.

Values are what gives a goal meaning. If one of your core values is friendship, a goal of organizing a weekend hiking trip with your best friends is a great stepping-stone to get there. But just organizing a hiking trip without your friends would seem a lot less meaningful.

So...what do you value?

Shalom Schwartz is a social psychologist who studies values. He created a list of universal human values — values with which people worldwide identify. This list might be a good place to start as you brainstorm on your values.

Circle the values that jump out at you as really important to who you are.

AUTHORITY	ENJOYING LIFE	BROADMINDEDNESS	HELPLESSNESS	DEVOUTNESS	STABILITY OF
LEADERSHIP	DARING ACTIVITIES	WISDOM	HONESTY	RESPECT FOR	SOCIAL ORDER
DOMINANCE	VARIED LIFE	SOCIAL JUSTICE	FORGIVENESS	TRADITION	RECIPROCATION OF
SUCCESS	EXCITING LIFE	EQUALITY	LOYALTY	MODERATION	FAVORS
CAPABILITY	CREATIVITY	PEACE	RESPONSIBILITY	SELF-DISCIPLINE	HEALTH
AMBITION	FREEDOM	BEAUTY	FRIENDSHIP	OBEDIENCE	SENSE OF BELONGING
INFLUENCE	INDEPENDENCE	UNITY WITH NATURE	ACCEPTING	CLEANLINESS	SPIRITUALITY
INTELLIGENCE	CURIOSITY	PROTECTING THE	ONE'S PORTION	FAMILY SECURITY	LOVE
SELF-RESPECT	CHOOSING YOUR	ENVIRONMENT	IN LIFE	NATIONAL	
PLEASURE	OWN GOALS	INNER HARMONY	HUMILITY	SECURITY	

SCHWARTZ UNIVERSAL VALUES LIST

Another way to think about this is to think about the values that guide you in various parts of your life. For example, what values guide your work life? Your family life? Your choice of what to do in free time? What values drive your community involvement, your spiritual life, your romantic relationships or your personal health?

JOT A FEW DOWN UNDER EACH OF THESE CATEGORIES:

PERSONAL VALUES are values that guide your personal conduct. For example, you might include values of friendship, seeking the truth, independence, compassion and excellence. Or you might describe your ideal personal conduct as following values of self-discipline, tradition, loyalty, empathy and leadership.

MY PERSONAL VALUES ARE:

SOCIAL VALUES are values that guide your choice of people you spend time with, and the culture and environment in which you thrive. You might include values like belonging to the group, conservative/traditional, family, patriotism and competition. Another person might choose values of tolerance of differences, obeying an inner authority, passion, progressive morals and freedom.

MY SOCIAL VALUES ARE:

ACHIEVEMENT VALUES are those that spur you into action. What motivates you to achieve your goals? These values might include the idea that big changes start small, that it's good to do more with less, that you want to leave a legacy, live to the fullest or philanthropy. Maybe you're driven by entrepreneurship, fame, making the world a better place, being daring and the desire to invent. The list goes on.

MY ACHIEVEMENT VALUES ARE:

CONTINUE ONTO NEXT PAGE

PHYSICAL VALUES are those that guide your choice of physical things — be it your body, money or technological toys. Are you guided by beauty, elegance, the latest fashions, quality and urban living? Or perhaps it's a desire for interesting experiences, holistic living, casual, comfortable and organic styles. Whether you save or spend, whether you want the latest gadgets or value fixing broken things, values about things can be a driving force in your life, too.

MY PHYSICAL VALUES ARE:

Shoulds v. Values

As you ponder your values, you will, undoubtedly, enter the realm of shoulds. *Shoulds* come from the peanut gallery of friends, family, society and cultural background. They are the statements you hear about what's good and bad, right and wrong.

- ✦ You *should* buy a house not rent.
- ✦ You *should* take the job that pays the most.
- ✦ You *should* get more sleep.

They also come in the “have to” and “must” varieties:

- ✦ You *have* to have a date for your cousin's wedding.
- ✦ You *must* dress in a certain way to worship.
- ✦ You *have* to start working out more.

It's the people we care about most — people who we love, respect and admire — who will give us the most confining should-based advice. And we want to listen because not only do we want to please them, we worry that they are right, and we must be wrong.

This isn't to say that we won't ask for people's advice and their opinions; at many points in your journey of purpose, you'll do just that. But beware of statements that begin with “You should...” or “You have to...” or “You must...” (even from this course and these worksheets) because that advice might not be in line with your values.

The most insidious of the shoulds come from you yourself. Because of the way we are socialized, we all have ideas about the “right” way to act, dress, work, express our feelings and have fun. But here's the interesting thing about socialization: Different cultures socialize people differently. So what's “correct” behavior in China might seem weird in Canada. The “proper” way to dress in one neighborhood might be totally inappropriate in another.

Your shoulds are different from my shoulds. And that means that they are up for debate, discussion and perhaps even disposal.

Think of the shoulds/musts/have-to's in the big areas of your life. Take a moment to jot them down. Be honest here. What do you feel pressured to do, be or have each area?

FAMILY
FINANCIAL
LEARNING
WORK
PHYSICAL
SPIRITUAL
RELATIONSHIPS
FREE TIME

IN THE FAMILY CATEGORY, what are your shoulds/musts and have-to's that might be reframed as values? I must take care of my kids? I should love my spouse?

