

Finding Your Purpose

A set of exercises to find more about your purpose. To help you define your personal mission and/or vision.

To help you know more about yourself, to challenge you, and to give you some exercises that can provide guidance and get you closer to your goals.

IMPORTANT: The exercises in this booklet don't follow any specific order, you can do all of them or just one. Do the ones that feel right to you and you don't have to do it all at once.

It's always recommended to have the right atmosphere before starting any, and once done, to sleep on it, reflect and perhaps even share with your community of trust (closest friends, colleagues, coaches, mentors, or even family).

Enjoy the process!

Teams
with **Hugo**

Exercise A: Build Your Portfolio

Randy Komisar, technology legend and now a partner at Kleiner Perkins Caufield & Byers, thinks you should not look for your one passion. That search will paralyze you. Instead think of a portfolio of passions and use those passions to guide you. You don't have to choose just one! He also suggests that you don't try to define your end-goal, or your horizon, but rather define your values, or your north-south-east-west as he calls it. This lowers the pressure on you to get it right. It allows you to move into action now. You don't have to have a clear vision of the future you want, but just have to know that you want to go north or south.

List 10 possible passions: put a start next to the five that seem to resonate most powerfully with you

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

List 10 possible values that matter to you: put a start next to the five that seem to resonate most powerfully with you

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Exercise B: Write three lists

Sit down and write out three lists: everything you are good at, everything you enjoy doing, and everything you that gives you a sense of purpose. Then look for the common themes in these lists.

What are you excellent at?	What do you enjoy doing?	What gives you sense of purpose?

Exercise C: Recall flow states

Sit me down in a library with a stack of old books and a mission to produce a blog or paper, and time stops. I blink and three hours have passed. Flow states occur when your mind is so engaged in your activity that it lacks the mental capacity to notice other things. It means you are loving what you are doing. Sit down and think back from childhood to today and put together a catalogue of activities that put you into a state of flow.

What is a moment in the past where you experienced a sense of "flow"?	What activities gave you that feeling of "flow"?	What passion or purpose does this relate to?

Exercise D: Explore aims of life

A Buddhist framework suggests there are four aims to life (I am simplifying here): (1) achieve physical health, (2) build wealth and artifacts and family, (3) seek to become a perfect person, and (4) find your greater purpose. Think of and write down three potential passions for each of these aims.

Aim of life	Potential passions / goals / desires
Achieve physical health and pleasure	<ul style="list-style-type: none">• ...• ...• ...
Build wealth, experiences, home, family	<ul style="list-style-type: none">• ...• ...• ...• ...
Seek to become a better person	<ul style="list-style-type: none">• ...• ...• ...
Find your greater purpose	<ul style="list-style-type: none">• ...• ...• ...

Exercise E: Journal

President Obama shared in an interview that he dedicates 10pm to 1am each night, while Michelle and his girls sleep, to work, read, and write. I find my think time while cooking a midnight meal in a quiet kitchen, when everyone else is in bed, or on long flights. **When is your think time & what thoughts are recurring on your head?**

Exercise F: Peak to peak

Picture yourself at the peak of your life. Both personally and professionally. Understand which elements led to such feeling and envision yourself as climbing a mountain.

All peaks are about climbing mountains where we need to prepare ourselves for the ascent and descend. We move from peak to peak, mountain to mountain. Consider each mountain a new phase of your life.

For the next "mountain" you must climb and reach its peak ask yourself:

- What do you want this mountain journey to be about?
- What do you want your achievements to look like?
- What difference do you want to make in this climb?
- What can you bring with you from previous mountains?
- What you want to learn along the way?
- What does the top look like?

Exercise G: 15 simple questions to make you think

Questions	Journal / Answer
What makes you smile?	•
What were your favorite things to do in the past? What about now?	•
What activities make you lose track of time?	•
What make you feel great about yourself	•
Who inspires you the most?	•

<p>What are you naturally good at?</p>	<ul style="list-style-type: none"> •
<p>What do people typically ask you to help with?</p>	<ul style="list-style-type: none"> •
<p>If you had to reach something what would you teach?</p>	<ul style="list-style-type: none"> •
<p>What would you regret not fully doing, being or having in your life?</p>	<ul style="list-style-type: none"> •
<p>You are now 90 years old, sitting on a rocking chair outside your porch; you can feel the spring breeze gently brushing against your face. You are blissful and happy, and pleased with the wonderful life you've been blessed with. Looking back at your life and all that you've achieved and acquired, all the relationships you've developed, what matters to you most? List them out.</p>	<ul style="list-style-type: none"> • ... • ... • ... • ...
<p>What are your deepest values?</p>	<ul style="list-style-type: none"> •

