



# My Deep-Rooted Purpose

A 7-Day Journey to Discover Your Why

“The two most important days in your life are the day you are born and the day you find out why.” Mark Twain



# Day 1 – Rooted in Who You Are

**Theme:** Identity

**Focus Word:** Grounded

## Opening Thought

Before you chase clarity, pause and remember this:

You are more than your job title.

More than your résumé.

More than your productivity or performance.

In a world constantly asking “*What do you do?*”—it’s easy to lose sight of *who you are*.

But true purpose isn’t built on hustle or hype. It starts with being **grounded**—in your values, your truth, and the kind of person you are when no one’s watching.

The deeper your roots, the more resilient you become.

The more grounded your identity, the more focused your impact.

## Reflection Prompt

Think about a time in your life when you felt fully yourself—aligned, energized, at peace.

- What were you doing?
- Who were you with?
- How were you showing up?



# Journal Questions

1. What are three words you would use to describe your *best self*—the version of you that feels most whole and true?
2. What core values matter most to you in your work, relationships, or life decisions?
3. Where in your current season do you feel most disconnected from your true self?

## Anchor Thought

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*You can't live your why until you know who you are without the noise.*

## Today's Micro-Step

Write a short identity statement that affirms who you are—not based on your job, performance, or roles.

Example: “I am someone who brings clarity, empathy, and strength to the people around me.”

Write it down. Revisit it tomorrow. Let it ground you.

# Day 2 – Every Story Has a Pattern

**Theme:** Reflection

**Focus Word:** Awareness

## Opening Thought

Your story is your teacher.

The moments that shaped you—both beautiful and brutal—aren't just memories. They're messages. Life leaves clues, and when you slow down long enough to notice them, patterns begin to emerge.

Maybe you've always been the one who brings calm to chaos.

Maybe a life-altering moment changed the way you see people.

Maybe pain has given you empathy that others don't understand.

The story of your life isn't random. It's preparing you for your purpose.

