Finding Your Purpose Workshop

Discover your purpose and live longer, better

Developed by
Richard J. Leider

For
Blue Zones Project
Sharecare
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Finding Your Purpose Workshop Intention

Finding Your Purpose is a two-hour experiential process designed to explore purpose and how it is expressed, culminating in a draft of a purpose statement for individual participants. It is the launching of a journey to discover and live from a sense of purpose. Finding Your Purpose is an inside-out discovery process. It provides a way for people to examine who they are, what their core gifts are, and help them begin to draft a purpose statement to live a more vital, engaged, and meaningful life.

Objectives for Facilitator Training

Our objectives for this training are to:

- experience the Finding Your Purpose workshop
- understand the research on purpose
- explore your purpose
- practice facilitating the workshop experience

The goal is to give you the background and tools to help you be successful in facilitating the workshops on behalf of Blue Zones Project.

About This Guide

This guide serves as your workbook for the facilitator training as well as your road map for facilitating the workshop itself. It contains an overview of the workshop itself, suggestions for how to set up each workshop exercise, and checklists to help you prepare for facilitating the workshop.

Facilitation Training Pre-Work

Please complete the following as pre-work for facilitator training.

Required Reading:

- The Power of Purpose OR Repacking Your Bags by Richard J. Leider
- The Blue Zones by Dan Buettner
- Man’s Search for Meaning by Viktor Frankl

Review the Facilitator’s Guide and Workshop Participant Materials and note any questions, comments, or areas you would like to learn more about.

Optional Reading:

- Whistle While You Work by Richard J. Leider & David A. Shapiro.
Preparing to Facilitate *Finding Your Purpose*

Before you facilitate the workshop, take time to review what you’ve learned in the facilitator training. Following are some tips to help you prepare:

- Begin by blocking approximately three to four hours of quiet time on your schedule. Have your Facilitator’s Guide, Finding Your Purpose participant materials, and Calling Cards available.
- Start with the Facilitator’s Guide. When you get to an instruction to turn to the participant’s materials or use the Calling Cards, review those items.
- Pay special attention to setting up and conducting the exercises. Put things in your own words, provide your own examples, and use the guide as a resource. Your goal is to be the “guide on the side” for this workshop experience, letting participants discover for themselves new insights for finding their purpose. Use your experiences from the facilitation training to provide context for participants on finding purpose.
- Remember, your role is to engage others in the dialogue. You don’t need to feel responsible for the answers or the outcomes. Give that responsibility to each participant.
- Review and complete the pre- and post-workshop checklists in Appendix A.

Logistics Set-Up

It is recommended that the participants meet around tables. Each person should have enough space to use his or her materials as well as the *Calling Cards*. The participants at each table will form dialogue groups and can serve as each other’s sounding boards.

You will need:

- LCD Projector
- Screen or white wall
- Extension cord with multi-prong outlet for computer and projector
- Wireless mouse or “clicker” to advance slides
- Laptop with most up-to-date Purpose deck loaded
- Stable tripod for flip chart
- Post-it flip chart paper
- Flip-chart markers
- Microphone (depending on space/attendance)

Materials

Participant materials include a participant’s workbook and deck of *Calling Cards*.

Workshop Time

The *Finding Your Purpose* workshop is 2 hours.

Timing for each exercise may vary. How individuals participate and where they place their priorities will influence how much time a given section takes. A sample agenda with time guidelines follows this section. It is imperative that the two hour duration be honored.
Workshop Learning Objectives
As a result of participating in this workshop, participants will:

- have a new understanding of why purpose matters
- tell their stories
- discover their calling for this stage of their lives
- make a commitment to continuing their purpose journeys

Workshop Process
- Introduce the power of purpose
- Help participants understand their own life stories/purpose journeys
- Use the G + P + V formula to discover calling
- Write a draft purpose statement
- Develop a plan of action for moving forward
- Create conversations that help people:
  - explore purpose
  - discover their calling
  - create a plan to live on purpose

Finding Your Purpose Workshop Facilitation Detail
Note to Facilitators: the following facilitation script is meant to guide you in leading a great learning experience for participants. Put things in your own words and share your own stories to make this an authentic experience. Check in with participants throughout the workshop to see if they have questions, need greater clarity, or want to share a story or perspective. The intention is to create a highly interactive, engaging workshop that allows participants to take responsibility for their own discoveries and learning.
### Sample Finding Your Purpose Workshop Agenda

