



For Personal and Professional Development

The Power of Purpose

**What you need to know to turn
ordinary leadership into a
*Powerful Presence!***



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Different World of Work

A complete overhaul is taking place in the way we see ourselves in relationship between our work and working with others. The corporate office as we know it—open plan and glass paneled offices - has moved from a mind-set of collaboration can happen only in our office to a new understanding of digital opportunities with remote workers.

Customer service, productivity and profitability are factors that define the health of an organization. However, it is the leader who responds to changing conditions and seizes opportunities that realize the highest degree of success.

Leaders who have personal Interactions with every team member reap the benefits of performance and productivity. Start by asking:



How can I help?

What can I do better to understand?

What's working? What isn't working?

How can I support you?

Take action and demonstrate your ability to adopt and adapt to changes that impact everyone.

The Power of Purpose

Growing your skills as a leader is a complex and ongoing process of discovery, application and evaluation.

It includes a large dose of trial and error, risk taking and candid self-assessment.

Let's start with your purpose in life.



Purpose is the reason you do what you do. In the simplest of terms, it is the way you show up in the world. It is the foundation of your decisions, choices and a roadmap for your journey through life. Mental health professionals tell us that knowing and living your purpose in life increases overall well-being, improves mental and physical health, enhances resiliency and self-esteem. As a leader, purpose is reflected in your behavior, attitude and guiding principles at work and at home.

While each of us identifies our purpose through a unique lens, don't confuse it with a role or title. Your purpose is not your job, although what you do may fulfill your purpose. And it is not a to-do list. It is a simple statement that when shared reveals how your energies and beliefs are put into action. Having and knowing your purpose connects you to a greater sense of self and living a life of meaning and service.

Over the next few pages, you will have an opportunity to create your personal purpose statement.

Create Your Purpose Statement

A purpose statement starts with values; linking head and heart.

Step 1: Listed below are some values. Circle ten top values.

Some Values				
Acceptance	Contribution	Forgiveness	Integrity	Peace
Achievement	Courage	Fun	Imagination	Reliable
Adventure	Creativity	Happiness	Joy	Respect
Appreciation	Curiosity	Health	Kindness	Service
Authenticity	Education	Honesty	Knowledge	Spirituality
Balance	Family	Humor	Leadership	Trust
Connection	Forgiveness	Integrity	Optimism	Wisdom

Step 2: Select your top 3 values and why they are important.

Value	Importance
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Create Your Purpose Statement

Every purpose statement requires action.

Step 3: Circle a few verbs that are most meaningful or exciting actions that relate to your values.

Actions				
Advance	Design	Enlighten	Integrate	Relate
Appreciate	Discover	Embrace	Invent	Spark
Connect	Dream	Generate	Involve	Stimulate
Compose	Drive	Imagine	Manifest	Strengthen
Create	Encourage	Impact	Motivate	Teach
Deliver	Express	Inspire	Nurture	Touch

Step 4: Connect your values with action. Here are some examples:

- Inspire leadership with integrity and courage.
- Foster dreams with support and encouragement.
- Spark flames of imagination with curiosity.
- Encourage compassion with kindness and respect.

Your purpose statement will propel you to act on your commitment to be of service. On the next page, draft your purpose statement.

“Your purpose is the absolute foundation of emotional intelligence.”
 ~Adele Lynn, Lynn Learning Labs

My Purpose Is To . . .

You may be living your purpose now. Having a statement will put some structure to what you already know.

- *It should be a short sentence focused on values.*
- *It can be recited by memory even under stress.*
- *It is inspiring, exciting, clear, true, and engaging.*

Using a verb and one or two of your values, write a first draft:

Sharpen it up; keep it short and clear. Final: My purpose is to.....

Purpose in Action

We come into the world with a mind often likened to a computer. However, it does not come with an owners manual. Everything we learn comes through a lens that allows us to use what we see and hear in order to survive and thrive.

Listening is an action and how you listen can be meaningful in many ways. Some people equate good listening with sitting silently, nodding, making eye contact, and paraphrasing. While others equate good listening to willingness to listen to a story, offering support, or showing interest by asking questions. But these things are only part of what makes someone feel heard.

Receptive listening is the deepest form of listening. With this kind of listening, you let me know that you empathize fully with what I have to say, and are trying to feel what I am feeling. This is the level of listening that actively demonstrates purpose as it propels you into action which can be meaningful and fulfilling for both you and the other person.



"One of the most sincere forms of respect is actually listening to what another has to say." –B. H. McGill

Listening is Purposeful

Using the Wiley *Personal Listening Profile* helps to identify your preferred listening style and develop an appreciation for other approaches that may be more effective in different situations. What’s your listening style?

Listening Style	Focus	Motivation	Why
Appreciative	Relax and enjoy the experience.	Enjoyment	Enjoyment of a concert, conversation, or pleasurable event.
Empathic	Support sender as he/she talks through concerns.	Provide someone an opportunity to express feelings.	Counseling a friend, letting someone “let off steam”, bonding with a peer.
Discerning	Get complete information.	Determine main message, sort out details, and decide what’s important.	Learning, gathering information.
Comprehensive	Organize and make sense of some information.	Relate message to their personal experience. Listen for main idea and supporting ideas.	Taking direction from someone, determining what to do.
Evaluative	Make a decision based on the information provided.	Relate to personal beliefs. Question motives. Accept or reject message.	Making a decision, voting, drawing conclusions.

Every relationship hinges on listening and our preferences for receiving information determines how well we listen. We use a combination of listening styles out of interest, to make choices, and/or for potential obstacles.

People, Purpose and Priorities

Leaders who recognize people as the key to success also recognize that the greatest threat to their success is a decline of employee engagement, better known as job satisfaction. You can direct the practices and processes to develop expertise, but results come from people who are equipped with the right skills and do the right thing, at the right time.

Today's talent is more educated and globally linked. Their engagement depends on the respect they have for purposeful leaders; leaders who care. Unforgettable leaders are passionate about what they do. They believe in what they are trying to accomplish. This makes everyone want to join the journey and work becomes a team effort. Purposeful leaders look for ways to connect people to a vision and success.



I believe we only succeed when the people around us succeed. My priority is to do whatever I can do to help people be happy and healthy. If you want to succeed, do what you do best...inspire, teach, listen, care. This is the ***Power of Purpose.***

What's Next?

Here are 3 things to think about:

#1—Everyone starts somewhere. Self-awareness is a life long journey and your interest in developing your personal and professional goals is noteworthy.

#2—After our general introduction to the purpose and being purposeful when listening can build stronger and healthier relationships.

#3—Your personal style impacts the way you see the world and the way others see you. The opportunity for having great relationships starts with YOU!

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Thank you for downloading and reading this short paper on DiSC styles. It tells me you are serious and committed to learning and helping others learn. With ***DiSC-awareness*** you can experience the impact of our programs in your life and at work.

About the author: Sherry Greenleaf, Managing Director of IMPACT Training and Development, Registered Corporate Coach, and Wiley Partner, works with organizations who want to improve engagement, retention and service—and with people who want to rediscover the joy of their work. She empowers leaders to better manage every area of their life as they discover and master proven leadership skills to bring out the best in others.

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