IN THE FINANCIAL CATEGORY, I must do my taxes? I should be saving more for retirement? Can you rephrase these as values of community and prioritizing your future stability?

IN THE LEARNING CATEGORY, I often beat myself up for not reading enough news magazines to learn about global events, saying I “should” know more about the broader world. Instead, thinking about my values for being informed, I managed to figure out other ways to prioritize lifelong learning.

IN THE WORK CATEGORY, yikes, the possibilities for shoulds and musts are endless. Too many of us have that feeling we should be working more, and especially for those who are working from home, the pressures add up. What do you value?

IN THE PHYSICAL CATEGORY, our brains exist in a body, yet we should all over ourselves when it comes to our physical life. I should be working out more. I must lose weight. I have to eat better. There are so many positive values of health we can choose to reframe here. I encourage you to embrace this category for purposeful action!

IN THE SPIRITUAL, RELATIONSHIPS AND FREE TIME CATEGORIES, our spiritual lives and our relationships often get pushed to the side until they are in crisis. Rather than focusing on the musts, here might be a good place to think about positive steps, too. And our free time? Wow, talk about something that we often just let happen. Thinking proactively about values in terms of our leisure time can offer you a big boost.



WHAT DO YOU VALUE?

FAMILY

FINANCIAL

LEARNING

WORK

PHYSICAL

SPIRITUAL

RELATIONSHIPS

FREE TIME

You'll probably never let go of all your shoulds — and if you do, odds are it will be later in life after a lot of therapy — but by acknowledging the shoulds that you feel, you can begin to separate them from your core values.

Now, not all shoulds, have-to's, and musts are bad. (You should call your elderly relatives more often. You have to shower occasionally. You must eat.) But reframing a should as a value allows us to take more personal control.

So think for a moment about some of your shoulds. **Which ones might be rephrased into values that are important to you?**

Reframing Shoulds as Values

Look back at your list of shoulds and see which ones might be rephrased into values that are important to you.

HERE’S AN EXAMPLE:

SHOULD	VALUE
I should call my father more often.	I value my family, so I want to Skype with my father once a week.
I have to shower occasionally.	I value personal presentation, so I choose to set aside 30 minutes each day for personal grooming.
I must eat.	I value good health, so I prefer to eat mostly fruits, vegetables and lean proteins.

YOUR TURN...

SHOULD

VALUE

Your Core Values

This is the really challenging part. **It’s time to narrow all of this down.**

PICK YOUR THREE CORE VALUES AND LIST THEM HERE. If it doesn’t make sense to choose three core values for your whole life, perhaps pick three core values to guide you for the next year — or pick three values to guide you in one facet of your life (maybe your family life or your spiritual life.) Whatever you choose, write it down here.

THE THREE CORE VALUES THAT GUIDE ME IN _____ ARE:

1. _____
2. _____
3. _____



EMBRACE YOUR STRENGTHS

What are you good at?

Leading others, organizing yourself and others, and supporting other people? Perhaps you are talented at making people laugh or remembering faces, numbers or ideas. Do you follow your gut or do you research first and then act? Some people are talented at understanding their own moods and the causes of those moods, while others are good at reading people and understanding their moods.

You might be talented at art, athletics, or abstract, concrete, logical or critical thinking. Maybe it's hand-eye coordination (from video games to tennis) or fashion sense and an eye for bargains.

Do you have a great sense of smell, excellent hearing, persistence, an eye for detail, a positive attitude or a talent for working with others?

Are you humorous, kind, enthusiastic, courageous, compassionate or generous? Maybe you are patient, comforting, flexible, energetic and supportive. There are people who are direct, strong, insightful, knowledgeable and quick thinking. And there are folks who are entertaining, inspiring, spontaneous and intelligent. Maybe you're gentle, kind, practical and joyful? Adventurous, original, confident, creative and witty?

There are folks who are skilled at working with things, like cooking, cleaning, shopping, repairing, carpentry, computing, growing things, athletics, hiking or reading. There are people who are skilled with information, where budgeting, decorating, planning, working with numbers, writing, giving presentations, translating and analyzing comes naturally.

There are folks who are skilled with others, focusing their energies on raising children, entertaining, leadership, managing, delegating, teaching, performing, selling and persuading. And there are those whose skills are internal as well — great at relaxing, positive thinking, imagination, emotional intelligence, risk taking, dressing well, physical strength and goal-setting.

Think about three strengths. Three gifts. Three things you like to do and that you're good at.

As you brainstorm about your various skills, one might pop into your head that gives you pause — a skill that you *can* do, but one that you don't usually *want* to do. For example, while you can walk a dog, it might not be something you want to do twice a day, every day, forever.

Cross out the can-do skills and focus on the **want-to skills** — the ones that you could see yourself using every day without getting bored, or going bonkers. Skills that you have but don't *enjoy using* can be helpful, but you're not going to want them to be a major part of living purposefully if you can avoid it.

If you still need more ideas, this list below might help.

CIRCLE A FEW OR JOT DOWN YOUR OWN IN THE SPACE BELOW.

