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A guide to creating a
purpose statement

**FIVE
DAYS
TO
PURPOSE**

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activateyourbest.com

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INTRODUCTION

Are you clear about what you want to do or represent in the world? Are you activating your purpose regularly? This guide is created to help emerging leaders clarify their purpose. As a result, emerging leaders will be on the path to activating their true life's purpose on a regular basis.

This guide includes the following

<h3>WHAT IS MY PURPOSE?</h3>  <p>Tips to help you create a purpose statement</p> <hr/>	<h3>PURPOSE STATEMENT</h3> <p>Your purpose statement clarifies your internal desires that are reflective of what you value in life and what you aim to be.</p> 	<h3>REFLECTION</h3> <p>In your guide, take time to reflect on your strengths, values, accomplishments, what inspires you, and what you want to contribute to the world.</p> 				
<h3>WHATS INCLUDED IN YOUR STATEMENT</h3> <table border="1"><tr><td data-bbox="184 1107 342 1199">A Clarify what do you want to do? I/To (guide, inspire, support, create, etc.)</td><td data-bbox="357 1107 514 1199">B Determine who you will help? (community, children, leaders, etc.)</td></tr><tr><td data-bbox="184 1216 342 1308">C Determine the impact? (decreased health risk factors, increased confidence, etc.)</td><td data-bbox="357 1216 514 1308">D Establish what will you do to help others (your strengths)? (coaching, teaching, blogging etc.)</td></tr></table>		A Clarify what do you want to do? I/To (guide, inspire, support, create, etc.)	B Determine who you will help? (community, children, leaders, etc.)	C Determine the impact? (decreased health risk factors, increased confidence, etc.)	D Establish what will you do to help others (your strengths)? (coaching, teaching, blogging etc.)	<h3>SAMPLE STATEMENTS</h3> <p>SAMPLE STATEMENTS</p> <ul style="list-style-type: none">• To cultivate the self-worth and net-worth of women around the world through public speaking and blogging.• To inspire healthier communities by connecting people to real food.• I will help emerging leaders activate their true potential through coaching and training.
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Gaining Clarity on Your Life's Purpose

Are you feeling stuck and wanting to be more fulfilled? Or are you struggling to find your purpose? People can activate their best by being purpose focused. That is knowing your purpose and putting it to work in your life. When a person is not living or in a process of activating their true life's purpose, they can become isolated and depressed. Especially in times of change or transition.

What is Life's Purpose?

Your purpose is something that you are passionate about; it is who you are and what makes you unique. Purpose helps you determine the contributions you can make to your family, community, and/or the world. People who are clear about their purpose are generally more excited about life and their individual journal.

*You can discover your personal power
when you engage in behavior and*

activities that are related to your purpose in life.

Your purpose is not your job; although, it can be activities that you engage in at work or in your spare time with family, friends, or community.

Your purpose may change as you develop and grow in your life. If you do not engage in your purpose, you can often feel lifeless, depressed, or angry.

Knowing and activating your purpose can help raise your personal power because you will be focused on your life's work and doing what you love to do. Everyone has a unique role in the contribution to society. Through knowing and activating your purpose, you can discover your innate sense of being and recognize your special gifts and contributions. Once you clarify your purpose, determine what you can do to make an impact. Do not just talk and think about it; engage in activities that will help you activate your true purpose.

Recently, I met with a client who was not clear about her purpose. She said she will engage her purpose as soon as she gets more money. This is very limiting because we do not know what tomorrow holds. Sometimes people get unfocused because they feel they know their purpose; however, they do not have the resources or means to carry it out. Remain focused and think of creative ways you can act out your purpose such as volunteering or participating in extra activities at work or at home.

Thus, no matter your situation, take time to activate your purpose on a regular basis. For example, if your purpose is to help others create a life of love and compassion, you can integrate behaviors and actions of love and compassion at work, with your family, church, or community.

Becoming purpose focused also requires turning on relaxation exercises such as mindfulness, yoga, and deep breathing (this is discussed in the guide called – Tune in and Turn on). These activities will guide you in increasing your focus and commitment.

Purpose Statement

Your purpose statement clarifies your internal desires that are



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Knowing your true purpose can help you focus on your life's work and activate your passion. To help you create your purpose statement, you may ask yourself:

- What excites me about the world?
- What do I want to contribute to the world? Is it helping or teaching others, spending time with family, establishing, and maintaining a business or maybe even organizing events?

Once your purpose is clear, it can be activated at work, your personal life or both.

The next few pages provide an opportunity for you to reflect and think about your true purpose within 5 days. As a result, you will be clear about your important values, strengths, and purpose. In addition, you can record your purpose in our Best Self Journal at activateyourbest.com and take action on a regular basis!



Reflect on who you
are and how you can
contribute to your
family, your
community
and the world.



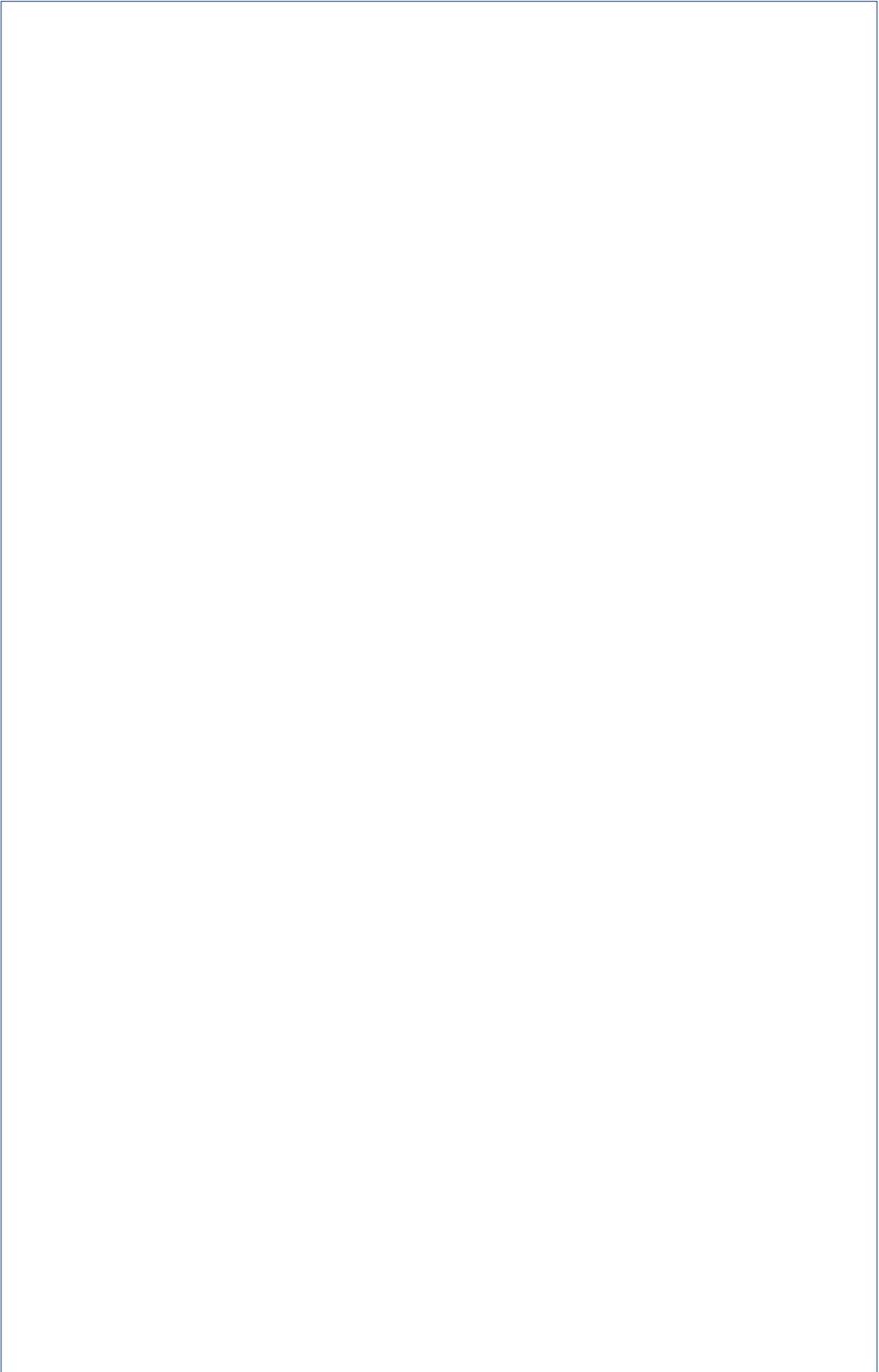
Days 1 - 4: Reflection



Day 1: Summarize Your Accomplishments

On the next page, write down all your major accomplishments. Your accomplishments are your greatest achievements in your personal and professional life. Make sure you review old documents, awards, your resume, certificates, volunteer achievements, etc.

