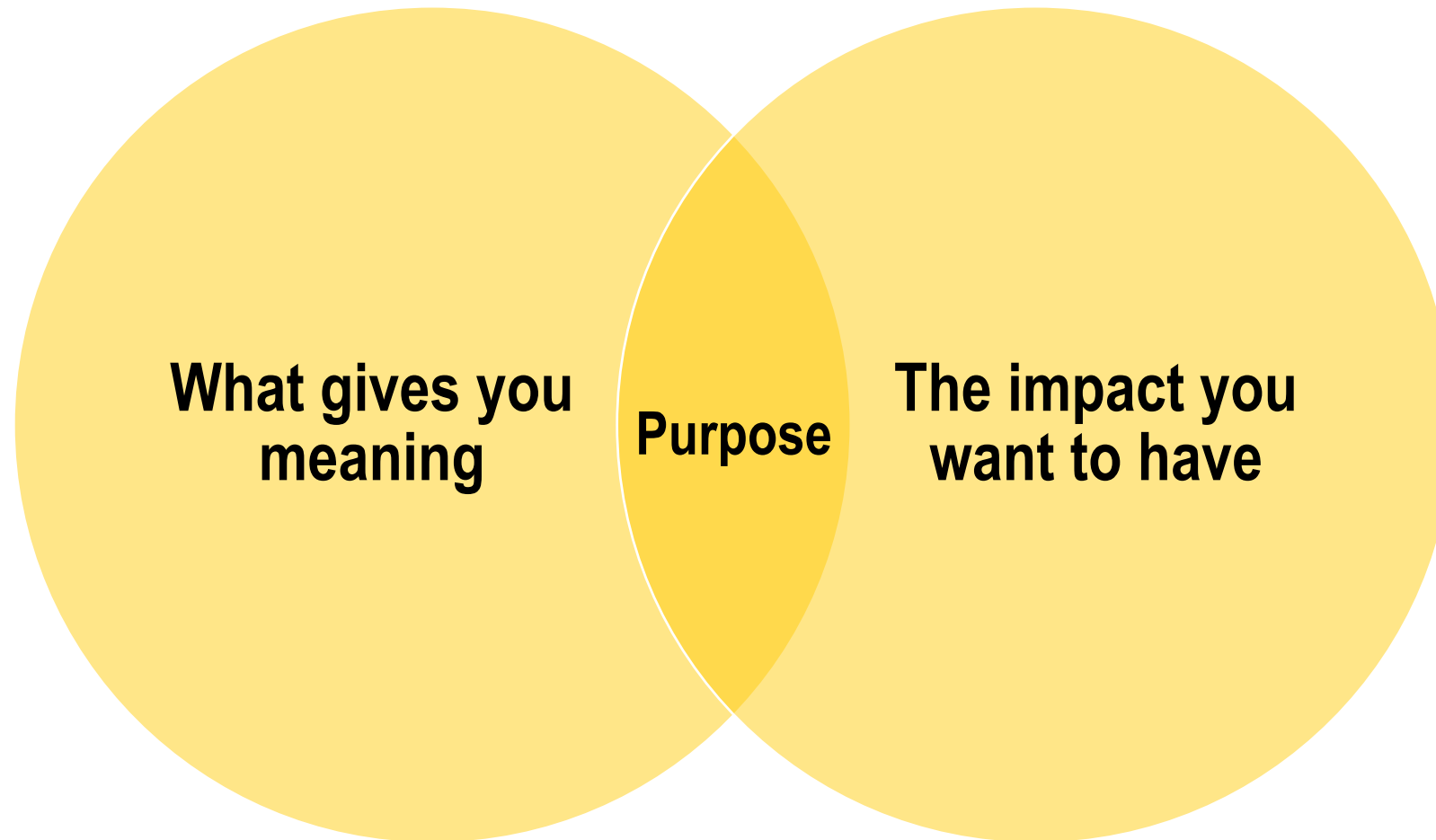


What's My Purpose?

A silhouette of a person with glasses is shown from the back, looking out over a landscape of rolling hills and mountains at sunset. The sun is low on the horizon, creating a warm, orange glow. The person's head and shoulders are in shadow against the bright sky.

How to Think of Purpose



What is Purpose

Purpose is the reason we work beyond financial rewards and recognition.

Purpose is our core intrinsic motivation for work that is based on our values, capacity to contribute, view of the world and of our place in it. It defines who we seek to serve, how we seek to serve, and why we are motivated to serve.

Why Purpose?

Purpose is proven to boost employee wellbeing, team effectiveness, and sustained organizational performance.

Purpose-oriented workers are:

- **64% more likely to find fulfillment in their jobs.**
- **50% more likely to become leaders.**
- **51% more likely to have stronger relationships with co-workers and clients.**
- **Enjoy greater psychological and physical wellbeing.**

Source : Imperative (imperative.com)

Myths of Purpose

1. **Purpose is not a CAUSE** – Purpose is an approach to work and serving others.
2. **Purpose is not a REVELATION** – Purpose is a journey. It doesn't come as a revelation from above but from living life awake and seeking new experiences.
3. **Purpose is not a LUXURY** – Purpose is a universal need, not a luxury for those with financial wealth.

PURPOSE ISN'T A...



Image source: Imperative (imperative.com)

Purpose is Good for Your Health

- Psychological and physical wellbeing
- Reduced rates of Alzheimer's Disease and cognitive impairment
- Improved cardiovascular and metabolic markers
- Increased resilience, ability to cope, motivation, and life satisfaction
- Reduced stress and inflammation response



Source : Imperative (imperative.com)

Think about the best day you had at work...

- *I am growing personally and professionally at work.*
- *My work makes an impact that matters to me.*
- *I have meaningful relationships at work.*

Three Sources of Fulfillment at Work

- **Relationships** – Relationships are the greatest source of meaning in our lives. This is especially true when we consider the increasing importance of teams.
- **Impact** – Making an impact simply means you feel your work matters to someone other than yourself.
- **Growth** – We gain a sense of growth when we stretch ourselves and take risks.

Total health