The Power of Purpose

Purpose – an expression of the deepest dimension within us – of our central core or essence, where we have a profound sense of who we are, where we came from, and where we’re going. Purpose, when it is clear, is the aim around which we structure our lives, a source of direction and energy, and the way the meaning of our life is worked out in daily experience.

Purpose is powerful. What determines the power in purpose, ultimately, is the worthiness of the focus. A purpose that has real and authentic power is generated from an intrinsic motivation and requires an objective outside ourselves. Only when our focus – our purpose – is larger than ourselves can meaning be deeply savored and long-lasting, not just a goal completed and then forgotten.

At our core we are motivated to pursue mastery. We have a need to learn and grow. We also have a need to matter – to be of significance. Naming our purpose helps us satisfy a basic need that we are learning, growing and evolving.

In a research project with adults over the age of 65 who were asked deep questions about their life and what, if anything they would do differently. Three areas of wisdom emerged:

- Be more reflective.
- Be more courageous.
- Be clear earlier about purpose.

Purpose is an inner-directed revolution. It is fundamental to human life. It cannot be taken from us. It gives us a reason to get up in the morning. It gives us a reason to persevere through any storm. It gives us courage.

A purpose moment: “I was just trying to get home from work.”  Rosa Parks