<table>
<thead>
<tr>
<th>Timing</th>
<th>Workbook page(s)</th>
<th>Activity</th>
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<tbody>
<tr>
<td>15 minutes</td>
<td>2</td>
<td><strong>Introduction to Finding Your Purpose</strong></td>
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<tr>
<td></td>
<td></td>
<td>- Welcome</td>
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<td>- Why Purpose Now?</td>
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<td>- Wisdom from our Mentors</td>
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<td>- On Purpose People</td>
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<td>- Purpose Dialogue</td>
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<td>- What is the Point?</td>
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<td>20 minutes</td>
<td>3</td>
<td><strong>Your Purpose Story</strong></td>
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<td>- The Life Spiral</td>
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<td>- Life Spiral Dialogue</td>
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<td>30 minutes</td>
<td>4-5</td>
<td><strong>Finding Your Purpose: Calling Cards</strong></td>
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<td>- G + P + V = Purpose</td>
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<td>- What are my Gifts?</td>
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<td>- Completing the Calling Cards</td>
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<td>- Calling Card dialogue</td>
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<td>20 minutes</td>
<td>6-7</td>
<td><strong>Calling Card Environments</strong></td>
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<td></td>
<td>- Understanding the Environments</td>
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<td>- What’s my environment?</td>
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<td></td>
<td>- Calling cards summary (Purpose worksheet)</td>
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<tr>
<td>15 minutes</td>
<td>8</td>
<td><strong>My Purpose Sounding Board</strong></td>
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<td>- Identify Sounding Board members</td>
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<td></td>
<td>- Drafting a purpose statement</td>
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<tr>
<td>20 minutes</td>
<td>9-10</td>
<td><strong>Practices for Living on Purpose</strong></td>
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<td></td>
<td>- Daily Purpose practices</td>
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<td>- Your Commitment</td>
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<td>- Resources for finding and living with purpose</td>
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<td>- Closing</td>
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Finding Your Purpose Workshop Facilitation Guide

Event Host welcomes participants to workshop and introduces you.

Introduction to Finding your Purpose

Objectives:
- Introduce Purpose & why it is important.
- Ask participants to share stories of “on purpose” people.

Slide 1: Cover slide

Thank You, ______. I look forward to spending these two hours with you to help you begin – or continue – your purpose journey.

Introduce yourself – brief background & why you choose to be a Purpose Facilitator.

Before we begin today, I’d like to ask you all a question: What got you out of bed this morning? (discuss responses)

The CDC states that only 21% of adults feel that they have a clear sense of purpose or a clear reason to get out of bed each morning. (Based on 2008 Porter Novelli HealthStyles data.)

The truth is, we all have a purpose and understanding that purpose improves our well-being, gives us direction to navigate life’s challenges, and can actually add years to our lives.

Slide 2: Welcome & Agenda

For those of you who already have a strong sense of purpose, today is an opportunity to renew or refocus your purpose. For those who are new to this topic, today is about starting your lifelong purpose journey.

We will discuss a common definition of purpose, hear what the experts say, and explore our own purpose through some creative activities.

Before the end of this workshop, you will have a chance to write a first draft of a purpose statement to help you start your journey, and together, we will commit to taking the next step in that journey.

Transition:

Let’s begin by exploring how having a sense of purpose can make a difference in your life.

Please follow along in your participant guide (workbook).
Many people today hunger for meaning. They feel a yearning to discover and do what matters. Meaning, or purpose, is the antidote to the busyness and emptiness in so many people’s lives. People with purpose are more resilient, and weather life’s storms better.

It all starts with purpose. “Who am I?” “Why am I here?” “What difference does my life make?”

Your purpose is the motivating force behind everything you do—whether you’re aware of it or not. **Purpose is the inward intent that drives your outward action.**

When what we are thinking, feeling, and doing become misaligned, we feel unhappy, lonely, empty, lacking direction (get other examples from attendees). Another way to think about this is a lack of alignment in our head, heart & feet. Understanding our gifts, our purpose, brings these back into alignment.

When you have a clear sense of purpose and are operating in alignment with it, you tap into a powerful source of your full potential. You allow yourself to draw on the deepest springs of energy within you.

Your purpose is not the same as a goal. Goals are concrete; they have start and end points. Purpose keeps going. It gives meaning and direction to your life. Goals are merely stops along the road; whereas purpose is the road itself, an unbroken path to the distant horizon.