Summarize Your Accomplishments

A large, empty rectangular box with a thin blue border, intended for the user to write a summary of their accomplishments.

Summarize Your Accomplishments

A large, empty rectangular box with a thin blue border, intended for the user to write and summarize their accomplishments.

Day 2: Determine Your Source of Inspiration

On the next page, write down who or what inspires you and how do you inspire others. Here are some questions you can ask yourself.

- What people have inspired you in the past? Why?
- What leadership models or frameworks do you practice or integrate into your professional and personal life?
- How do you inspire other people?
- What can people expect from you? How do you set an example?

Summarize Source of Inspiration

Day 3: Determine Your Values and Strengths

Today, take time to clarify your values (what you care about) and your strengths (what you do well).

Values

To help you determine your purpose, knowing your values are important. Values are important things in your life that you care about based on your beliefs and convictions. Values are established because of years and years of experience and can truly be discovered under pressure.

Assessing your values will help determine the basis for your low or high motivation and can determine the origin of conflict with others. Many people who pursue work that is congruent with their values feel satisfied and successful in their life.

Here are questions to help you determine your core values

- What excites you the most?
- What makes you angry or upset?
- What are you most proud of?
- What things or events excites you the most?

To determine your most important values, think about a time when you were under stress or pressure. Did you use this value or forget about it? Under pressure, people determine what is important to them. If you have a clear set of values before a crisis, you are more prepared to make decisions based on the

established values because you live by them and practice them every day.

Once you are clear about your important values, you can talk to people you interact with about their core values. Do you have the same core values as people you interact with? How are other people's values like your values? How are they different? As a result of knowing others important values, you will be better able to align yourself with others and it helps you understand why people do what they do.

When you identify your values, make sure other people around you are clear about what is important to you at work and in your personal life.

Strengths

After you have determined your values, identify your strengths. Your strengths are passions, talent, or skills that you excel in.

You can identify your strengths by:

- reviewing assessments (e.g., strengths, personality) you have taken in the past
- asking people you trust or people you work with to identify what you do well (often, people you are around have a clearer view of your strengths than you do)
- reflecting on experiences when you had fun and you were successful
- reflecting on things you are naturally good at doing

On the next pages, circle all your important values and strengths. Then, write down the top 5 values and top 5 strengths that are important to you today.

Values

Acceptance
Abundance
Accountability
Achievement
Adaptability
Adventure
Ambition
Attention to Detail
Balance
Beauty
Commitment
Calmness
Caring
Challenge
Change
Charity
Cheerful
Comfort
Commitment
Community
Compassion
Competition
Concern for Others
Consciousness
Courage
Creativity
Customer Satisfaction
Discovery
Diversity
Dedication
Dominance
Education
Excellence

Fairness
Faith
Family
Flexibility
Focus
Freedom
Friendship
Giving
Honesty
Humility
Imagination
Independence
Individuality
Innovative
Integrity
Intelligence
Intuitive
Joy
Justice
Kindness
Knowledge
Leadership
Learning
Love
Loyalty
Organization
Patience
Persistence
Personal Growth
Philanthropy
Prosperity
Power
Professionalism
Quality

Relationships
Reliable
Resilience
Respect
Risk Taking
Safety
Security
Self-Awareness
Sense of Humor
Sensitivity
Service
Sharing
Sincerity
Spirituality
Spontaneous
Stability
Strength
Success
Sympathy
Teamwork
Thankful
Thorough
Thoughtful
Timely
Tolerance
Transparency
Trust
Truth
Unity
Vitality
Warmth
Wealth
Wisdom

Write down your top values

Strength

Accurate
Adaption
Administration
Adventurous
Advising
Ambitious
Analytical
Artistic
Assertive
Athletic
Authentic
Bookkeeping
Budgeting
Caring
Charming
Checking
Communication
Compassionate
Confident
Considerate
Coordination
Counseling
Courageous
Creative
Data analysis
Decisive
Dedicated
Delegation
Deliberate
Dependable
Detail-oriented

Determined
Disciplined
Educated
Empathetic
Energetic
Enthusiastic
Evaluation
Flexible
Focused
Honest
Idealistic
Implementation
Independent
Influence
Initiation
Innovation
Inspirational
Intelligent
Knowledgeable
Leader
Learning
Listening
Managing
Marketing
Motivated
Negotiation
Open-minded
Optimistic
Orderly
Organized
Patient

Peaceful
Planning
Preparation
Presentation
Prioritization
Problem-solving
Product
development
Reporting
Research
Resolution
Resourceful
Respectful
Responsible
Sales
Spontaneous
Strategic
Supervision
Tactful
Teaching
Team building
Team-oriented
Technical skills
Thoughtful
Training
Trustworthy
Understanding
Uniting
Visionary

Write down your top strengths



Day 4: How do you see yourself contributing to the world

On the next page, write down your contributions to the world as a leader. What will you do or say to contribute to the growth and development of your family, community, work culture and/or the world? Here are some questions you can ask yourself.