THREE KEY STRENGTHS/GIFTS

- | | | |
|------------------------|---------------------------------|-----------------------------|
| ADDING HUMOR | FACILITATING CHANGE | OPERATING THINGS |
| ADVANCING IDEAS | FIXING THINGS | ORGANIZING THINGS |
| ANALYZING INFORMATION | GETTING PARTICIPATION | PERFORMING EVENTS |
| AWAKENING SPIRIT | GETTING THINGS RIGHT | PERSUADING PEOPLE |
| BREAKING MOLDS | GETTING TO THE HEART OF MATTERS | PROCESSING THINGS |
| BRINGING JOY | GIVING CARE | PUTTING THE PIECES TOGETHER |
| BRINGING OUT POTENTIAL | GROWING THINGS | RESEARCHING THINGS |
| BUILDING RELATIONSHIPS | HEALING WOUNDS | RESOLVING DISPUTES |
| BUILDING THINGS | HELPING OVERCOME OBSTACLES | SEEING POSSIBILITIES |
| COMPOSING THINGS | INSTRUCTING PEOPLE | SEEING THE BIG PICTURE |
| CREATING DIALOGUE | INVESTIGATING THINGS | SELLING INTANGIBLES |
| CREATING THINGS | MAKING CONNECTIONS | SHAPING ENVIRONMENTS |
| CREATING TRUST | MAKING DEALS | SOLVING PROBLEMS |
| DESIGNING THINGS | MAKING THINGS WORK | STARTING THINGS |
| DISCOVERING RESOURCES | MANAGING THINGS | STRAIGHTENING UP THINGS |
| DOING THE NUMBERS | MOVING PHYSICALLY | TRANSLATING THINGS |
| EMPOWERING OTHERS | OPENING DOORS | WRITING THINGS |
| EXPLORING THE WAY | | |

OTHER GIFTS, SKILLS AND STRENGTHS

Narrow it Down + Highlight Three

Whatever you call them — talents, strengths, skills — you are good at something. If you still can't list a few things you are good at and enjoy doing, this should raise a red flag of concern.

Low self-esteem doesn't always equal depression, but it is a tough way to go through life. Low self-esteem can affect your relationships and work life, and it can lead to substance abuse and other forms of escape. Now is the time to take steps to turn these feelings around.

Purpose means using your strengths, in keeping with your values, to make a positive difference on the lives of others. When you live purposefully, you tend to feel better about yourself. And that boosts your self-efficacy — your sense that you are accomplishing things — and your self-esteem — the overall way you view yourself.

If you are struggling to think of things you're good at and enjoy doing, ask a friend, a therapist, a spiritual guide or a family member to help you brainstorm. And then try to use those strengths each day. The more we do the things we are good at and enjoy doing, the happier we are. When we use those gifts in keeping with our values in a prosocial way, well now, that's a big step toward a purposeful life!

Next up we'll explore what it means to make a positive impact on the lives of others through vision and purpose. But please don't skip this step of exploring your want-to skills and strengths on your path to purpose.

You've got superpowers. And on your hero's journey, knowing your strengths is a big part of having the agency to make positive change.

.....

SO, PICK THREE GIFTS OR STRENGTHS THAT MAKE YOU FEEL SUPER POWERFUL. If it doesn't make sense to choose three strengths for your whole life, perhaps pick three that you'd like to focus on for the next year — or pick three gifts to highlight one facet of your life (maybe your professional life or your personal life). Whatever you choose, write it down here.

MY THREE TOP GIFTS/STRENGTHS/SUPERPOWERS THAT I WANT TO USE IN _____ ARE:

- 1. _____
- 2. _____
- 3. _____



**LIVING ON
PURPOSE
MEANS BECOMING
AWARE
OF WHO YOU ARE
AND WHAT YOU ARE
BRINGING
TO LIFE
EACH DAY AS
YOU CREATE YOUR
GOOD LIFE.**



MAKE AN IMPACT

Albert Einstein said that “A person starts to live when he can live outside himself.”¹³ Martin Luther King Jr. said “Life’s most urgent question is: What are you doing for others?”¹⁴

Purpose is prosocial.

Prosocial behavior is activity that benefits other people or society as a whole. If you are building friendships, helping family members, or doing something to benefit your community or your peers, you are engaging in prosocial behavior.

Prosocial behavior means serving and sharing — our gifts, our love, our knowledge — with others. Service isn’t just helping the needy — it’s doing our jobs, whatever they are, as well as possible, and living our lives with others in mind.

Your purpose will be bigger than just making yourself happy. It’s about making a positive impact outside yourself as well.

That impact does not have to be on a global scale. Indeed, often the most concrete way to think about actions that make an impact is to think small. From making a baked potato bar night for your family to finally dropping off that box of clothes at your local Goodwill store.



If you work in manufacturing, service means making sure the screws are on tight. If you volunteer at a home for at-risk kids, it means playing board games and showing it’s okay to be silly. If you work in an office, it means making sure that the data is entered correctly. If you’ve got a sibling, it means supporting them and sharing a fun activity. If you are driving, it means letting someone pull in front of you.

Whom do you want to serve or help? What cause or audience are you willing to devote your passion and time to helping with your unique blend of talents, skills, interests and values? Whom do you want to be around? Whom do you want to learn from?