**Transition:**

Let’s take a minute to look at what people in their 80s say about the keys to living a meaningful life.
Richard Leider, author of *The Power of Purpose* and coauthor of this program, began exploring the topic of purpose as a result of his research with people in their 80s. He asked them a simple question: If you had your life to live over, what would you do differently?

[ask participants] Any guesses as to how they answered that question?

Their answers centered on three key themes:

1. They would have been more reflective. They would have hit the “pause button” on their lives more consistently to make the most of the time they had.
2. They would have been more courageous. They would have taken more risks to pursue their dreams and life priorities.
3. Finally, they would have found their purpose, sooner. Living their lives “on purpose” would have given them a focus and direction to ensure that they would have no regrets at the end of their lives.

**Transition:**

The lesson from these folks is to discover your purpose, now!

But how can you tell if someone is living with a sense of purpose? The answer may lie within people in your own life or community.

I’m sure you’ve met people who seem to be doing something that they genuinely care about. They have a sense of energy and commitment that comes from deep within. They are not just doing a job or playing a role, but are clearly enjoying their work and their lives. They appear to know why they get up in the morning and what difference they want to make. They might be described as “on purpose.”
Purpose Dialogue Activity:
Allow 5 – 7 minutes to discuss.

Debrief by asking for a few examples of “on purpose” people and what tells them these people are “on purpose”. Often responses will include things like: they have more energy, contentment, focus, get things done, etc.

*capture answers on flipchart

Summarize what the group said as a way to transition to why purpose matters.

I’d like to ask you now to form small groups to discuss those people that you know who seem to be “on purpose.” Get into groups of two or three, introduce yourselves, and share a little about yourself—what neighborhood you live in and what you hope to get out of today’s session. Then, take a couple of minutes to talk about those people you know who are “on purpose” using the following questions:

- Who do you know who is “on purpose” ... and how do you know?
- Would anyone like to share any examples of people they know who are living “on purpose”?
- How do you describe people who are “on purpose”?

Like those you have just described, living “on purpose” gives people more energy, a sense of contentment with their lives, and an ability to focus on what’s important in life.

Recognizing the traits of people who are living “on purpose” is the first step in discovering our own sense of purpose.

To build upon what you have observed, let’s explore what experts say about the importance of purpose.
Viktor Frankl, the psychiatrist, author of *Man’s Search for Meaning*, and Holocaust survivor, has a great viewpoint on the search for meaning. Frankl’s work with people in the concentration camps and afterward led him to conclude that when we lose our sense of meaning and purpose in life, psychological and physical ailments are more likely to occur. At the same time, when we rediscover or renew our deeper purpose in life, even the worst crises and most difficult changes can be faced with a sense of power and hope.

Dr. Frankl states, “When we are no longer able to change a *situation*, we are challenged to change *ourselves*.”

During his travels to the five original Blue Zones, National Geographic Fellow, Dan Buettner, discovered nine commonalities that contributed to longevity. We call these the Power 9.

We will discuss ways that you can learn more about all 9 principles and how Blue Zones Project implements them in your community at the end of today’s workshop.

Today, we will focus on Right Outlook, and more specifically, Purpose.

In Okinawa, the term for purpose is “Ikigai” and in Costa Rica, it is “Plan de Vida”. Both translate roughly to a life plan or reason to get up in the morning.

Research has shown time and again that people who have a sense of purpose live longer and are more content with their lives.

In his book, *The Blue Zones*, author Dan Buettner cites research conducted by Dr. Robert Butler. Dr. Butler studied people between the ages of 65 and 92, and found that those people who expressed a clear goal in life “lived longer and were sharper than those who did not.” His research connected a sense of purpose to health and well-being — not just longevity.
People have often assumed that living the “good life” requires money. However, in a groundbreaking application of measurement to meaning, researchers have found that meaning trumps money. A 2009 study completed by MetLife’s Mature Market Institute, based on Richard Leider’s best-selling book, Repacking Your Bags, provides proof of the connection between purpose and happiness, health, and contentment.

According to the study, “[p]eople with a sense of purpose in their lives are more likely to report being happy and describe themselves as living the good life.” The "good life" was further defined by people in terms of being healthy, having time to do what is important to them, and financial freedom.

The study, entitled Discovering What Matters: Balancing Money, Medicine and Meaning, found that key characteristics of people who are living “on purpose” include a “focus on essential things and vision of the future they want to enjoy.”

