

## Workshop: Purpose

A purpose is something that is never-ending, that doesn't have a deadline and which is not attainable in and of itself. The purpose statement has to be written in present tense and contain the word help or support.

6 Examples of purposes where the highlights are the talents and/or things that gives energy and/or motivates:

- 1) I help contribute to the successful pursuit of our mission, by **effectively communicating our strategic direction** and **helping talents to develop**.
- 2) Through **neuropsychology** I **develop and catalyze** new programs and methodologies that help people find their **motivation**.
- 3) I **help people grow**.
- 4) I support, **lead and inspire others to develop innovative strategies** for the benefit of more **patients**.
- 5) I help the customer to find **new ways of optimizing their sales channels and business processes**.
- 6) I help contribute to the **success** of the business by **using my personal power** and strong ability to **communicate**

1. Take a blank piece of paper and start writing you first suggestions for a purpose statement.
2. Ask your partner to help you fine-tune it. Ask questions like: What words in your purpose gives you energy? What do you like about your purpose? Is there anything you don't like about your purpose? When you are ready write it here:

### My purpose

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Notes: