



PERSONAL PURPOSE & VISION WORKBOOK

Identify Your Purpose & Vision

Your personal purpose & vision captures the ultimate reason behind your work and illuminates the greatest possible fulfillment for yourself. They serve as a North Star to keep you aligned to your core self, help you make decisions that keep you on your path, connect others to your greatest value and contributions, and help you live a life that makes you happy, peaceful, and fulfilled.

Use the following thought-provoking questions to consider your future.

What is your biggest dream or the biggest goal you can imagine achieving?

If there were no rules or boundaries, and if you had all the money in the world, what would be possible in your life?

How can you make the biggest possible difference?



What would make everything worth it?

A large, empty, light gray rectangular box intended for the user to write their response to the question above.

Who would benefit most from your success?

A large, empty, light gray rectangular box intended for the user to write their response to the question above.

What would end/cease to exist if you were successful?

A large, empty, light gray rectangular box intended for the user to write their response to the question above.

What is possible because you exist? What inspires you?

A large, empty, light gray rectangular box intended for the user to write their response to the question above.



Determine Your Core Drivers

Core drivers guide your actions, explain what you stand for, and represent the why behind your work. They speak to a sense of pride in how you accomplish your work and give others an idea of what to expect from you

Use the following thought-provoking questions to think about the key motivations of your work.

How do you want others to experience you?

What do you want to be known for?

What reputation do you want to build?

What is important to you?

How do you want to feel at work?



How do you want others to feel?

What do you want people to say about you?

When do you feel most rewarded?

Why is what you do so important to you?

What makes you different from anyone else?

What makes you uniquely “you?”



Write Your Vision & Purpose Statement

Creating a statement that captures your purpose can help you better communicate with others about your intentions and also casts a vision for the impact you want to make. A personal purpose and vision statement comes from the heart, helps focus your efforts on achieving an intentional life and rallies others to your goals.

Craft & Review

Use the following area to begin to shape your purpose & vision statement. Write a free-form summary of your responses to the questions on the previous pages and then review and refresh your writing to ensure your innermost truth comes through. Seek feedback from those who know you well as you continue to shape your statement.

Your Final Statement: