

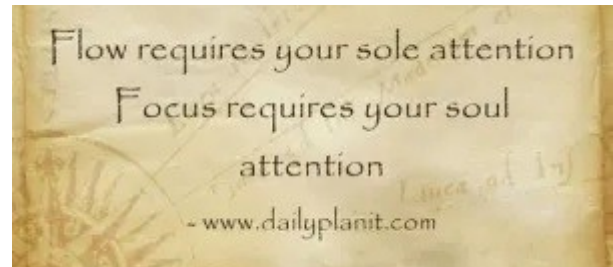
DISCOVER Compelling Purpose – *What makes you get up in the morning?*

Look for the intersection between what you are best at, what you love to do, what the world needs most, and what you can be paid for - Ikigai.

I. WHO	interests
	personality
	causes you are drawn to
II. WHAT	core values
	character strengths
	personal values
III. HOW	skills
	strengths
	talents
IV. WHY	what creates flow state
	what you always chase
	what you want to build
Purpose	

WHO what interests you? What do you love to learn about?	
WHO what are your personality traits?	
WHO are you drawn to help? What does the world need?	
WHAT are your core values?	
WHAT are your personal qualities or character strengths?	
WHAT are your unique personal values?	
HOW what skills will you use?	
HOW what strengths will you develop?	
HOW what natural abilities or talents do you have?	
Three <u>Clues to Purpose</u>	
WHY what are you always chasing?	
WHY what are you doing in the state of flow?	
WHY what do you want to build?	

I. WHO interests personality causes	II. WHAT: your... core values character personal values
III. HOW skills strengths talents	IV. WHY: what... you chase creates flow you build



- Interests - things you love to learn about, favorite school subjects, hobbies you enjoy.
- Personality – traits.
- Vision – where you are going.
- Values – important guiding principles.
- Core values – have intrinsic worth and are fairly universal among cultures and religion.
- Personal values – are subjective and can vary.
- Character strengths – your best personal qualities. What qualities do you admire in others?
- Skills – learned abilities. Think of a project you are proud of. What skills did you use?
- Strengths – developed talents. These are often things that are easy for you to do and you are good at.
- Talents – natural abilities you want to share. You lose track of time & gain energy when you use them.
- Purpose- reason for being.
- Mission – what you do and why.

**DISCOVER PURPOSE**  
to focus your soul attention

- I. [Discover U: interests & personality](#) | [AIM for a vision](#) that is Active Inspiring & Meaningful
- II. [Map your values](#) | [Develop character](#)
- III. [skills](#) | [strengths](#) | [Uncover hidden talents](#)
- IV. Discover [Clues to purpose](#) | Create a personal mission or [value statement](#)

**TOOLS**

Self Assessment at the [Brand & Purpose Toolkit List.ly](#) links  
[Free ebook](#) “How to Start a Fire”