



Discovering Your Purpose

A Simple Formula for Knowledge of Self

Identity · Values · Strengths · Weaknesses · Beliefs · Purpose · Vision

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$$KE = \frac{1}{2}mv^2$$

The Formula

$$y = mx + b$$

With knowledge of Self, there's nothing I can't solve. At 360 degrees I revolve - Rakim

Knowledge of Self = Identity + Values + Strengths + Weaknesses + Beliefs + Purpose + Vision



 **Identity**

 **Values**

 **Strengths**

 **Weaknesses**

 **Beliefs**

 **Purpose**

 **Vision**



Before diving in – what does “Knowledge of Self” mean to you right now?

My Thoughts:



Identity

Who Am I?

“Who you are is not what you’ve done, but what you consistently choose when no one is watching.”

1



Identity goes beyond what you do for a living.

Ask yourself:

- What defines me?
- What principles do I live by?
- What kind of person do I want to become?



You may be a coach or parent today, but those are roles. Your identity is the unchanging core — your values in action.

What is one truth about yourself that you are ready to live more fully?



Your Workbook

Who am I when I strip away my titles, roles, and accomplishments?

What three principles do I refuse to compromise on?

What patterns show up in my life when I’m at my best—and at my worst

What kind of person am I actively becoming?

If my life told a story, what would my identity be written as in one sentence?



Values

What Matters Most to Me?

“Your value is not assigned by opinion; it is revealed by what you refuse to compromise.”

2



Values are the standards that guide your daily decisions.

Examples:

- Integrity • Faith
- Family • Excellence
- Service • Freedom

When life aligns with your values, you find peace. When it doesn't, conflict follows.



Notice where your time and money actually go — those actions reveal your real values, not just your stated ones.

One Insight I'm Taking Away:



Your Workbook

What qualities do I admire most in other people, and why?

What principles guide the decisions I make each day?

What situations or behaviors make me feel frustrated, disappointed, or upset?

If I wanted to be remembered for three things, what would they be?



Strengths

What Am I Naturally Good At?

“Strength is not the absence of pressure—it is the decision to stand firm under it.”

3



Knowledge of self requires recognizing your gifts — the things that come naturally and energize you.

Ask yourself:

- What comes naturally to me?
- What do people consistently thank me for?
- What makes me lose track of time?



If people always come to you for advice on a specific topic — that's a strength signal. Don't dismiss it.

One Insight I'm Taking Away:



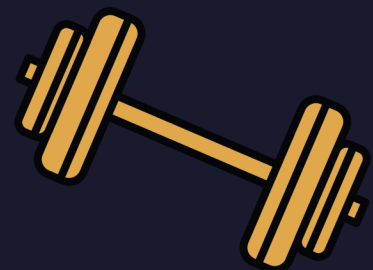
Your Workbook

What activities or tasks come naturally to me that others often find difficult?

What strengths do others consistently recognize or compliment me for?

When do I feel most confident, energized, and effective?

If I could use only three strengths to make a positive impact on others, what would they be?



Weaknesses

Where Am I Vulnerable?

“Your weakness is not your limitation; it is the place where awareness and growth must begin.”

4



Self-awareness means understanding where you struggle, not just where you shine.

Common weaknesses:

- Impatience
- Fear of failure
- Procrastination
- Pride
- People-pleasing



The weakness you ignore controls you. The one you name, you can manage.

What weakness, if left unaddressed, could have the greatest negative impact on my future?



Your Workbook

In what areas of my life do I struggle the most?

What constructive criticism or feedback have I received repeatedly from others?

What habits, attitudes, or behaviors consistently hold me back from becoming the person I want to be?

What weakness, if left unaddressed, could have the greatest negative impact on my future?



Beliefs

What Stories Am I Telling Myself?

“Your beliefs quietly shape every decision you make, and every decision you make eventually becomes the life you live.”



What Stories Am I Telling Myself? — Your beliefs shape your reality



Ask yourself:

- What do I believe about success?
- What do I believe about myself?
- Are these beliefs empowering or limiting?

Many people live by inherited beliefs, not chosen ones.



“Our beliefs shape our reality — both limiting and empowering ones.”

What beliefs do I hold about myself, and where did those beliefs come from?



Your Workbook

What do I believe about success, failure, and my ability to grow?

2. What do I believe about my own potential?

What do I believe about my purpose and the impact I am meant to have on others?



Purpose

Why Am I Here?

“Purpose is what remains steady in you when everything temporary around you changes.”

6

Why Am I Here? — The contribution you're meant to make



Purpose answers: “What contribution am I meant to make?”

Purpose isn't always fame or fortune. It may be:

- Raising a family well
- Mentoring others
- Serving your community
- Building something that outlives you



Your purpose may show up quietly — not on a stage, but in a kitchen, a classroom, or a conversation.

What gifts, talents, or experiences have I been given that could positively impact others?



Your Workbook

What gives my life the greatest sense of meaning and fulfillment?

Who am I here to serve or impact?

What would I do even if I were never paid for it?

What problems or needs in the world am I passionate about addressing?



Vision

Where Am I Going?

“Vision is the ability to see your life beyond your current conditions and still move toward it with certainty.”



Knowledge of self provides direction.

Without vision, people drift.

With vision, people move with intention.

Ask yourself:

- Who do I want to become in 5 years?
- What legacy do I want to leave?
- What does my ideal life look like?



Write your vision down. A vague idea stays a dream. A written vision becomes a plan.

One Insight I'm Taking Away:

Your Workbook

1. Who do I want to be 5 years from now?

2. What legacy do I want to leave behind?

3. What's the first step I can take THIS WEEK?

My Personal Formula

$$y = mx + b$$



Bring it all together — your Knowledge of Self snapshot

1 Identity:

2 Values:

3 Strengths:

4 Weaknesses:

5 Beliefs:

6 Purpose:

7 Vision:

My commitment: I will act on this knowledge beginning



“Know thyself.”

— *Ancient Wisdom*

The most powerful work you will ever do
is the work of understanding yourself.

You now have the formula. Fill it in. Live it out.

Identity · Values · Strengths · Weaknesses · Beliefs · Purpose · Vision