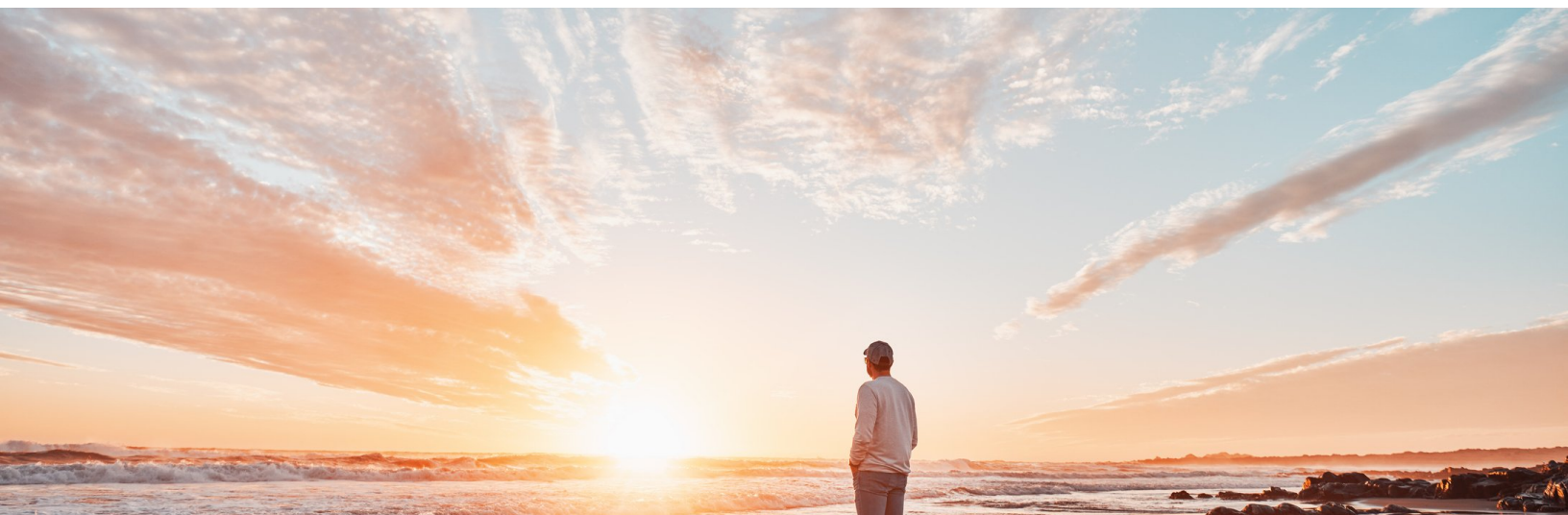
## Reflection Prompt

Look back at your journey so far. Not just the milestones, but the moments that made you *pause, pivot, or wake up*.

Ask yourself:

- What have been the turning points in my life?

- What have I overcome?
- What lessons keep repeating themselves?





# Journal Questions

1. What are 2–3 defining moments from your life that shaped who you are today?
2. Are there any recurring themes in your story—strength, service, creativity, justice, healing?
3. What parts of your story have you overlooked or dismissed that might actually hold meaning?

## Anchor Thought

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*Sometimes purpose doesn't begin with a plan—it begins with a story that won't let you go.*

## Today's Micro-Step

Choose one defining moment from your past.

Write a short reflection about how it changed you, what it revealed, or how it might connect to the kind of work or impact you're drawn to today.





## Day 3 – What Comes Naturally to You

**Theme:** Strengths

**Focus Word:** Design

### Opening Thought

You have something valuable inside you—something that comes so naturally, you might not even notice it.

It could be the way you bring clarity to a problem, how you instinctively make people feel seen, or your ability to stay calm when others spiral. These strengths often feel ordinary to us—but they're *extraordinary* to others.

Too often, we downplay what we're good at. We compare, second-guess, and assume our gifts aren't "special" enough.

But your wiring isn't random. What you do effortlessly is often what you're meant to contribute intentionally.

### Reflection Prompt

Think back to moments when someone affirmed you—"You're so good at this," or "You made that look easy."

What were they talking about?

Now think of a moment when you felt fully *in flow*—time disappeared, and you were operating at your best.

What were you doing?



# Journal Questions

1. What activities make you feel energized, even if they require effort?
2. What strengths or abilities have others consistently recognized in you?
3. What would you do more often—if you stopped second-guessing its value?

## Anchor Thought

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*Your strengths were never meant to impress—they were meant to contribute.*

## Today's Micro-Step

Ask 2–3 people who know you well: **“When do you see me at my best?”**

Write down what they say. Look for patterns. Then, ask yourself: *How can I bring more of that into my everyday life?*



# Day 4 – What You Can't Ignore

**Theme:** Passion & Burden

**Focus Word:** Conviction

## Opening Thought

There are things in this world that break your heart—or light it on fire.

Not everything will matter to you. But some things will feel *personal*. The cause you can't stop talking about. The problem you wish you could solve. The people you feel drawn to stand beside.

This is more than interest. This is conviction.

And often, it's the *entry point to your purpose*.

Your deeper “why” usually lives at the intersection of what you're good at—and what you can't ignore.

## Reflection Prompt

Look around. What issue, injustice, or need consistently grabs your attention? What story on the news lingers in your heart long after you've scrolled past it?

Now look within. What have you experienced that gives you empathy others might not have?



# Journal Questions

1. What causes, communities, or needs consistently stir something deep in you?
2. What injustice, pain, or gap in the world do you feel compelled to respond to?
3. If you had unlimited time and energy, what would you give yourself to?

## Anchor Thought

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*You may not be called to everything—but you are wired to care about something.*

## Today's Micro-Step

Finish this sentence: **“If I could help with one thing in the world, it would be...”**  
Write it down. Circle it. Sit with it. Don't rush past the weight of that insight.