¹³ “A Quote by Albert Einstein.” Goodreads. Goodreads. Accessed November 3, 2021. <https://www.goodreads.com/quotes/39346-a-person-starts-to-live-when-he-can-live-outside>.

¹⁴ “Martin Luther King, Jr. Quotes.” BrainyQuote. Xplore. Accessed November 3, 2021. https://www.brainyquote.com/quotes/martin_luther_king_jr_137105.

Whom do you want to impact in a positive way? Use this list to help you think of where you'd like to prioritize your impact.

CIRCLE A FEW OF THESE TERMS OR WRITE YOUR OWN BELOW.

THREE IMPACT GROUPS

CHILDREN AND YOUTH	THE CLIMATE	THE ENVIRONMENT	MY PERSONAL GROWTH
LOCAL COMMERCE	THE PLANET	MY COMMUNITY	FELLOW CITIZENS
MY CLIENTS	ANIMALS	MY COUNTRY	MY SCHOOL/ALMA MATER
MY FAMILY	RETIREES	THE GLOBAL COMMUNITY	MY TEAM
MY FRIENDS	VETERANS	THE LESS FORTUNATE	
MY WORK	MY SPIRITUAL GROUP	THE MARGINALIZED	

OTHER IMPACT GROUPS

Narrow it Down

Come up with three people, groups or causes you'd like to positively impact with your efforts. Again, remember to think in terms of your individual values, your particular interests and vision for change, your strengths, and the gifts that you can give to others. Drop the shoulds. This is about your calling and your hope for purposeful impact.

Remember, purpose and meaning come from connecting to something that is bigger than you — and from pursuing goals that are valuable and important toward achieving that end.

And while many of us want to positively impact our families, I'd encourage you to think beyond your nuclear unit as well.

If you're struggling to think of how you can make a prosocial positive impact, one way to think about it is to think about what you love doing — and how it could benefit others.

For example, if you love to talk, you might advocate for causes. If you love to explore and discover unknown things, a career in the physical sciences might be a good fit. And if you love talking and listening to people, a counseling profession might work well.

As Nobel Peace Prize winner and theologian Albert Schweitzer said, "the only ones among you who will be happy are those who will have sought and found how to serve."¹⁵

A STORY OF PROSOCIAL POSITIVE IMPACT

A wise teacher once brought balloons to school. She told her pupils to blow them up. Then she told each student write his or her name on one balloon. Each class in the grade did this, too, and all the students in the grade tossed their balloons into the school hallway.

The teacher moved through the hall of balloons, mixing them up.

She told the kids they had five minutes to find the balloon with their name on it. All the kids searched frantically, but no one found their own balloon.

Then the teacher told the students to take the balloon closest to them and give it to the person whose name was on it. In less than two minutes, everyone was holding their own balloon.

The teacher said to the children, "These balloons are like happiness. We won't find it when we're only searching for our own. But if we care about someone else's happiness ... it will ultimately help us find our own."

I WANT TO USE MY GIFTS, IN KEEPING WITH MY VALUES, TO MAKE A POSITIVE IMPACT ON THE FOLLOWING THREE GROUPS:

- 1. _____
- 2. _____
- 3. _____

¹⁵ "Albert Schweitzer Quotes." BrainyQuote. Xplore. Accessed November 3, 2021. https://www.brainyquote.com/quotes/albert_schweitzer_387027#:~:text=Albert%20Schweitzer%20Quotes&text=The%20only%20ones%20among%20you%20who%20will%20be%20really%20happy,and%20found%20how%20to%20serve.



**PURPOSE
AND MEANING
COME FROM
CONNECTING
TO SOMETHING
THAT IS
BIGGER
THAN YOU.**



ADDRESSING FEARS & ANXIETIES

Research — and life experience — tells us that whenever we embark on a change, or whenever life throws us a curve ball, all sorts of emotions come along for the ride.

Like it or not, it's important to explore our fears and anxieties on the path to purpose — and Acceptance and Commitment Therapy offers some helpful exercises for us to incorporate on our journey.

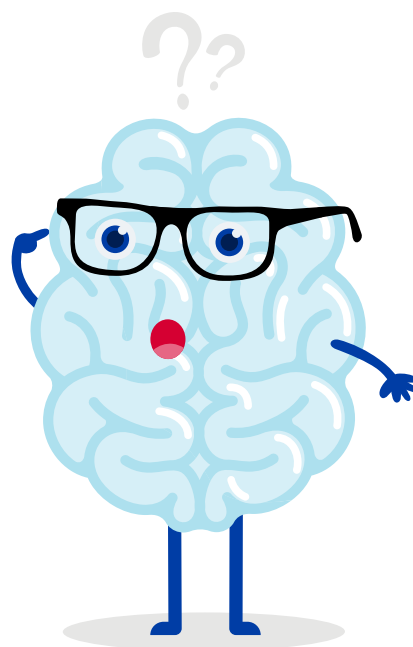
Fear of failure, fear of being alone, fear of being ridiculed — you name it, fears hold us back from actually living our purpose.

As a general rule, my guess is that you try to avoid things that you fear. But you've also heard all those lessons about why it's important to face your fears if you want to achieve something important. Fear happens before growth, before adventure, before the next big thing. Remember the fish? That fish is freaked out as it makes the leap into the new bowl.

