

**Thought Leaders**  
BUSINESS LAB

**EPISODE 260**

# The Importance Of Purpose

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## What's a purpose?

- ▽ A purpose is what drives you. It's that inner burning deep inside you that drives you.
- ▽ It changes as we evolve and get older. For example, Sam's purpose was different when she had three children to take care of, than it is now her children have left home.
- ▽ It doesn't just drop in or happen suddenly. It's an evolution.
- ▽ Consider not what you do, but why you do something. The "why" isn't always outwardly expressed and is can sometimes be hard to articulate. But it allows us to connect with other people on a deeper, and more emotional level.

## The pursuit of joy and legacy over money

- ▽ When people pursue joy, they feel they have a reason for being and a reason to contribute to others.
- ▽ In a recent event, many of the participants stated their purpose is to give and create an impact and legacy for others.
- ▽ When you're aligned with your purpose, your focus is not about the money, but the money comes.

## What's a purpose?

- ▽ As business owners, our purpose doesn't have to be tied to our business. You can have more than one purpose. Your purpose can also apply in all sorts of contexts based on the people you regularly come across or work with.
- ▽ Many people try to force their purpose into their business. But, you can look at your business or job as a means to fund something that aligns with your purpose.

## Go beyond just the demographics and touch on the psychographics

- ▽ Live life by trial and error. Ask these questions:
  - What inspires you?
  - What makes you come alive?
  - Where do you think you add the greatest value?
  - What do you value?
  - What are your non-negotiables in life?
  - What makes you stand out from the crowd?



Free yourself from the expectations of others.

We go through a lot of our life living for other people and doing things that other people expect of us. We learn patterns of behaviours that affect us as adults. As a result, we find ourselves dropping into things that are not aligned with our purpose because we don't want to be seen as someone who lets other people down.

Ask yourself what it is that you want to do that makes you feel good. At the end of the day, the people who really love you want you to be happy.

## The value of open, philosophical debates

Don't underestimate the value of having conversations with people who ask questions that challenge you. Through these open conversations, you can unpack your purpose.

You can't find your purpose on your own. You need to have those conversations where people shine a light on things that you don't notice and help you ask questions you don't realise are there.

## The importance of your purpose

Your purpose is your driver. When things are going great, it can sit in the backseat.

But when things are challenging, it can help you remember why you're doing something in the face of adversity. This will keep you on track with what you want to do instead of letting things go.

These challenging times include the time when you:

- want to run away from your business.
- feel resentful toward your clients.
- finances are a bit tough.

## Resources and tools on finding your purpose

One of the most noted works in this space is Simon Sinek's *Start With Why*. His TED Talk is called *How Great Leaders Inspire Action*. He's also written the books *Start With Why* and *The Power of Why*.

The main point of Simon's work is: if you can unpack why you do what you do then it will give you direction, confidence, tenacity and strength when you need it.

Wayne Dyer created a movie-documentary on how purpose plays out in different people's lives and how people found their purpose.



Emilie Wapnick's TED talk is for someone passionate about a lot of things. It will help you understand that you don't need to be drilling things down to just one true calling.



Journaling is also a good way to observe what is happening in your life and allow you to reflect on the things that you are passionate about.



Find people you resonate with and respect and have those conversations that help you find your purpose. Surround yourself with people who support your purpose.

## Resources

[How Great Leaders Inspire Action by Simon Sinek](#)

[The Shift by Dr. Wayne Dyer](#)

[Why Some of Us Don't Have One True Calling by Emilie Wapnick](#)

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