# Day 5 – Who You’re Meant to Impact

**Theme:** Audience

**Focus Word:** Alignment

## Opening Thought

You’re not meant to reach everyone.  
But you are meant to reach *someone*.

There are certain people—whether in your personal life, your community, or your field of work—whose needs seem to call something out of you. When you see them struggle, you feel it. When you see them win, you celebrate it.

This isn’t coincidence. It’s alignment.

Your life experiences, your natural strengths, your inner convictions—they were never just about *you*. They’ve been shaping you for someone else’s benefit too.

Knowing your “who” brings focus to your “why.”

## Reflection Prompt

Think of a time you felt proud of making a difference in someone’s life.

- Who were they?
- What were they going through?

- How did you help?

Now think broader.

What groups or communities are you drawn to support, lead, encourage, or uplift?

# Journal Questions

1. Who do I naturally connect with or feel drawn to help?
2. What type of person or situation stirs my empathy or action?
3. What have I experienced that could give me credibility or insight to support others?

## Anchor Thought

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*You are the right person for someone else's breakthrough.*

## Today's Micro-Step

Make a list of 1–3 types of people or groups you feel drawn to support (e.g., young leaders, creatives, women in transition, people facing burnout).

Ask: *What do they need—and how might I show up for them in the future?*



# Day 6 – Putting Your Why Into Words

**Theme:** Purpose

**Focus Word:** Clarity

## Opening Thought

Clarity doesn't always come in a lightning bolt.  
More often, it arrives in layers—revealed through your story, strengths, and values.  
But at some point, it's helpful to put it into words.

When you articulate your purpose, you create an internal compass. Something to come back to when life gets loud. Something to guide decisions, shape your focus, and remind you why you do what you do.  
Your purpose statement doesn't have to be perfect.  
It just has to be true.

## Reflection Prompt

You've looked inward. You've looked backward. You've looked outward. Now it's time to **name what you've found**.

This is not about branding. This is about grounding.



# Journal Questions

1. What themes have emerged about who I am, what I'm good at, what I care about, and who I'm drawn to serve?
2. If I had to describe my personal "why" in one sentence, what would I say?
3. How can I simplify this message so that it resonates with me and keeps me focused?

## Anchor Thought

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*Your purpose isn't just something you find. It's something you live.*

## Today's Micro-Step

Use this sentence as a guide to write your personal purpose statement:

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**“I want to help [people/group] to [do/become/experience something meaningful] by using my [strengths/skills/experience].”**

Examples:

- “I want to help emerging leaders build confidence and clarity by using my strengths in mentoring and communication.”
- “I want to help people in transition find direction by drawing from my experience with career and identity shifts.”

Write yours. Then say it out loud. Let it begin to shape the way you live and lead.



# Day 7 – Live It Out

**Theme:** Action

**Focus Word:** Momentum

## Opening Thought

Insight without action eventually becomes frustration.

You've done the work to reflect. You've uncovered strengths, surfaced your story, and given voice to your purpose. But the most important step is the next one: **living it out.**

Purpose isn't a final destination. It's a path—a way of showing up in the world with clarity, intention, and impact.