What do you fear most? This is an uncomfortable question, because we often try not to think about the things we fear. Yet by not acknowledging our fears, we often let them run our lives — and keep us from living our purpose — without ever knowing about it.

One common type of fear is anxiety and self-doubt, “I want to start my own business,” you might say. “Yeah, but that’s for people with a lot more money and experience than I have.” Or, “I want to learn to ski. Yeah, that’d be great, but I’m too old for that.”

While I’m quite certain you can list your own fears and anxieties, I’ll list some common ones, so you don’t feel alone in your feelings.



CIRCLE SOME OF THESE TERMS FROM THE LIST BELOW AND FEEL FREE TO WRITE YOUR OWN BELOW.

ANXIETIES AND FEARS THAT HOLD US BACK

PUBLIC SPEAKING	BEING RIDICULED	DISAPPOINTING PEOPLE	MAKING THE WRONG DECISION
MAKING A MISTAKE	MEETING NEW PEOPLE	ILLNESS/PAIN	POVERTY
NEVER BEING CONTENT	BEING TRAPPED	BEING ALONE	AUTHORITY
FAILURE	BEING INVISIBLE	NOT BELONGING ANYWHERE	DEATH
NOT BEING SUCCESSFUL	NOT FINDING A JOB	NOT BEING LOVED	

YEAH-BUTS THAT STOP US IN OUR TRACKS

- I'M TOO YOUNG, TOO OLD, TOO SMART OR NOT SMART ENOUGH.
- I'M NOT A RISK-TAKER.
- I'M NOT PERSUASIVE ENOUGH.
- MY IDEAS AREN'T CAPTIVATING ENOUGH.
- I'M NOT COMMITTED ENOUGH.
- IT'S JUST TOO DIFFICULT TO DECIDE WHAT TO DO.
- I'M REALLY TRYING. IT'S NOT MY FAULT. REALLY!
- I DON'T HAVE ENOUGH TALENT.
- IT TAKES TOO MUCH WORK, AND THAT'S NOT MY STYLE.
- I SHOULD HAVE BEEN BORN EARLIER.
- I'M AFRAID, AND THAT MUST BE TELLING ME SOMETHING.
- I DON'T HAVE ENOUGH MONEY.

OTHER FEARS, ANXIETIES AND YEAH-BUTS

Fears and anxieties are like monsters in our lives, suggests Matthew McKay in *Your Life on Purpose*, which is based on theories of Acceptance and Commitment Therapy.¹⁶ And those monster fears and anxieties are loud, disruptive, and can often prevent us from heading in the direction we want to go.

HE OFFERS A VARIATION ON THE FOLLOWING EXERCISE:

Picture yourself driving a bus down the road, when all of a sudden, a group of monsters jumps into the road, yelling at you, waving their arms and baring their scraggly teeth. You slam on the brakes. All of a sudden, these monsters are all over you. Some are climbing up the front of the bus, others are just lying in the road in protest so you don't hit the accelerator again. You're stuck — and surrounded by your fear and anxiety monsters.

Look over your list of fears and anxieties. Which ones are the biggest monsters in your way as you drive your bus toward a purpose and your desired future?

Okay, so you've got the image in your head: You are trying to drive your bus toward a bright future, but these monster fears and anxieties are blocking your way. You could try to drive through them, but it's difficult...they are climbing all over you. You could turn around and drive in another direction, but they'll chase you.

Here's the tough realization: You're not going to escape your monsters. Those fears and anxieties might be with you for the rest of your life. So if you can't push them out of the way and you can't outrun them, there's only one way to get your bus moving forward toward your purpose:

It's time to invite the monsters on the bus.

"Just open the door and accept them as part of your life," writes McKay.¹⁷

Eventually, they'll take their seats in the back. They'll still jump up and wave their arms from time to time. They'll yell their threats and epithets and try to scare and discourage you. You can see them in the mirror and you can hear their cacophony. And sometimes they'll probably try to tell you where and how to drive the bus. They may even try to grab the wheel. But here's what's changed: The monsters aren't in front of you anymore, keeping you stuck. You can put the bus in gear and head straight for what you value. You're taking them with you, along with all their upset, and you can still move. You are the driver and ultimately you are in charge of where the bus will go.

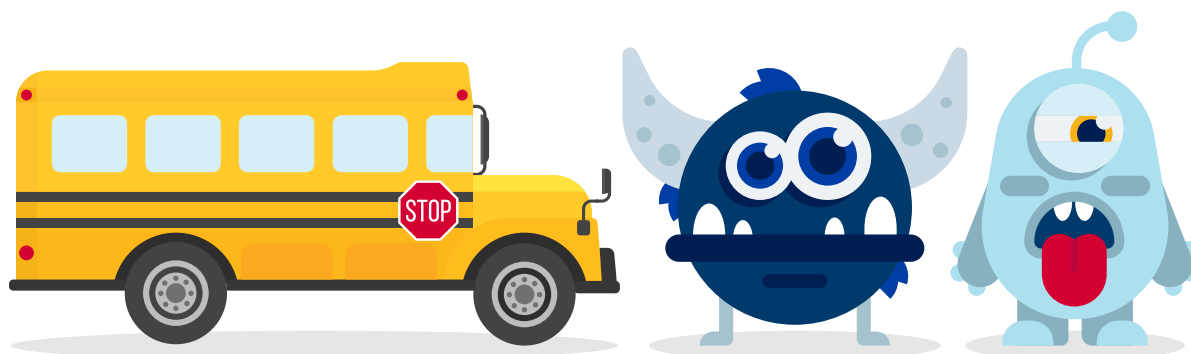
This is a big step — and you might not be ready to do it quite yet. But it's a good goal to have. You are the driver and ultimately you are in charge of where the bus will go.