- How do you see yourself contributing to the world 1 - 2 years from now?
- How do you see yourself contributing to the world 5-10 years from now?
- What do you find exciting in or about the world?
- What angers you?
- What do you most want to teach or represent in this world?



Summarize Your Contributions



After you have written your contributions, take time to reflect on them. Determine, what values are important as you contribute to the world? Why? What strengths can or will you use to help others? Are these values and strengths listed as important? If not, go back and revise your values and strengths.

Before you move to day 5, review information you recorded in the previous steps. Do you need to make changes? Do you need to add additional information? Once you are finished, it is now time to create a draft purpose statement.

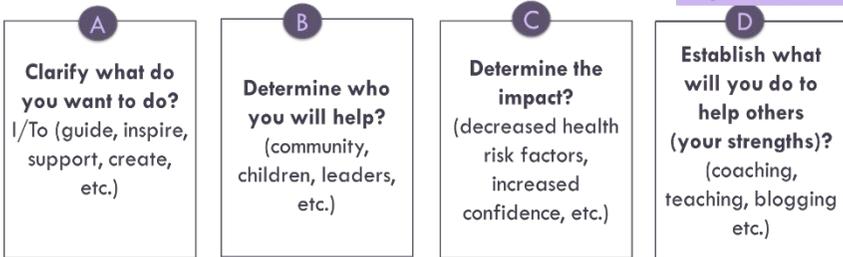




Day 5: Create Your Purpose Statement

Based on all the information you gathered it is now time to create a draft purpose statement. Use the guide below to help you create your draft statement on the next page, then create your final statement.

Purpose statement outline



SAMPLE STATEMENTS

- To cultivate the self-worth and net-worth of women around the world through public speaking and blogging.
- To inspire healthier communities by connecting people to real food.
- I will help emerging leaders activate their true potential through coaching and training.

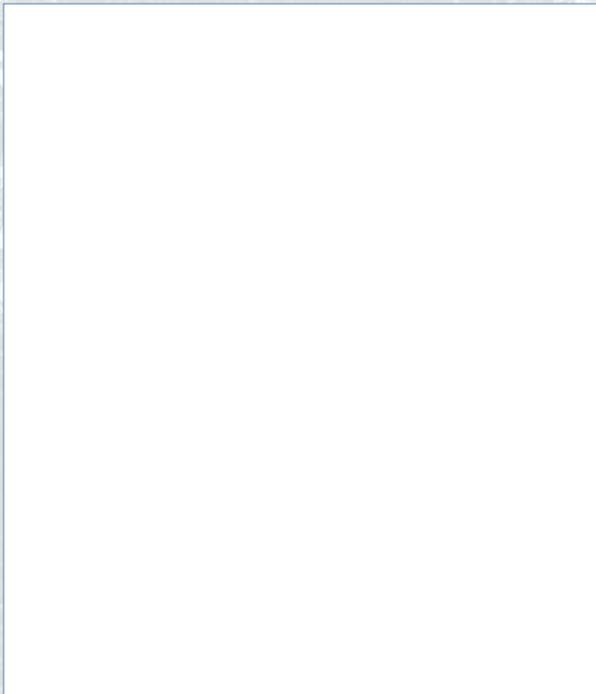


Create Your Draft Purpose Statement

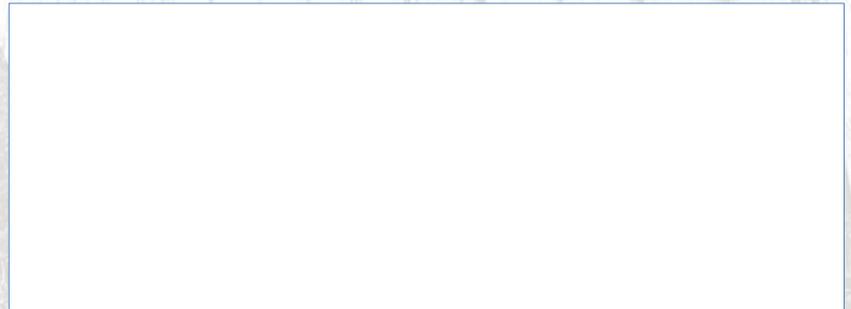
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MY PURPOSE

Purpose Statement **3 Significant Accomplishments**



5 Key Values | 5 Key Strengths



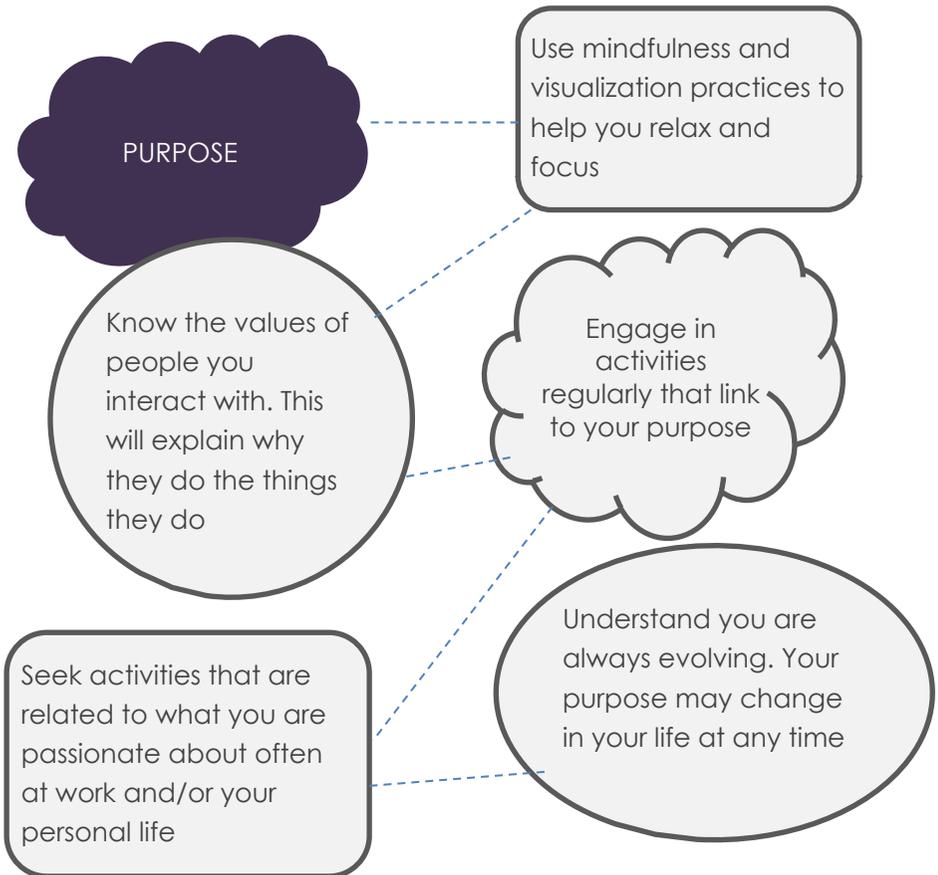


Pulling it all Together

Congratulations! You did it! Now it is time to **take action**. Our Best Self Journal at activateyourbest.com can help you through this. In this journal, you will

- visualize success
- create short-term goals
- write daily gratitude
- identify your successes and lapses everyday

In summary, here are some practices you can incorporate into your life to help you activate your life's purpose.





NOTES



NOTES



NOTES



ABOUT THE AUTHOR

Dr. Jessica Blalock is an organizational psychologist, trainer, consultant author. She has delivered innovative services and products to enhance leadership, staff development and program processes and performance. She earned her Ph.D. in Psychology, with a focus in Applied Psychology, from the University of Tennessee. She has more than 15 years of experience and has worked nationally and internationally with a variety of clients including government, non-profit, private, education, utilities, and financial. Dr. Blalock has worked with Fortune 500, mid-sized and small organizations domestically and international.

ADDITIONAL PRODUCTS BY THE AUTHOR

Best Self Journal

activateyourbest.com

Gratitude Journal, Jessica Blalock, Ph.D.

activateyourbest.com

Discover Yourself: A Personal Development Workbook, Jessica Blalock, Ph.D.

activateyourbest.com

Discover Yourself: A Personal Development Workbook for YOUTH, Jessica Blalock, Ph.D.

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