DISCOVERING
YOUR PURPOSE STATEMENT



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Welcome to the “Discovering Your Purpose Statement” guide

Welcome to the “Discovering Your Purpose Statement” guide. This document will guide you through a series of exercises designed to help you uncover your core values, envision your best self, and reflect on your life’s purpose. At the end of this exercise, you’ll have a powerful tool—a Purpose Statement—that will inspire and guide you toward a fulfilling and meaningful life.

Throughout this document, you’ll find step-by-step instructions for each section. Take your time, engage in the activities, and embrace the process of self-discovery. Remember, this is a deeply personal experience, and there are no right or wrong answers.



Section 1: Your Values

In this section, we'll delve into your core values—those principles that guide your thoughts, actions, and decisions. By identifying and prioritizing your values, you'll gain insight into what truly matters to you and begin aligning your life with your deepest beliefs.

Your Deepest Values

BALANCE
CHARACTER
COMMITMENT
COMPASSION
COURAGE
CARE
EXCELLENCE
FAITH
FAIRNESS
FAMILY
FREEDOM
GENEROSITY
GENUINENESS
GROWTH
HAPPINESS
HARMONY
HEALTH
HUMILITY
HONESTY
INTEGRITY
KINDNESS
KNOWLEDGE
LIFE
LOYALTY
LOVE
OPENNESS
OPTIMISM
PERSEVERANCE
POSITIVITY
RESPECT
RESPONSIBILITY
SERVICE
SPIRITUALITY

Instructions:

1) Review the list of values provided. This list is not exhaustive, so feel free to add your own if they resonate with you.
2) From the list, select and write down the ten values that resonate with you the most.
3) These values should reflect your genuine beliefs and priorities. Don't rush this step; take time to consider what truly matters to you.

List your top 10 values below:

1 .....

2 .....

3 .....

4 .....

5 .....

6 .....

7 .....

8 .....

9 .....

10 .....

Reflection:

Now, if you had to eliminate one of those words as the least important to you of the 10, which would it be?

1) Cross that number off the list.
2) How about the next least important? Cross that off.
3) Repeat 5 more times, until only 3 word remains.

Now you're left with what you consider your 3 single most important values. These three are your "ride or die."

Ask yourself, when you get to the end of your life, would you want someone to eulogize you by saying that these values defined you? If you live your life the way you intend and hold these as your most important values, will you be satisfied?

We're not going to throw out the rest of your top 10 values, but realize that if everything is equally important, then nothing is important. We have to prioritize. If we don't, we're risking others deciding for us.



Section 2: You at Your Best

Imagine a version of yourself that embodies your values and aspirations—a version that feels like the truest expression of who you are. This section will guide you through a visualization exercise to help you vividly envision this “best self” and capture its essence.

Instructions:

1) Close your eyes and take a few deep breaths to center yourself.
2) Visualize a moment in your life when you felt incredibly proud of yourself—either personally or professionally. Picture yourself at your absolute best.
3) Consider the following questions to guide your visualization:

- Where are you?
- What have you accomplished?
- What emotions are you experiencing?
- Who is around you?
- How are you acting? What character traits and values are you embodying?

4) Open your eyes and turn to the next page. Write down any words, phrases, or descriptors that capture the essence of your “best self” moment. Don’t filter; let your thoughts flow freely.

The essence of your “best self”



Section 3: Reflection - What's Your Purpose?

Now, let's delve deeper into your life's purpose—the driving force that gives meaning and direction to your journey. Reflect on a series of profound questions to uncover what you truly want your legacy to be and how you envision success and contribution.



Instructions:

1) Take a moment to ponder the questions below. Find a quiet space and allow yourself to explore your thoughts and emotions.
2) Jot down your ideas, responses, and phrases that come to mind as you consider each question.
3) Remember, there's no need to rush. Take your time and let your authentic thoughts flow.

Questions for Reflection:

- What do you want your legacy to be?
- How do you want people to describe you?
- What matters most to you?
- What would success look like for your life?
- What contributions do you want to make to the world?
- What are your gifts, passions, and values that you could live into?

Your Authentic Thoughts



Section 4: Capture Your Purpose Statement

In this section, you'll craft your very own Purpose Statement—an empowering declaration that encapsulates your values, aspirations, and the essence of what matters most to you. Your Purpose Statement will serve as a guiding light, inspiring you to align your actions with your deepest beliefs and pursue a fulfilling life.



Instructions:

Crafting your Purpose Statement is a deeply reflective process. Follow the guidelines below to create a purposeful and aspirational statement:

- Take a 30-minute break to clear your mind and allow your thoughts to settle.
- During your break, mull over the insights you've gained from the previous sections: your core values, your envisioned best self, and your reflections on purpose.
- Return after your break and take 10 to 15 minutes to play around with wording and draft your Purpose Statement.
- Use the page below to jot down your initial drafts.

Remember:

- It’s not an accident that there is no example here, because I don’t want to have you copy something that sounds good to you and be confined by that.
- There is no need to rush. Take the time you need to create a statement that profoundly resonates with you.
- Your Purpose Statement should be an authentic expression of your values and aspirations.
- Aim for an aspirational tone—one that inspires you to continuously strive for meaningful achievements.

As you embark on this final step, envision a statement that will motivate and remind you of the life you aspire to lead. Let your purpose shine through every word and phrase you choose.

Your Purpose Statement Draft



Your Purpose Statement Draft Continued

Section 5: Your Game Changer Takeaway

A Purpose Statement is a compass to guide our way through the inevitable moments of discomfort and uncertainty en route to our goals. Taking time to drill down to your essential beliefs and personal story will help you understand your true self – en route to your best self. Now, in only a few words, you have a motto that is easily accessible when you need it most.

Write it on a white board in your office. Make it your screen saver. Make framed prints of it. Do whatever it takes to plant it into your thoughts. It's your personal and professional guide to live by.

Molly Fletcher inspires leaders, teams and organizations to up their game. A keynote speaker and author, Molly draws on her decades of experiences working as a sports agent. Molly is the founder of Game Changer Performance Group. Sign up to receive her newsletter, subscribe to the Game Changers with Molly Fletcher podcast, and watch her TED Talk on The Secrets to a Champion Mindset.



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