



# CRAFT A PURPOSE STATEMENT

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Take a few minutes to write down, in general, what you LOVE doing (what makes you come alive), what you're GOOD at (things/skills that come naturally to you and not others), and how you contribute to or improve those around you.

### WHAT I LOVE DOING:

- 1.
- 2.
- 3.

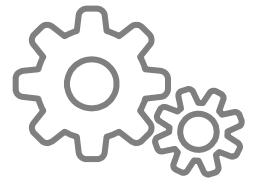
### PASSION



### WHAT I AM GOOD AT:

- 1.
- 2.
- 3.

### TALENTS



### HOW I UNIQUELY CONTRIBUTE TO OTHERS:

- 1.
- 2.
- 3.

### IMPACT





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## MY PURPOSE STATEMENT

**My purpose is to** \_\_\_\_\_  
**ACTIVE VERB(S): STRENGTH(S) IN ACTION**

\_\_\_\_\_ **to**  
**WHO: THE PEOPLE YOU SERVE**

\_\_\_\_\_ •  
**IMPACT:**  
**WHAT WILL PEOPLE BE ABLE TO THINK, FEEL, BE, DO, OR  
HAVE?**

### Examples:

*"My purpose is to help people to realize their own significance." - Zach Mercurio*

*"Our purpose is to create a better everyday life for the many people." – IKEA*

*"Our purpose is to power prosperity in business and in life." – Texas Capital Bank*

*"Our purpose is to create happiness by providing the best in entertainment for people of all ages everywhere." - Disney*