Summary & Transition:

Let’s take a moment to summarize what we’ve learned so far:

- We discussed aligning our thought, feelings & actions (head, heart, feet)
- We recognized “on purpose” traits in others.
- We heard from experts about the importance of Purpose.

This research, along with your own observations, points to the value of finding your purpose. Let’s give you a chance now to begin exploring your purpose story by examining how we navigate life’s challenges and experiences.
Your Purpose Story
20 minutes

Objectives:
- Understand how people experience life through a series of repeated phases.
- Identify personal trigger events that often serve to uncover one’s purpose.

Introduction to Life Spiral:
Discovering your purpose is a lifelong process. However, during times of transition, people experience the greatest need and the greatest opportunity to create clarity of purpose for their lives. When things are changing fast, people go higher, deeper, and farther to discover what matters. Purpose keeps people going when everything around them is in flux.

I’d like to share a model with you that will help explain what happens to people when they experience life changes. It’s called the Life Spiral.

Slide 11: The Life Spiral
The Life Spiral shows the “big picture” of how you experience your life from birth to death. Viewing your life in this way can put things in a different context. Seeing the interconnected spirals that make up your history and future can assist you in developing a sharper picture of where you have come from . . . and a clearer vision of where you are headed. It can help you shape your future with greater intention—the power of purpose!

Everyone goes through life phases. The Life Spiral illustrates what tends to happen to many of us during these challenging times. Please follow along on page 3.

Let’s assume the Life Spiral represents your life from birth to death.

The life spiral shows five repeating stages throughout a human lifetime: Plateaus, Triggering Events, Limbo, Taking Stock, and Taking Charge. One loop on the spiral represents a period of your life where you have traveled through the stages.

Let’s explore each of these in some detail.
**Introduce Plateaus:**

*Tip:* Describe a time when you were on a plateau in your life—what it was, what it felt like for you.

*Possible answers:*

Getting stuck in a rut, life becomes too routine, you lose your vitality.

**Plateaus**

Plateaus represent those periods of time when your life is fairly stable. Your work, your health, your relationships, your finances are positive and relatively steady.

Most of the time plateaus are positive.

What might cause a plateau to turn negative?

Plateaus become negative when you outlive the plateau’s usefulness or stay on them for the wrong reasons. For example, you might find getting up to go to work on Monday mornings to be an agony, yet stay on that plateau because it’s secure. Sometimes, people get into routines that start to prevent them from learning or growing.

We call overstaying a plateau “inner kill.” It represents staying in a rut that leads to the death of ambition.

**It is easy to manage your life journey when you’re on a plateau.**

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**Introduce Triggering Events:**

*It can be helpful to ask the group, “Are triggers positive or negative?”*

Listen to their responses. A trigger is just an event—it is your response to the event that makes it positive or negative.

Frankl talks about this when he says that people’s final freedom is to choose their response in any given set of circumstances.

**Triggering Events**

The next stage is a triggering event. Triggers are events that knock a person off a plateau. Another phrase for a triggering event is a wake-up call.

[ask participants] What are some possible wake-up calls you could experience?

[possible answers]

- Death/birth/aging
- Marriage/separation/divorce
- New job/retirement/job loss
- Money upsets
- Moving/loss of home
- Empty nest/blending families

*Note: For youth, triggering events may include such events and getting your driver’s license, graduation, bullying, a move or starting a new school, or global events.*

Do all trigger events happen to you? Can you choose to prompt a trigger event?

As a result of a triggering event or wake-up call, you will experience the third stage, Limbo.
**Introduce Limbo:**

*Tip:* Describe a time when you or someone you know was in limbo and what it felt like.

**Limbo**

Limbo represents the “in-between times” when, as a result of the trigger, one period of stability has ended and, looking forward, you don’t see another one.

In limbo, people experience endings, transitions, and new beginnings.

Limbo is often characterized by feeling increased levels of anxiety, stress, and frustration. You feel like you’ve lost some degree of control and are not sure how to get that back. You’re forced to face the question, “What’s going to happen next?”

These are often the most challenging times in people’s lives. And one thing is clear in today’s rapidly changing environments—many people are increasingly being knocked off plateaus. Plateaus will likely not last as long as they have in recent history.

What is the implication?

We better get good at managing the in-between times.

The first step of managing the in-between times is Taking Stock.

