



THE **REBEL** LEADER'S

Inspiration / Impact Life Purpose Statement

In the book, [Your Leadership Voice](#), the second step in creating your Leadership Voice is knowing yourself personal why.

Your life purpose is your why. This is about your whole life, both personal and professional. It serves as a compass to guide your life and ensure that you don't get off course.

Whatever approach you use to develop your life purpose, the key is to have one! Living life "on purpose" ensures that you go beyond achievement to fulfillment.

The **VALUE** of your Life Purpose Statement

Rebel Leaders invest the time to do this work because it enables them to **lead intentionally** from who they are versus being reactive.

Words have power. Create your statement and create your future.

When you create your Life Purpose Statement, it serves as a guide for your life and provides direction so that you **build a life by design and not by chance.**

Success requires **future focus**. Wallowing in regrets or allow mistakes to derail you creates disruption in your forward progress. **A clear Life Purpose statement enables focus on the end game.** It recalibrates mistakes as what they are: a part of life and a learning experience. It helps you push your boundaries and do things that you would not otherwise have done thus avoiding being stuck in a comfort zone.

Your life purpose statement **guides the choices you make** about your career, life, future, and family. It serves as a reference point for your decisions as you navigate through the sea of endless options.

Your Life Purpose statement is the story of the impact you will make on the world. It creates perspective and serves as a light that shines through the darkness, illuminating your unique path. It provides a map that shows you how to **reach the summit of your dreams.**



What is a Life Purpose Statement?

If you come from a corporate background you know that there are lots of different perspectives on mission, vision, and even purpose statements. Here is how we define and differentiate them:

A **Vision** Statement is future focused. It is about what you want to become. It's aspirational and inspirational. It answers, "where are you going?" and "who do you want to become?"

A **Mission** Statement focuses on today and answers, "what do you do?" and "what makes you unique?" A mission statement explains who you serve and how you serve them. While a mission may change over time, but it always stays connected to your vision and core values.

If you have a vision or mission statement, don't get rid of them. However, we challenge you to create a statement that goes beyond the where and the what to answer the question of "why?"

A **Life Purpose Statement** is your why, it's a statement of who you are and what drives you. It's applicable in all areas of your life, both personal and professional. Understanding your WHY enables you to be at your best, doing work that matters to you, which naturally results in greater fulfillment.

Two Steps to your Life Purpose statement

Step One: *The output from the exercises below gives you the raw material to pull together a life purpose statement that is unique to you.*

- ♥ **Envision your ideal life.** Think beyond your limitations. This is not based on what others think or say, how much money you have, what you own or do not own, or where you're at today.

Imagine you wake up and all your dreams come true. What has happened? Who are you? Why does this matter?

Write as much as you can in response to these questions. Then read back through and highlight key words or phrases that stand out.

- ♥ **Journal.** *Write your response to any of the following questions. Answer a few or answer them all. There are no right answers.*
 - What does success mean to you? If you had to measure it, what would you measure? How will you know whether you've been successful?
 - Can you define yourself in three words? Why did you pick those words? What do they mean to you? What three words describe who you want to become? Why?

- At the end of your life, what will the people closest to you say about you? What matters most to you? What (who) do you value and how is your life connected to those things or people?
- What would you do if you knew you couldn't fail?
- What five characteristics must your environment have to make you feel engaged, alive, excited, and contributing as a human? What difference are you going to make? What does the impact you've left look like?
- What are 10 activities that you most enjoy doing? What does it look like when you're doing your best work?
- If your life was a book and you were the author, what story would you write?
- How do you want people to describe you? Think of a few words you would want to come to mind when people think about you.
- Write one important goal that represents success in each of the following facets of your life: physical, mental, spiritual, work or career, family, social relationships, financial, and fun.

Step Two: *There are two options to create your life purpose statement. Pick the one that works for you or try them both.*

Fill in the BLANKS:

TO ____ SO THAT ____.

The first blank represents your contribution - the contribution you make to the lives of others through your WHY. The second blank represents the impact of your contribution.

EXAMPLE

To empower and educate people everywhere so that they can improve their lives and achieve their goals.

The FORMULA

1. List two of your unique personal qualities, such as insight and creativity.
 2. List one or two ways you enjoy expressing those qualities when interacting with others, such as to teach and to inspire.
 3. Imagine you are living in a perfect world and describe it - what it looks like, how it feels, how people are talking and acting. Write in the present tense as if you are watching a movie.
 4. Combine the three answers into a single statement.
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Examples:

To use my insights and creativity to teach and inspire leaders as they make their teams lives magnificent and their organizations thrive

To bring my gifts of intelligence, charisma, and serial optimism to cultivate the self-worth and net-worth of women around the world so they can reach their full potential.

I inspire everyone to embrace their dream with confidence, passion and purpose as they discover their unlimited potential, so that together we can change the world.

Life Purpose Statement - check points:

(once you write your statement, evaluate it using these nine points)

1. my statement is clear and simple (ideally ten words or less)
2. there is no fancy language, consultant speak, business gibberish or buzz words. Don't hide behind clichés!
3. my statement is written in MY unique voice
4. say it out loud. Does it sound awkward? catchy? memorable?
5. ask close friends whether the statement matches their experience of you.
6. it's easily explained and easily understood
7. share it with others and get feedback
8. it's ok to change and evolve
9. it is distinctly yours

The POWER of a Life Purpose Statement

A life purpose statement is only as good as how well it's used. Here are some suggestions to maintain your focus on the future.

- ☑ Refer to your Life Purpose Statement frequently. Ideas for maintaining your focus include; review it in your morning routine, put it on a sticky note on your computer, frame it by your bedside, make it part of your week in review routine, etc.

- ☑ When making a decision, consider your Life Purpose Statement and ask yourself whether the opportunity truly represents who you are, what you are becoming and whether it's aligned with your purpose.