

## PERSONAL PURPOSE STATEMENT

### Why a Personal Purpose Statement?

Writing a personal purpose statement is really an adventure in self-discovery. It can be a tool for clarifying things that you otherwise might not take time to consider, but in doing so can give you a greater sense of meaning and connection to what you want to accomplish.

- Your purpose statement is your essential reason for existence
- It's the value you provide to those you serve
- It's why you get out of bed
- It will help you create the path to building the legacy you want to leave
- It imprints your values to drive firmly in your mind, so they become a part of your everyday life
- Integrating your personal purpose statement into your goal planning gives you a way to keep service to others and the impact you want to make as guardrails to focus your time and energy
- It forces you to think deeply about why you are here, helping to clarify what you want to get done (long-term), and identify what principles and values you want to lead by

The final test of the value and effectiveness of a personal purpose statement is:

- ☐ Does this statement inspire you?
- ☐ Does this choice help move you closer to living in alignment to your vision or goals?

### Keys to building your purpose:

- Clear – don't be ambiguous
- Compelling – gravitation pull to you – emotionally connected
- Common – aligned to your values and strengths

### Sample format:

- To *(your unique contribution)* so that *(impact you will make)*  
*(adapted from Simon Sinek's 'Find Your Why')*

### Sample Purpose Statements

- To believe in people so that they can, in turn, believe in themselves
- To provoke people to think differently so that they can be awakened to new possibilities
- The Earth's most customer-centric company, where customers can find and discover anything they might want to buy online
- To organize the world's information and make it universally accessible and useful
- To positively inspire other to activate their potential

**Answer the following questions to help you build your personal purpose**

*(Unique Contribution)*

What key things motivate you/bring you joy and satisfaction?

The values that are most important to you are:

Your greatest strengths/abilities/traits/things you do best include:

What does the world need most from you?

*(Impact)*

What impact(s) have you made that have brought you the most satisfaction?

Where have you been the most influential?

***Draft your Personal Purpose Statement***

**Goal & legacy alignment:**

What are two things you can start doing or do more often that will help you realize your purpose?

- 1.
- 2.

*Sharing your purpose with others may arouse questions  
about what it means to you & what you do*