<p>What were some challenges, difficulties and hardships you've overcome or are in the process of overcoming? How did you do it?</p>	<ul style="list-style-type: none"> •
<p>What causes do you strongly believe in? Connect with?</p>	<ul style="list-style-type: none"> •
<p>If you could get a message across to a large group of people, who would those people be? What would your message say?</p>	<ul style="list-style-type: none"> •
<p>Give your talents, passion, and values, how could you use these resources to serve, to help, to contribute?</p>	<ul style="list-style-type: none"> •

Exercise H: Learn about your 'Ikigai'

In Japanese culture, there is this concept called "*ikigai*," which loosely translates as "reason for being." Every person, it is believed, has an *ikigai* that they must search for. The search is long and deeply personal, but once your *ikigai* is found, it is what you devote your life to. It is your calling, your one true purpose.

(Note: ikigai is pronounced "eye-ka-guy" not, as I said for years, "icky-guy")

It's important to recognize that it's very rare to find a true *ikigai* – a single activity that satisfies all the circles. And people who really believes in *ikigai* might spent their whole life searching for it, wrongly thinking that if they can't find it, they can't live a meaningful, happy life.

The truth is that you don't need to find one thing. You can find deep satisfaction through several activities, values, and intentions—and you can approach *Ikigai* from multiple angles.

First off, here's the diagram mostly known:



The ikigai Venn diagram provides a powerful framework for thinking about how to spend your time. As you think about each circle, make sure you don't neglect any of them, aim for the intersection.

Important as well to remember that balance is key, all circles matter. That overlap is fine, joint activities are good, and that you don't have to figure out all at once. Sometimes you will spend sometimes in more activities, sometimes less. It has to be seen as a flow to help you find answers and get closer to the center.

Element	Potential activities
What you are good at (intersection of passion and profession)	<ul style="list-style-type: none"> • ... • ... • ...
What you love (intersection of mission and passion)	<ul style="list-style-type: none"> • ... • ... • ... • ...
What the world needs (intersection of mission and vocation)	<ul style="list-style-type: none"> • ... • ... • ...
What you can be paid for (intersection of vocation and profession)	<ul style="list-style-type: none"> • ... • ... • ...

Once done, just take the time to see if any patterns stand out. Journal on those and combine with other exercises.

Exercise I: Find and seek out your fears

Pressfield also writes, "If you find yourself asking yourself (and your friends) 'Am I really a writer? Am I really an artist?' chances are you are. The counterfeit innovator is wildly self-confident. The real one is scared to death." So ask yourself, "What is it I'm scared to death of? Where am I today? Is my comfort zone getting very uncomfortable?"

What are you scared to death of?	Where are you today?	Is your comfort zone getting very uncomfortable (or are you playing safe?)
<ul style="list-style-type: none">• ...• ...• ...•	<ul style="list-style-type: none">• ...• ...• ...•	<ul style="list-style-type: none">• ...• ...• ...•

Exercise J: Write your "Story Canvas"

Draw your Cover Magazine! Look at yourself in 1, 3 or 5 years from now and think about:

Magazine Cover: Which magazine are you a cover on? What is the content about?

Big headlines: If you are interviewed, which is the headlines about what you say?

The Interview: What questions were you asked? What expertise did you showcase?

The Bottom Line: What is your financial cash flow? What experiences are you affording?

Quotes: What do people say about you?

Tweets: What type of tweets do you write? Hashtags you use?

Instagram: Which pictures to you share? What do they say about you?

The 'Story Canvas' is a template for writing a business story. It consists of several sections:

- MAGAZINE COVER:** A large rectangular frame for drawing a magazine cover.
- BIG HEADLINES:** A section for writing the big headlines about your business.
- THE INTERVIEW:** A section for writing the in-depth interview about your business.
- THE BOTTOM LINE:** A section for writing what the finance section says.
- QUOTES:** A section for writing some great quotes to go with your article, featuring two large quotation marks.
- TWEETS:** A section for writing tweets, featuring a Twitter bird icon and two speech bubbles with '@' symbols.
- HASHTAGS:** A section for writing hashtags, featuring a cloud shape with '#HASHTAGS' written inside.
- INSTAGRAM PICTURES:** A section for writing Instagram pictures, featuring an Instagram camera icon and three rectangular frames.