



## Identifying What's Core: Purpose & Values

**Purpose:** strong directional reason, the “why”

The “north star” that provides direction and orientation in an ever-changing world.

**Values:** fundamental, intrinsic beliefs that guide our actions and decisions

The “moral compass” that guides our specific steps and choices along the way.

### Pair interviews: Exploring purpose

**Focus:** Take a moment to reflect on your purpose.

- Review the questions below – which of these questions or groupings are most meaningful to you?
- **Choose 3-5 questions** that you would like to be asked to help you reflect on your purpose.
- Get into pairs and **exchange this handout** with one another so that the interviewer has your questions and space to reflect on your responses.

### 30 Questions for Reflecting on Purpose<sup>1</sup>

**Gifts and Strengths:** what natural talents do you possess?

1. What gifts do you bring?
2. Why does the world need the gifts you bring?
3. What's memorable about you?
4. Who needs the gifts you bring?
5. What verb best describes you?
6. What do you secretly love about yourself?
7. What did you love doing when you were a child?

**Energy and Flow:** when do you feel most energized and alive?

8. What one thing would you find a way to do, no matter what?
9. What was your favorite thing to do as a kid?
10. Over the last 6 months, when have you felt the most alive and electrified?
11. What could you do all day and not consider it a waste of time?
12. What motivates you when you're most productive?
13. What do you enjoy learning about?
14. What sparks your creativity, makes the wheels in your head start turning?

<sup>1</sup> Adapted from: <http://blog.rockwoodleadership.org/132-of-the-best-questions-to-help-you-reflect-on-your-purpose/>



**Relationship and Connection:** what do others see and value in you?

15. How do you want to make others feel?
16. What do you love to do for others?
17. What do other people always thank you for?
18. What do people ask for your help with?
19. Who inspires you most? What qualities do they possess that inspire you?
20. What kinds of conversations do you have with your closest friends?
21. What are some challenges, difficulties, and hardships you've overcome or are working to overcome? How can what you learned help others?
22. A stylist notices a complicated hairstyle, a singer notices a talented vocalist... what do you notice about the people around you?

**Spirit and Essence:** what gives your life meaning?

23. What are you drawn to?
24. What brings you joy?
25. How do you know when you're being completely authentic?  
When did you last feel that way?
26. What desires keep tugging at your heart?
27. What would you do if you did not care what others thought?
28. What do you love to learn about?
29. Why are you alive right now?
30. What do you stand for?

**The Interview:**

- Ask your partner to interview you, using the powerful questions you identified as a guide to the conversation. Your partner can take notes on the following page to reflect.
- **The interviewer should listen attentively, and help you probe more deeply beyond your initial answers.** Interviewers might ask helpful open-ended questions that encourage you to share more, such as:
  - What do you mean by that?
  - What's most important to you about that?
  - When was a time that you experienced that?
  - What would success look like?



**Reflections:**

- Interviewer: what stands out for you about what your partner shared?
- What did you notice about their motivations, values, and/or choices?

**Note your reflections and responses below.** After sharing your reflections with your partner, return this handout to them for the next activity.



## Drafting Purpose Statements

**Purpose:** strong directional reason, the “why”

The “north star” that provides direction and orientation in an ever-changing world.

Based on what you surfaced in the partner interviews, and reflecting back on the activities throughout the retreat, begin to draft a personal purpose statement. **Use the space on the Draft Storyline, Purpose & Values worksheet to draft your purpose statement.** Remember, this is only a draft! You will have many opportunities to reflect on it and further refine it.

**Helpful reminder:** An effective purpose statement provides a direction toward which you continuously strive. It also helps clarify which directions you will not pursue.

### Example statements:

*I am a nurturer of the possibilities in people. I ensure that people around me discover their worth and realize their value in this world.*

*I am a beacon to others on the path to living. I embody living peacefully, authentically, joyfully, and... on purpose!*

*I am a fire starter who never stands for the status quo. I must rally and incite change, nourish my vision and my peers while maintaining balance and wellness.*

*I am rooted in history, family and community. My life's work is to mobilize and connect all people to their power.*

*I am a truth seeker and a truth teller. I facilitate helping others find their gem and teach them how to polish and shine. I am both a teacher and a student of this work.*

*My purpose is to use connection as a foundation for social change.*



## Identifying Core Values

**Values:** *fundamental, intrinsic beliefs that guide our actions and decisions*  
*The “moral compass” that guides our specific steps and choices along the way.*

Based on your reflections with your partner, begin to **identify up to five core values** that guide your decisions and actions. If it’s helpful, you may want to reflect on meaningful decisions that you have made in your life and think about what values were underlying those choices for you. **Use the space on the Draft Storyline, Purpose & Values worksheet to draft your list of values.**

You can also use the following list to spark some ideas – which of these concepts are critically important to you?

### List of Values (for inspiration only, don’t feel bound by these!)

- |                 |                  |               |
|-----------------|------------------|---------------|
| Abundance       | Capability       | Curiosity     |
| Accountability  | Care             | Daring        |
| Achievement     | Carefulness      | Decisiveness  |
| Adaptability    | Celebrity        | Decorum       |
| Adoration       | Challenge        | Delight       |
| Adventure       | Change           | Dependability |
| Affection       | Cheerfulness     | Depth         |
| Agility         | Clear-mindedness | Desire        |
| Altruism        | Cleverness       | Determination |
| Ambition        | Closeness        | Devotion      |
| Approachability | Comfort          | Dignity       |
| Artistry        | Commitment       | Diligence     |
| Assertiveness   | Community        | Directness    |
| Audacity        | Compassion       | Discipline    |
| Awareness       | Competence       | Discovery     |
| Awe             | Competition      | Discretion    |
| Balance         | Confidence       | Diversity     |
| Beauty          | Connection       | Dreaming      |
| Belonging       | Consciousness    | Drive         |
| Benevolence     | Consistency      | Duty          |
| Bliss           | Contentment      | Dynamism      |
| Boldness        | Contribution     | Eagerness     |
| Bravery         | Cooperation      | Ease          |
| Brilliance      | Courage          | Effectiveness |
| Calmness        | Courtesy         | Elation       |
| Camaraderie     | Creativity       | Elegance      |
| Candor          | Credibility      | Empathy       |



Leadership Development Program

Encouragement	Honesty	Modesty
Endurance	Hopefulness	Motivation
Energy	Hospitality	Mysteriousness
Enjoyment	Humility	Neatness
Entertainment	Humor	Nerve
Enthusiasm	Imagination	Non-comformity
Excellence	Impact	Obedience
Experience	Independence	Open-mindedness
Expertise	Individuality	Optimism
Exploration	Influence	Order
Expressiveness	Ingenuity	Organization
Extravagance	Inquisitiveness	Originality
Fairness	Insightfulness	Outrageousness
Faith	Inspiration	Partnership
Fame	Integrity	Patience
Family	Intelligence	Passion
Fascination	Intensity	Peace
Fearlessness	Intimacy	Perceptiveness
Fierceness	Intrepidness	Perfection
Firmness	Introspection	Perseverance
Fitness	Intuition	Persistence
Flexibility	Inventiveness	Persuasiveness
Focus	Involvement	Playfulness
Fortitude	Joy	Pleasure
Frankness	Justice	Poise
Freedom	Kindness	Power
Friendship	Knowledge	Practicality
Frugality	Leadership	Precision
Fun	Learning	Preparedness
Generosity	Liberation	Presence
Giving	Liberty	Pride
Grace	Liveliness	Privacy
Gratitude	Logic	Proactivity
Gregariousness	Longevity	Professionalism
Grit	Love	Prosperity
Growth	Loyalty	Prudence
Guidance	Mastery	Punctuality
Happiness	Maturity	Rationality
Harmony	Meaning	Reason
Health	Meekness	Recognition
Heart	Mellowness	Reflection
Helpfulness	Meticulousness	Relaxation
Heroism	Mindfulness	Reliability



Leadership Development Program

Resilience  
Resolve  
Resourcefulness  
Respect  
Responsibility  
Rest  
Restraint  
Reverence  
Sacredness  
Sacrifice  
Saintliness  
Satisfaction  
Security  
Self-control  
Selflessness  
Self-reliance  
Sensitivity  
Sensuality  
Serenity  
Service  
Sexuality  
Sharing  
Silence  
Silliness

Simplicity  
Sincerity  
Solidarity  
Solitude  
Sophistication  
Spirituality  
Spontaneity  
Spunk  
Stability  
Status  
Stillness  
Strength  
Structure  
Success  
Support  
Sympathy  
Teamwork  
Thoughtfulness  
Thrift  
Tidiness  
Timeliness  
Traditionalism  
Tranquility  
Transcendence

Trustworthiness  
Truth  
Understanding  
Unflappability  
Uniqueness  
Unity  
Usefulness  
Utility  
Valor  
Variety  
Virtue  
Vision  
Vitality  
Vivacity  
Volunteering  
Warmheartedness  
Warmth  
Wealth  
Willfulness  
Wisdom  
Wittiness  
Wonder  
Youthfulness  
Zeal



## Leadership Practice: Reflection & Discovery

As we close our retreat and prepare to head back to our families, communities, and organizations, we ask that each of us make a commitment to **continued reflection and discovery on the purpose and values statements** we began today. Adopting a practice of reflection and discovery will help us build the muscle of “seeing, considering, and acting” that is central to the practice of strategic thinking.

Before you leave the retreat space, consider what practice(s) you will commit to as a way of deepening your clarity on the purpose and values that guide your leadership. We will check in on these during the first peer learning call.

Some examples might include:

- ✓ **Seeking feedback:** sharing my draft purpose and values with others who know me well and asking what resonates for them, what might I have missed
- ✓ **Journaling:** capturing notes on when I feel energized or frustrated, and reflecting on how that connects to my purpose or values
- ✓ **Paying attention to my space:** noticing what items I have in my space at home, at work, in the car, etc. and reflecting on how those connect to my purpose or values
- ✓ **Time or expense tracking:** what choices am I making about how I spend time or money? How is this aligned – or not – with my purpose and values?
- ✓ **Noticing habits:** What unconscious behaviors do I exhibit repeatedly? How are these aligned – or not – with my purpose and values?

**My Practice(s):**

### Additional Resources

1. Management Assistance Group: <http://www.managementassistance.org>
2. Move to End Violence: <https://www.movetoendviolence.org>
3. Movement Strategy Center: <https://movementstrategy.org>
4. Norma Wong: <https://www.movetoendviolence.org/blog/author/norma>
5. adrienne maree brown: <http://adriennemareebrown.net>