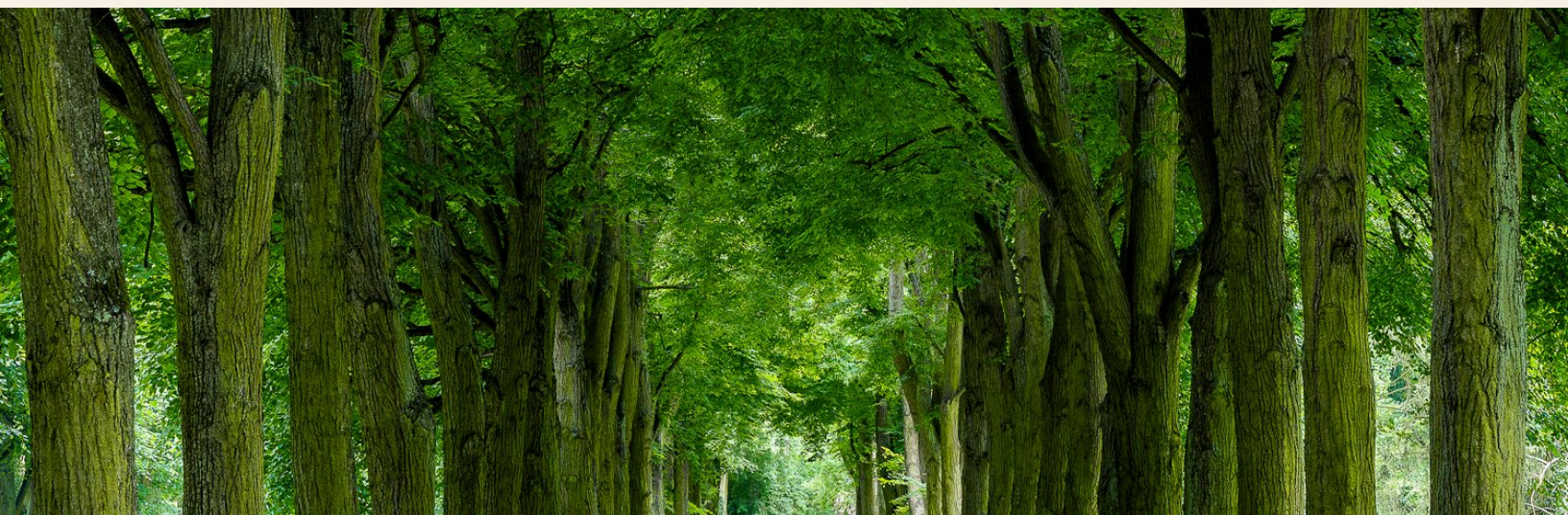
You don't need to have it all figured out.

You just need to take one step in the direction of alignment.

## Reflection Prompt

If nothing changes... what will this clarity become?

And if something *does* change—what's the first small shift you're ready to make?



# Journal Questions

1. What's one area of your life (work, relationships, health, leadership, service) where you're ready to show up with more purpose?
2. What's a small, meaningful action you can take this week that reflects your deeper "why"?
3. What obstacles (internal or external) might hold you back—and how will you move through them?

## Anchor Thought

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*Purpose becomes real when it moves from your head to your hands.*

## Today's Micro-Step

Write a personal commitment for the next 7 days:

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**“One way I will live out my purpose this week is by...”**

Keep it visible. Make it doable. Let this journey become a lifestyle.



# Next Steps: Keep Growing Beyond the 7 Days


You've done powerful work over the past week. But this isn't the end—this is the beginning of a more rooted, resilient, and purposeful life.

If this journey stirred something in you, here are a few intentional next steps:

## ✓ 1. Revisit Your Reflections

You don't need more noise—you need deeper roots. Take time to review what you wrote this week:

- What patterns stood out?
- What truth surprised you?
- What still feels unfinished?

 Tip: Set a reminder to revisit your purpose statement every 30 days.


## ✓ 2. Keep the Momentum Going

- Use your purpose statement to filter opportunities and decisions
- Create space weekly to reflect, recalibrate, and realign
- Share your journey with someone you trust—and invite them to do the same

## ✓ 3. Schedule a 1-on-1 Clarity Call

Sometimes we need more than insight—we need conversation.

If you're feeling called into a new season and want help unpacking your next step, I'd love to talk.

 17 Book a time with Scott → <https://tidycal.com/scottkline/30-minute-meeting>

email: [scott@scottkline.me](mailto:scott@scottkline.me)

I hope that this material has added value to you. If I can help you in any way, please reach out.



## Remember:

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***You are not behind. You are becoming.***

—Scott Kline

