



DISCOVER YOUR LEADERSHIP PURPOSE™

A CBLI Guided Discovery Experience

Identify the life patterns, strengths, people, problems, and convictions that point toward the meaningful contribution your leadership is uniquely positioned to make.

REFLECT	RECOGNIZE	DEFINE	ACTIVATE
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Leadership Is a Calling®
www.callingbasedleadership.com

Purpose Gives Leadership Direction

Leadership purpose is the enduring contribution that gives direction and meaning to how you influence, serve, solve problems, and develop others. It is deeper than a job title and broader than one assignment. Roles may change; purpose provides the thread connecting them.

This exercise will not force your entire future into one sentence. It will help you recognize the strongest evidence already present in your life and express it clearly enough to guide decisions and action.

Purpose is discovered at the intersection of:

LIFE PATTERNS	Experiences, burdens, turning points, and recurring themes that have shaped you.
STRENGTHS	Gifts, talents, skills, and abilities you naturally or consistently bring.
PEOPLE & PROBLEMS	Those you feel drawn to serve and the needs you feel compelled to address.
CONVICTIONS	Values and principles you are unwilling to abandon.
IMPACT	The meaningful change you want your leadership to produce.

The leadership question I most want this exercise to help me answer:

1. Recognize Your Life Patterns

Purpose often leaves clues across your life. Look for repetition, not perfection. Consider the experiences that consistently awaken your concern, energy, responsibility, or courage.

What experiences have shaped how you understand leadership?

What challenges have you overcome that now help you strengthen others?

What problems or injustices consistently capture your attention?

When have you felt most useful, energized, or deeply fulfilled?

What do people repeatedly seek your help, perspective, or leadership to address?

Three recurring themes I see:

2. Name What You Bring

Your purpose is not based only on what you care about. It is also expressed through what you have been equipped to contribute. Include natural gifts, developed talents, learned skills, knowledge, relationships, credibility, and lived experience.

NATURAL GIFTS	DEVELOPED STRENGTHS	LIVED EXPERIENCE
What seems to come naturally?	What have you practiced and strengthened?	What has life uniquely prepared you to understand?

My five strongest leadership assets:

1. _____
2. _____
3. _____
4. _____
5. _____

The strength I most need to trust and use more intentionally:

3. Identify Who and What Calls You Forward

Purpose becomes practical when it is connected to people and meaningful needs. Avoid answering with 'everyone.' Specificity increases usefulness without limiting the full reach of your leadership.

The people I feel especially responsible or equipped to serve:

The needs, barriers, or problems I feel compelled to help address:

What I understand about these people or problems that others may overlook:

FOCUS TEST

If you could meaningfully improve one condition for one group of people during the next three years, what would you change - and for whom?

4. Clarify Your Convictions and Desired Impact

Values govern how you pursue purpose. Impact describes what becomes possible for others because you chose to lead with those values.

Circle or check the five values that must govern your leadership:

☐ Integrity	☐ Faith	☐ Service	☐ Courage
☐ Justice	☐ Excellence	☐ Compassion	☐ Stewardship
☐ Innovation	☐ Freedom	☐ Community	☐ Growth

My five governing values:

Because of my leadership, I want people to be able to...

The change I want to help create in an organization, community, field, or generation is...

The evidence that would tell me this impact is occurring:

5. Build Your Leadership-Purpose Statement

A strong purpose statement is clear enough to guide action and flexible enough to remain relevant across changing roles. It should name your contribution, the people or context served, and the meaningful result you seek.

I use [my strengths and experience] to [serve or equip specific people] so that
[meaningful change becomes possible]

MY CONTRIBUTION

What do I bring or do?

WHO / WHERE

Whom do I serve or where do I lead?

THE RESULT

What becomes possible?

Draft 1

Draft 2 - make it shorter, clearer, and more active

MY LEADERSHIP-PURPOSE STATEMENT

6. Test It and Live It

Read your purpose statement aloud. It should feel true, useful, and demanding enough to call you into growth.

☐ TRUE	Does it reflect the patterns, strengths, values, and concerns evident in my life?
☐ CLEAR	Can another person understand the contribution I intend to make?
☐ SERVICE-ORIENTED	Does it center meaningful benefit to others rather than status or recognition?
☐ ACTIONABLE	Can it guide what I say yes to, what I decline, and what I do next?
☐ ENDURING	Can it remain meaningful across more than one role or season?

My first 30 days of purpose-aligned leadership

TIME	PURPOSEFUL ACTION	EVIDENCE
72 hours		
Week 1		
Week 2		
Week 3		
Week 4		

The person who will hold me accountable: _____

Purpose Becomes Powerful When It Is Practiced

Your leadership purpose is not merely a statement to display. It is a commitment to live, refine, and activate through courageous service, consistent alignment, and meaningful action.

Use your purpose statement as a decision filter:

- ☐ Does this opportunity align with the contribution I am called to make?
- ☐ Will this decision help me serve the people or purpose I have identified?
- ☐ Does this action reflect my governing values?
- ☐ What is the next purposeful step I can take now?

CONTINUE YOUR CBLI JOURNEY

Identify your gifts, talents, and skills. Clarify your leadership assignment. Activate your purpose through the Calling-Based Leadership® Textbook, Workbook, training, and certification.

www.callingbasedleadership.com

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