If you accept my invitation to look at your fears and anxieties — as well as your successes and strengths — I promise you're not going to lose the gifts that got you this far.

You will not lose your effectiveness and professionalism.

In fact, you'll likely jump to a higher octave of success because you're not spending all your energy trying to suppress or outrun your fears. Clarity of self is the first step toward becoming the person you want to be.

True authenticity and clarity only happen when we start looking at our inner conflicts — about self-worth, social roles, anger at authority, the disease of please, perfectionism, rigid judgment, paranoia, the need to be enough...and the list goes on and on.



^{16,17} McKay, Matthew, John P. Forsyth, and Georg H. Eifert. *Your Life on Purpose: How to Find What Matters & Create the Life You Want*. Oakland, CA: New Harbinger Publications, 2010.

But when we start looking those inner conflicts and begin to resolve some of these issues, we can look at the world less through the lens of our defenses and critical storylines and more in the here and now.

Less passive-aggressiveness. More collaboration and listening.

Less micro-managing. More delegation.

Clarity of self is the stepping stone on the path to purposeful living. Because when you name and accept your fears, you liberate yourself to live in the light of your awesomeness.

Because outrunning your demons is damn exhausting.

Because the burden of being perfect is a heavy one.

Because as hard as you try to suppress them, those anxieties and fears seep out sideways.

And that's what's happening for many of you in your lives right now.

Maybe it's headaches or muscle pain. Maybe it's anxiety. Maybe you drink too much to quiet those unwanted thoughts. Maybe you're heading toward burnout. Maybe you get that white-hot rage — at home or at work — that you know is an overreaction, but you can't help it.

And there's no reason to keep running.

Your gifts are not *compensation* for your woundedness. Your fabulousness is not the icing on a crappy cake.

You are worthy and good just as you are.

See, the thing is that asking these questions about what you're afraid of isn't about feeling bad about yourself. It's about looking directly at your woundedness — and the big scary demons lurking there as symptoms of those wounds — and giving that part of you a hug, acknowledging them as part of what makes you who you are.

All our best intentions about helping others, living with purpose and leading authentically can be hijacked if we aren't able to identify and embrace all these real emotions within ourselves.

We can stop being a marionette to those fears — and start moving ahead.

Narrow it Down

What are the three fears and anxieties that are most likely to derail you on your path to purpose.

BE HONEST AND LIST THEM HERE. These are the monsters you need to invite on your bus as you move forward.

THE THREE FEARS AND ANXIETIES I AM WORKING TO ACCEPT ON MY PATH TO PURPOSE ARE:

- 1. _____
- 2. _____
- 3. _____

.....

PHEW! THAT WAS A LOT. CONGRATULATIONS. YOU DID SOME BIG WORK THERE.

TAKE A MOMENT TO STRETCH, GO FOR A WALK OR CLEAR YOUR HEAD.



PURPOSE-BASED COMMITMENTS

You've identified your values, your gifts and your impact groups. Now it's time to make purpose-based commitments and create specific purpose-based goals so you can begin to take concrete steps toward living in a purposeful way.

But here's the sad truth: We're really good at doing what we *feel* like doing, but we're not always great at doing what we *said* we'd do.

"Problems with commitment" isn't just a phrase you throw at a guy who isn't as into a girl as you think he should be: We've all got problems with commitment because it's not something we practice all that often.

Making a commitment to living your purpose means being aware of **your values** and knowing how to put them into action. Are you ready to live those values in the purpose of your vision on a day-to-day basis? Is that cause or dream worth working toward, worth giving up some of those other possibilities, so that you can devote yourself more completely to achieving it?

I hope you've answered with a resounding YES!

Your **PURPOSE** is the commitment to do something that both lights you up inside and sets the world on fire. Your purpose will be focused on action, have a positive impact on others, use your talents, skills and personal qualities, drive your short-term life and career goals, and make you want to get out of bed in the morning.

Remember, purpose is a verb, not a noun. It's about action. So now is the time to ask yourself:
How can I use my strengths in keeping with my values to make a positive impact on the lives of those I care about most?

To do this, review your core values, your strengths and your impact groups.

What purpose-based commitments can you make today to use your gifts, in keeping with your values, to make a positive difference in the world?

One way you can do this is to think about the various facets of your life — your family, your work, your relationships, your spiritual life, your financial life, your free time. Use this list of categories below, or edit it to fit your needs, and in each facet of life write your guiding value, strength and purpose-based commitment to making a positive impact.

