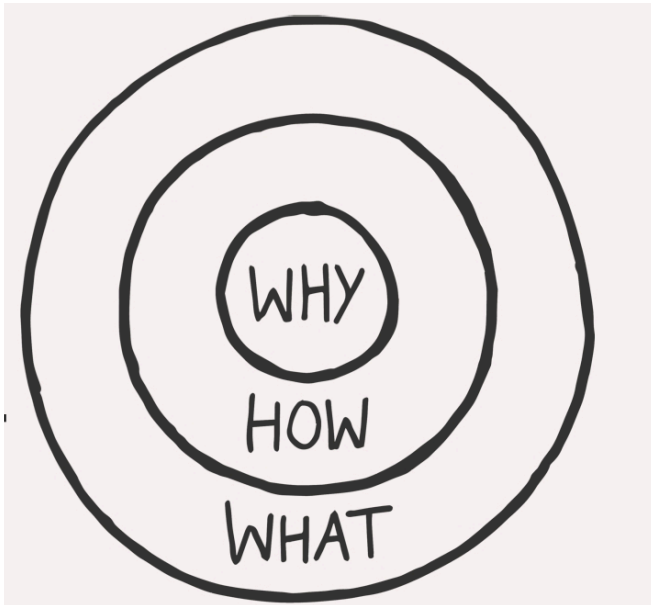


# WHAT IS YOUR PURPOSE, YOUR "WHY"?



Each of us is guided by a purpose and values, to do the things we do. This is our "WHY".

When we are clear on our why, the how and what we do becomes clearer and more meaningful.

If you have discovered your current Values and Strengths, you are now ready to ask yourself, "What is my purpose?"

To help you identify your "WHY", ask yourself the questions below.

## 1. What activities or pursuits bring you the greatest sense of fulfillment and joy

Reflect on moments in your life when you felt deeply satisfied and engaged. What were you doing? Why did it resonate with you? Identifying activities that align with your passions can offer valuable insights into your true purpose.

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## 2. If you could make a positive impact on the world (people, environment, society, economy, culture, education, health, technology) using your strengths, what would it be?

Imagine a scenario where you have the power to create meaningful change or contribute to a cause you care about deeply. What issue or cause would you focus on? How would you leverage your unique talents and resources to make a difference?

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### 3. What legacy do you want to leave behind?

Envision yourself at the end of your life, looking back on all you've accomplished. What do you hope to have achieved? How do you want to be remembered by your loved ones, your community, and the world at large? Reflecting on the legacy you wish to create can illuminate your true purpose and guide your actions and decisions moving forward.

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### 4. Write out your purpose in 1 sentence “My purpose is to live [biggest insights / life lessons / gifts so far / current values] using or through [my strength/s in] to [make a positive impact/contribution].

Some examples: “My purpose is to live a joyous life and use my humour and self-expression to bring joy at home, social and work settings”; “My purpose is to live a beautiful and authentic life as the highest expression of myself through mindfulness, emotional regulation, aesthetic intelligence, and inspire others to do the same. At work I do this through speaking engagements, social media, coaching, training and strategic projects.”

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### 5. What steps can you take today to start living in alignment with your purpose and creating the legacy you desire? (at work, home and social settings)

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