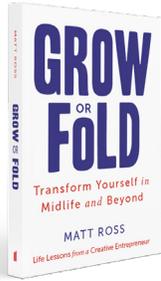


CLARIFY YOUR PURPOSE
What Do You Really Stand For

1. Write one to three paragraphs in your own words that define who you are in the world, not in terms of money, status, or labels. It is about who you are and what you do for others. Respond to this: **IN MY HEART AND SOUL, THIS IS WHO I TRULY AM.**

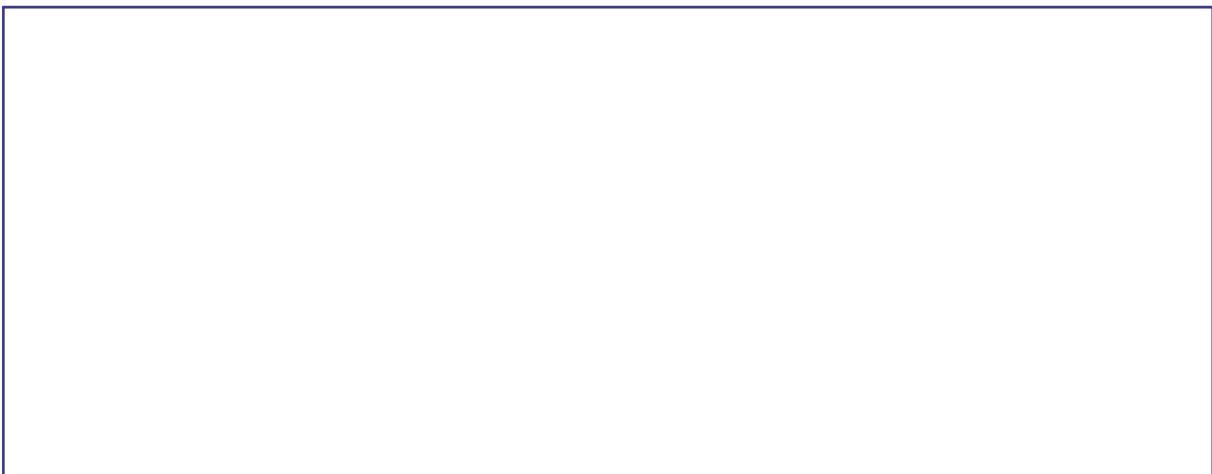


CLARIFY YOUR PURPOSE
What Do You Really Stand For

2. Refine and crystallize your purpose. To do so, highlight in color recurring themes and identify the most common and powerful ones that align with your core. Identify clusters from the recurring themes to create groups.

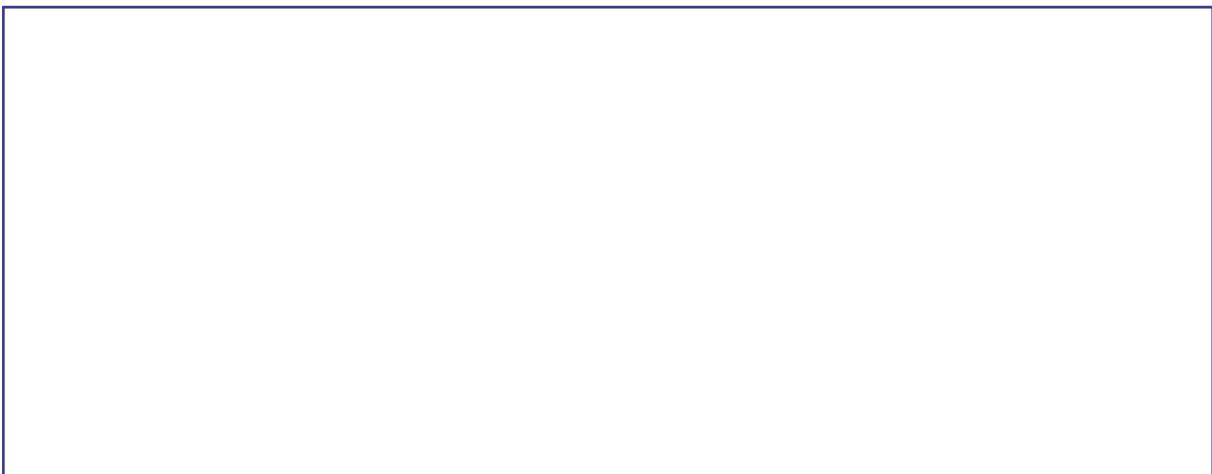
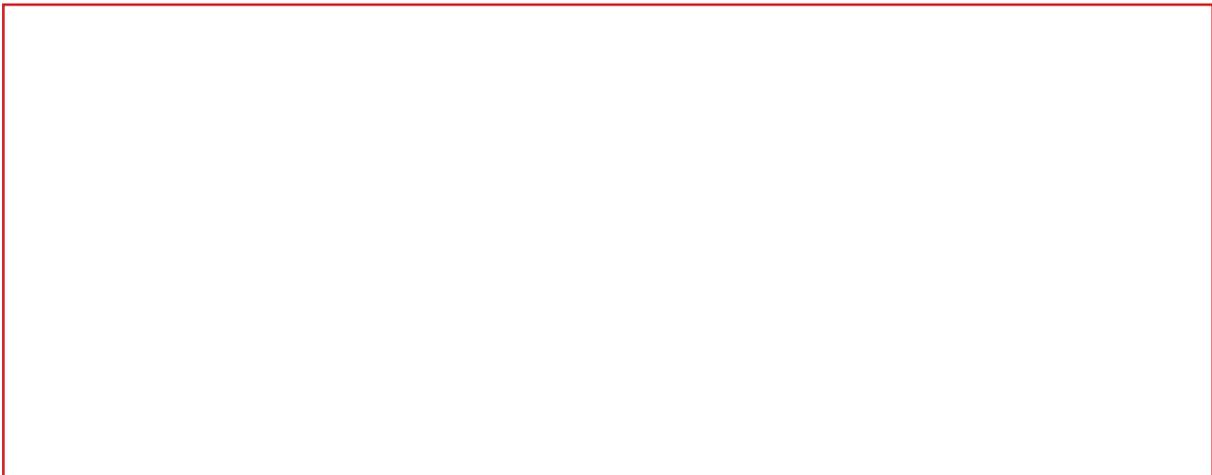
CLARIFY YOUR PURPOSE • What Do You Really Stand For *continued*

3. Take the sentences and stack the similar ones by cluster so you can see the groupings and better organize your thoughts.



CLARIFY YOUR PURPOSE • What Do You Really Stand For *continued*

4. Label each cluster into a sentence to summarize exactly what the groupings communicate succinctly.



CLARIFY YOUR PURPOSE • What Do You Really Stand For *continued*

5. Create the first draft of your purpose by taking the sentences and stringing them together into one sentence.
6. Reduce it. Add a missing ingredient if that helps to define you.
7. Own it or refine it again.

A large, empty rectangular box with a thin black border, intended for the user to write their purpose statement.