FAMILY
FINANCIAL
LEARNING
WORK
PHYSICAL
SPIRITUAL
RELATIONSHIPS
FREE TIME

***Note:** If one of these areas doesn't apply to you, cross it out and add an area of your own. This is meant to help you, so customize the exercise to best meet your needs.*

FAMILY

GUIDING VALUE:

GUIDING STRENGTH:

PURPOSE-BASED COMMITMENTS TO MAKE A POSITIVE IMPACT:

1.

2.

3.

FINANCIAL

GUIDING VALUE:

GUIDING STRENGTH:

PURPOSE-BASED COMMITMENTS TO MAKE A POSITIVE IMPACT:

1.

2.

3.

LEARNING

GUIDING VALUE:

GUIDING STRENGTH:

PURPOSE-BASED COMMITMENTS TO MAKE A
POSITIVE IMPACT:

1.

2.

3.

WORK

GUIDING VALUE:

GUIDING STRENGTH:

PURPOSE-BASED COMMITMENTS TO MAKE A
POSITIVE IMPACT:

1.

2.

3.

PHYSICAL

GUIDING VALUE:

GUIDING STRENGTH:

PURPOSE-BASED COMMITMENTS TO MAKE A POSITIVE IMPACT:

1.

2.

3.

SPIRITUAL

GUIDING VALUE:

GUIDING STRENGTH:

PURPOSE-BASED COMMITMENTS TO MAKE A POSITIVE IMPACT:

1.

2.

3.

RELATIONSHIPS

GUIDING VALUE:

GUIDING STRENGTH:

PURPOSE-BASED COMMITMENTS TO MAKE A
POSITIVE IMPACT:

1.

2.

3.

FREE TIME

GUIDING VALUE:

GUIDING STRENGTH:

PURPOSE-BASED COMMITMENTS TO MAKE A
POSITIVE IMPACT:

1.

2.

3.

Narrow it Down

Come up with three purpose-based commitments you'd like to work on first.

Why prioritize? Consider the Case of the Broken New Year's Resolutions:

It's January 1 and you've created a list of New Year's resolutions. In the fog of the morning, you look at this list — commitments to lose weight, organize your closet, save money, etc. — and you feel great about your goals. A new beginning. Right?

Now it's mid-February. How ya doing on those goals? Not so hot, I'd imagine. Every year, millions of people make New Year's resolutions and more than 75% of them fail. We roll our eyes when we hear politicians promise, "This will be a top priority for my administration" on everything from potholes to job creation, because we know that everything can't be a "top priority." But somehow we think our lofty list of personal goals is different.

It's laudable to want to be your healthiest. Organizing your closet and giving extra clothes to Goodwill is an excellent idea. And saving money will help you in many aspects of your life. But trying to do them all at once, researchers find, is a recipe for failure.


As you narrow things down, be as specific as possible. Remember, these don't have to be big purpose-based commitments. Small steps can often make the biggest leaps of progress. These purpose-based commitments can be in one part of your life, or in several areas of importance to you.

THE THREE PURPOSE-BASED COMMITMENTS I WILL MAKE IN MY _____ ARE:

1.

2.

3.



**YOUR PURPOSE IS THE COMMITMENT
TO DO SOMETHING THAT BOTH
LIGHTS YOU UP INSIDE AND SETS
THE WORLD ON FIRE.**



YOUR PERSONALIZED PURPOSE STATEMENT

To draft a complete and authentic purpose statement, you will need to answer five big questions.

We've answered them all as we've gone through this workbook.

1. What are your three core values?
2. What are your three top strengths?
3. What/who are the three people or groups you want to positively impact?
4. What are the fears that hold you back on your path to purpose?
5. What are the specific purpose-based commitments you can make to living out your purpose today?

Take a moment and go back through the workbook and find your answers to each of these questions. And while you're at it, take a moment to give yourself a pat on the back. This was a lot of work!

Our final step is to combine your answers into a purpose statement. There are some samples on the following pages, but don't be constrained by any one format.

Because I value [list your three core values] **I will use my gifts for** [list your three top strengths] **to positively impact** [list the groups or people or causes you care about most]. **I accept my anxieties about** [list three fears or anxieties that might hold you back] **and still make conscious, purpose-based commitments to** [list your three commitments to purposeful action.]

What's great about this fill-in-the-blanks purpose statement is that you can make it work for YOU.

You can do this purpose statement daily as an overarching statement to guide your day. Or you can do this for a particular project or area of your life.

You can do this purpose statement for yourself, or do it with your family as a guide for the week ahead. Perhaps you might even consider doing the purpose statement with your work team quarterly or at a yearly retreat.

Included here are several copies of this purpose statement in the workbook so you can customize the exercise for different facets of your life. Whether you use this as a Sunday activity with your family to plan the week ahead, for your next girls' retreat or as a personal daily statement, this is an opportunity to take the work you've done and make it your own.

Remember: Your purpose comes to life when you take action.

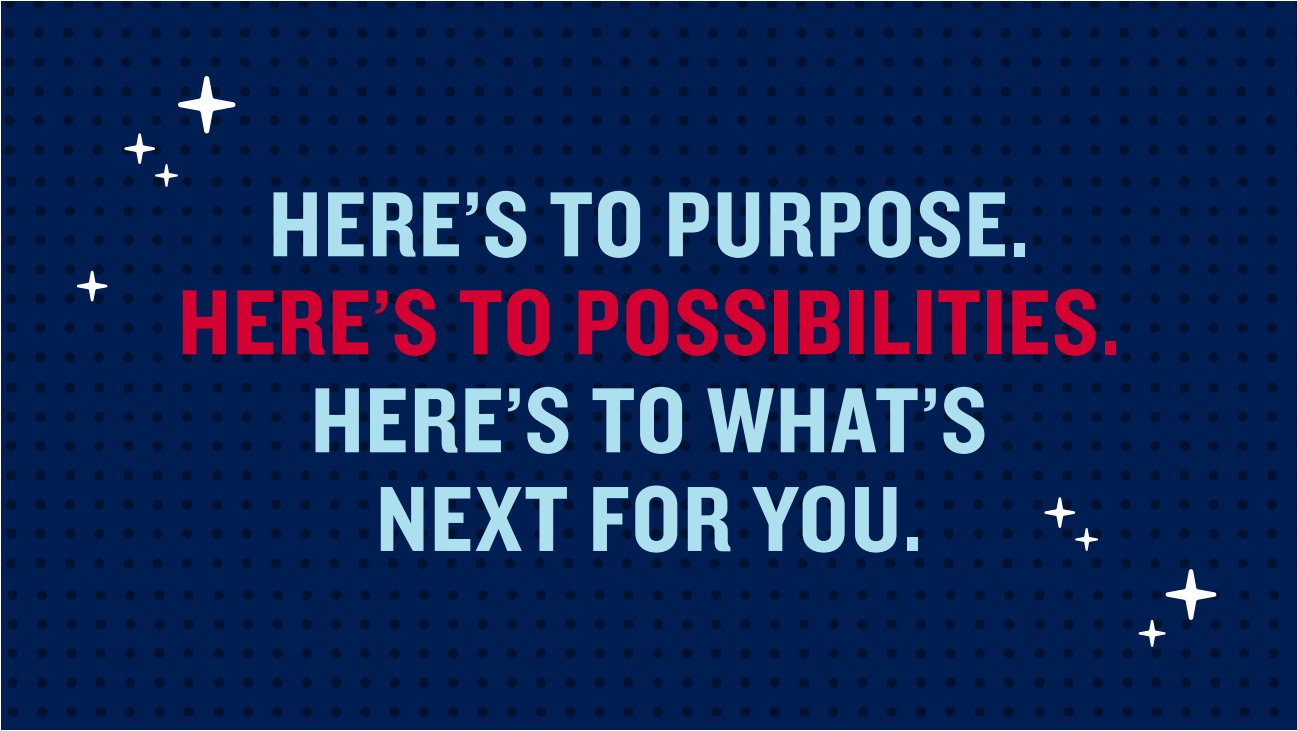
So now is the time to take action. Can you make a purpose statement right now? For today or this week? Take one action. It doesn't have to be a huge step — small steps toward change build our self-efficacy and boost our ability to take the next step — but turn that potential energy into kinetic energy right now with some purposeful action.

Yes, there will be challenges. But those challenges will also make your life of purpose that much richer.

Poet Katherine MacKenett writes, "Now, every time I witness a strong person, I want to know: What dark did you conquer in your story? Mountains do not rise without earthquakes."¹⁸

We have all had earthquakes. But you are a mountain that will rise up, too.

You can do it. The time to start is now. It's your choice. And that choice — to embrace a purpose mindset and take action toward what's most meaningful to you — is the most powerful one you'll ever make.



HERE'S TO PURPOSE.
HERE'S TO POSSIBILITIES.
HERE'S TO WHAT'S
NEXT FOR YOU.

¹⁸ "A Quote by Katherine MacKenett." Goodreads. Goodreads. Accessed November 3, 2021. <https://www.goodreads.com/quotes/9980027-now-every-time-i-witness-a-strong-person-i-want>.



_____’s

Purpose Statement

Because I value

_____, _____ and _____

I will use my gifts for

_____, _____ and _____

to positively impact

_____, _____ and _____.

I accept my anxieties about

_____,

and _____.

and still make conscious,
purpose-based commitments to

_____,

and _____.





_____’s

Purpose Statement

Because I value

_____, _____ and _____

I will use my gifts for

_____, _____ and _____

to positively impact

_____, _____ and _____.

I accept my anxieties about

_____,

and _____.

and still make conscious,
purpose-based commitments to

_____,

and _____.





_____’s

Purpose Statement

Because I value

_____, _____ and _____

I will use my gifts for

_____, _____ and _____

to positively impact

_____, _____ and _____.

I accept my anxieties about

_____,

and _____.

and still make conscious,
purpose-based commitments to

_____,

and _____.





_____’s

Purpose Statement

Because I value

_____, _____ and _____

I will use my gifts for

_____, _____ and _____

to positively impact

_____, _____ and _____.

I accept my anxieties about

_____,

and _____.

and still make conscious,
purpose-based commitments to

_____,

and _____.



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A SPACE FOR DREAMERS

At American Family Insurance,
life's better when you're under our roof
because when you feel totally supported
and protected, any dream is possible.
That's why we created DreamBank,
an inspirational community destination
and virtual experience designed to
help people pursue, achieve and
protect their dreams.





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