

Discovering your purpose can feel like a daunting task. Few people grow up knowing exactly what they want to do in life from an early age. For most of us, it takes a combination of chance, experimentation and trial and error to find out what ignites our spark.

This exercise is designed to help you reflect on your core values, strengths and passions to create a clear purpose statement that can guide your decisions and actions in work and life.

Let's first look at values and strengths.

Values

Examples

- 01 Integrity**
Staying honest and ethical in your actions and decisions.
- 02 Empathy**
Understanding and caring about the emotions and experiences of others.
- 03 Creativity**
Valuing innovation and the generation of new ideas or solutions.
- 04 Growth**
Prioritizing self-improvement, learning, and development.
- 05 Collaboration**
Appreciating teamwork and the synergy of working effectively with others.

Strengths

Examples

- 01 Problem-Solving**
The ability to analyze situations and find effective solutions to challenges.
- 02 Adaptability**
Thriving in changing environments and adjusting to new circumstances with ease.
- 03 Leadership**
Inspiring and guiding others to achieve shared goals.
- 04 Communication**
Expressing ideas clearly and effectively, whether in writing or speaking.
- 05 Resilience**
Maintaining focus and determination in the face of adversity or setbacks.

What are Values and What are Strengths?

Aspect	Values	Strengths
What They Are	Beliefs about what matters most	Abilities or talents you excel at
Why They Matter	Provide direction and purpose	Help achieve goals and perform tasks
Focus	Why you act	How you act
Changeability	Evolve slowly	Can grow with practice
Examples	Honesty, empathy, creativity	Communication, leadership, resilience

Let's get started!

Reflect on Your Core Values

Values are the principles that define what matters most to you. Take a look at values in the previous page and then reflect on the following questions:

- 01 What values are non-negotiable for you in work and life (e.g., integrity, creativity, compassion)?
- 02 When have you felt the most fulfilled?
- 03 Why was that? What values were you honoring?

You may write down your answers here.

Identify Your Strengths

Understanding your natural strengths allows you to align them with your purpose. Consider:

- 01 What activities come naturally to you?
- 02 What strengths do others frequently recognize in you?
- 03 List your top 5 strengths.**

You may write down your answers here.

** Not sure where to start? Try out the [VIA Character Strength Assessment](#), which we use in our own leadership workshops.

Explore Your Passions

Passions ignite your energy and motivation. Reflect on:

- 01** What activities or topics make you lose track of time?
- 02** If you could solve one problem in the world, what would it be?
List 2–3 passions that inspire you. (It could be something like writing, organizing in your community, or caring for animals?)
- 03** Get creative!

You may write down your answers here.

Write Your Purpose Statement

Combine your values, strengths, and passions to craft a purpose statement. You may use this structure for guidance:

Guided by [values], I use my [strengths] and passion(s) for [passion] to achieve [purpose].

Example (Fabian Lessenich, Head of Coach Pool, bettercoach):

“As a human being full of energy and openness, I strive to help people find their places of power by using my social intelligence and zest. Guided by growth and a sense of community, I aim to create a more connected world fueled by my passion for meaningful connection.”

Purpose Discovery Exercise

Now that you've articulated your purpose, answer the following:

How does your purpose influence your daily decisions and actions?

What steps can you take to align your daily activities more closely with your purpose?

You may write down your answers here.

Purpose Discovery Exercise

Helpful tips to align your purpose

Journal

Track your daily actions and check how well they align with your purpose.

Revisit

We all change in life, and so does our purpose. Keep updating your purpose statement as your experience and values evolve.

Communicate

Share your purpose with others to build connections and accountability.