

Workshop: Purpose

Draft your purpose statement for this objective keeping in mind the 4 guidelines of purpose. A purpose:

- has no deadline and is not realizable in and of itself
- is written in the present tense
- contains the phrase “I help” or “I support” or “I contribute” (rather than “I make” or “I do”)
- aligns with one’s MotivationMAP (satisfies needs and includes talents and energy enhancers)

Here are several examples of purpose statements where talents / energy enhancers / motivators are highlighted:

- 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 provide inspiration to others to develop innovative strategies** for the benefit of **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. Start writing your first draft for a purpose statement.

2. Ask yourself (or consider asking a colleague or friend to help you):
 - What words in your purpose statement give you energy?
 - What do you like about your statement?
 - What don't you like about your statement?

3. Continue to edit and refine. When you are happy with it, enter it at the top of your MotivationMAP.