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**Introduce Taking Stock:**

*Ask these questions of the participants and look for examples of how people take stock.* There is no one right way to take stock; finding a strategy that works is what matters in the end. Typical answers include: talk to friends, take time to reflect, pray. People go higher or go deeper to search for answers.

**Taking Stock**

When people have a wake-up call, they usually take time to reflect on what has happened and where they are going. They examine their life, work, and priorities in light of the change in circumstances. They “take stock” of their lives.

They often find themselves asking deeper questions about the future, thinking about what’s really important, reflecting on life decisions, etc.

- If you lose your job, how do you take stock?
- If you lose your health, how do you take stock?

It is during these times of change in our lives that we experience the greatest opportunity to become clearer on our purpose.

When taking stock, people may ask questions about their core beliefs and commitments. These might include:

- What have I done with my life and where should I go from here?
- What is it I truly want for myself and others in my life?
- What is my purpose?
- What do I truly value?
- How can I live in the present?
Transition: Often, it takes a wake-up call before people discipline themselves to ask the deeper questions. As answers emerge, people make choices and move from “taking stock” to “taking charge” of their lives.

Introduce Taking Charge: Taking Charge

The last of the five stages is Taking Charge. Taking charge allows you to move forward, putting their ideas into action.

When people take charge, they commit to choices and make plans for their lives, work, purpose, relationships. They take action in light of new or renewed priorities.

Summary & Transition: To discover and renew your purpose, you need to be able to take stock when something in your life shifts, then take charge in order to move forward.

A sense of purpose is a constant that you can count on the help ground you so you can face life transitions with confidence.

Tip: offer an example of a life event that walks through each of the five phases.
Life Spiral Dialogue
10 minutes

Objective:
• To share insights with others regarding triggering events and life journeys. Sharing often gives people new insights into their own experiences.

Slide 12: Your Story

Now that I’ve introduced you to the Life Spiral and the five stages it represents, I want to give you a few minutes to reflect on your own journeys.

I’d like you to discuss the following questions with a partner (or with the group at your table).

• What was your last trigger event?
• What phase are you in now?
• What have you learned about navigating life transitions?

Briefly explain your trigger event, but focus most of your time on the last two questions.

[debrief]: Who would like to share an example? What have you learned from this experience?

Small group sharing (table groups or pairs).
Ask participants to share at their discretion.
Allow 5-7 minutes for discussion. 3-5 minutes for debrief.

Summary & Transition:

Understanding your life’s journey, reflecting on your past and anticipating your future, can help you live your life with greater intention and clarity. That, again, is the core of purposeful living. Seeing the entire cycle makes it easier to manage your own motivations and feelings.

Triggering events can be opportunities for you to explore and renew your own sense of purpose. A trigger, then, can be seen as a catalyst, rather than a catastrophe.

Now that we’ve explored the importance of purpose and learned how purpose can ground you during life’s transitions, let’s shift our focus to finding our purpose. We will do that through an exercise with the Calling Cards.
Objectives:
- Complete the calling card exercise
- Explore how your gifts are currently being expressed

You are living “on purpose” when you are using your *gifts*, in service to something about which you are *passionate*, in a way that upholds your core *values*.

Your purpose can be expressed in work that's right for you—the work you love to do, the work that satisfies you—at this stage of your life. It’s that simple. It may be a career or a volunteer position. It may be working for yourself or a nine-to-five job in a cubicle. It may be the work that pays the bills, the work that holds your family together, or the work that transforms your community.

Your purpose may change over time, but will probably always contain familiar elements, rearranged in a new way. Your purpose is based on doing what you love, because so often what you love to do is also what you do best.

**Workbook page 4**

*Note:* While descriptions of all parts of the “purpose” formula are introduced here, the workshop focuses on the first part: *gifts*. Passions and values will be included in the Purpose Moais, so encourage participants to continue the journey by joining a Moai.

Definition of Moai (moy-eye): “Meeting for a common purpose” in Japanese, which typically involves up to 5 people who support each other.
Introduce gifts: Gifts (Strengths)
Gifts are those special aptitudes you are born with—those things that you can’t remember learning, seem to do effortlessly, and truly enjoy. Because using your gifts seems so effortless to you, you feel compelled to give them away. There is a natural connection to your gifts and the most satisfying aspects of your work. One way to dig deeper into the nature of your gifts is to ask yourself, “What was I doing the last time I became so absorbed that I lost all track of time?”

Introduce passions: Passions
Passion is caring deeply enough about something that you are compelled to take action. Living in service of your passion is living fully. You discover your passions by answering the questions, “What do I think is worth doing in the world?” and “What problems in the world or at work do I feel need solving?” When you connect your gifts to your passions, you have a clear reason to get up in the morning.

Introduce Values:
Tip: People often struggle with defining values. Here’s a quick example: I may say I value “nature” and want to live near the mountains so I can go hiking. But my job doesn’t allow that. Keeping my job would suggest that I place a higher priority on the value of job security (or maybe it’s providing for my family, etc.). The first example is an ideal; the second is action. I have made a choice based on what I value most.

Values
Values are the expression of your deepest concerns that you choose to act on. Values are not ideals; they are actionable. Your values underpin your life choices: where you live, where you work, your relationships, how you spend your time and money. Whether you realize it or not, every decision you make is based on 1) your values, and 2) the facts of the situation. And even the facts you choose to perceive are influenced by your values.

When you are involved in projects and working environments that are consistent with your core values, you feel energized and enthusiastic about what you are doing.
Transition: For the time remaining today, we will focus on the first part of the formula, “Gifts.” The seeds of your purpose are found in your gifts – when you are expressing those gifts that come naturally to you, you often feel a sense of purpose.

Introduction to Calling Card activity: Oliver Wendell Holmes said, “Most people go to their graves with their music still inside them.”

What do you think he meant by that?

He meant that, so often we don’t express our true gifts!

Few things are sadder than watching a person with potential waste their life by not using his or her gifts. Many people have gifts hidden away that are not fully expressed. Or people may use their gifts so frequently and effortlessly that they are taken for granted, and so they go unappreciated and unnamed. Yet when people name their gifts, they find them to be critical to their life energy and vitality.

In Whistle While You Work, Richard Leider defines calling as the “inner urge to give your gifts away.” From the Latin vocare, meaning, “to summon,” your calling is what you give voice to, your vocation. Calling is the life theme that you choose to shape your “work” around. It is how we express our purpose in our daily life.
There are three primary ways of uncovering your gifts:

- Your gifts are reflected in what you do best.
- Your gifts show up in how you like to serve.
- Your gifts are being used when you lose yourself in the task.

This exercise helps you name your gifts. The exercise might confirm things about yourself that you already know and so, validate your gifts. You might also discover a few surprises that point to what you might be called to do in the next phase of your life.

**Transition:**

We’re going to use a deck of cards known as the *Calling Cards*. The *Calling Cards* will help you:

- look for the best fit when you’re searching for a job
- re-energize yourself if you are experiencing burnout
- think about your transition to retirement
- choose volunteer opportunities that are a good fit for you
- rethink the next phase of your life and work
Before you open the deck of cards, I’d like to review the instructions with you.

The Calling Cards sets each contain a series of “doing” statements. Your task is to go through the cards and select those statements that best fit you.

**First:** Set aside any instruction cards or blanks.

**Second:** Go through the entire deck, selecting the cards that apply to you by answering the question, “Is this something I truly LOVE to do?”

Sort the cards into three piles:
- Yes
- Maybe
- No

**Third:** Pick up the YES pile and repeat the sorting process to narrow the pile down to your top five cards.
- You may keep up to five cards, but be sure to identify your #1 card. It should be the thing that you MOST love to do.
- Record your top five cards on page 5 of your workbook, keeping your top card in the #1 position.

Any questions? **Go ahead and open your deck of cards and get started. I’ll be here to help if you get stuck.**

Remember, focus on the things that cause you to lose track of time; things that you absolutely MUST do.

---

**Transition (housekeeping):**

Has everyone recorded their top five gifts on page 5? Great.

Now, set aside your top five cards but don’t put them away just yet, as we will use them for an additional exercise.

Please place the remaining (leftover) cards back in the deck. We do reuse these decks, so we will need to collect all cards back at the end of the workshop, including your top five.
We are going to take a few minutes to share our gifts with others. Find a partner (someone you haven’t yet met or spoken with), and share your top calling card.

Identify some examples of how you currently use this gift in your work, home and community.

Debrief:
Who would like to share an example?
Any surprises or did this confirm things you already knew?
How did it feel to put a name to your gifts?

Tip: This is a good opportunity to encourage some natural movement. Have participants stand and find a partner on the other side of the room, or you may choose to lead a 3-5 minute stretch activity prior to the activity.

Summary & Transition:
Gifts are at the heart of purpose. They are part of your natural DNA, and they are how you express your purpose every day.

Now let’s take a look at the different ways in which we use our gifts.
Calling Card Environments

20 minutes

Objective:
- Discover the environments that are the best fit for expressing your gifts.

Introduce environments:
Pick up your top five cards again.

Did you notice the “suits” or categories at the top of your cards? Each card is associated with a particular type of environment (suit) that best supports or nurtures that gift.

I don’t necessarily mean a physical environment, like an office, café, or hiking trail. Instead, these environments refer to the kind of atmosphere in which that work is typically being done, and the types of people who are a part of that environment.

Slide 17: Environments

The Calling Cards describe “callings” in six very broad areas or environments.

These six environments are arranged around a hexagon with the “callings” most similar to each other and those most dissimilar falling across from one another.

The environments are based on the work of the late Dr. John Holland and his theory of career choice. As I just mentioned, when I talk about environment in this context, I mean the people, the type of work being done, the structure, etc. For example, people creating a “Conventional” or “Structured” environment like to do detail work and to complete projects or tasks. Often people will have a combination of two or even three environments that they would describe as a good fit for them.

As I review the calling card environments, listen for the one that is most appealing to you.
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Motto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Realistic Doers</td>
<td>Realistic people prefer activities that are structured and ordered. They like working with objects,</td>
<td>Let's roll up our sleeves</td>
</tr>
<tr>
<td></td>
<td>tools, machines, and animals. They like things that are “real”—what you can touch through the five</td>
<td>and get it done!</td>
</tr>
<tr>
<td></td>
<td>senses.</td>
<td></td>
</tr>
<tr>
<td>Investigative</td>
<td>Investigative people prefer activities involving in depth observation and investigation of things.</td>
<td>Let's figure this out!</td>
</tr>
<tr>
<td>Thinkers</td>
<td>They are extremely curious, liking to analyze things and solve problems.</td>
<td></td>
</tr>
<tr>
<td>Artistic</td>
<td>Artistic people prefer environments that are unstructured and activities that call for creative</td>
<td>Dream it &amp; design it!</td>
</tr>
<tr>
<td>Creatives</td>
<td>thinking. They like to produce original work.</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>Social people prefer environments that are participative. They are friendly and outgoing, and like to</td>
<td>We’ll do it together!</td>
</tr>
<tr>
<td>Helpers</td>
<td>work on activities that involve helping people and solving people problems.</td>
<td></td>
</tr>
<tr>
<td>Enterprising</td>
<td>Enterprising people prefer activities that involve start-up organizations or projects, and like to</td>
<td>Let's get going!</td>
</tr>
<tr>
<td>Persuaders/Influencers</td>
<td>focus on actions that produce results.</td>
<td></td>
</tr>
<tr>
<td>Structured (Conventional)</td>
<td>Structured people like an environment that is well organized. They like to carry out tasks and are</td>
<td>You can count on me!</td>
</tr>
<tr>
<td>Organizers</td>
<td>dependable and conscientious.</td>
<td></td>
</tr>
</tbody>
</table>
Slide 18: Preferred Environment

While some people instinctively know what type of environment they are best suited to, the Calling Cards also provide you with some clues. Look at your top five cards. What environments appear most often?

Does anyone have all five cards in one environment? Split between two environments? Three? Four? All five in different environments?

There is no right or wrong answer. Each one gives you clues to how you best demonstrate your gifts.

Slide 19: Calling Card Summary

Let’s begin to tie the pieces of this lesson together.

On Page 7 is a worksheet to help you capture your personal discoveries. We will do one together, but the rest will be your homework.

First: list your top five gifts & their environments in the first two columns.

Second: Write down some notes to help you clarify what you would most love to do with your top gift (#1 only). Think about the next phase of your life, get creative, challenge yourself. What do you dream about doing? Capturing these ideas is a great first step toward living on purpose.

I’ll give you a moment to finish the first one. Remember, the rest are intended to be homework, so you can take some time to really think about your answers.

Workbook page 7

Transition:

You have now completed the first step toward defining your purpose. The next exercise will take it a step further.

Before we move on, please return your top five cards to the deck, so we may share this activity with the next group.
My Purpose Sounding Board

15 minutes

Objectives:
- Create a “Sounding Board” for accountability.
- Draft a personal purpose statement to share with your Sounding Board.

Introduce Sounding Board: People who live “on purpose” don’t go it alone. They develop an informal sounding board to guide them to fulfilling their dreams of a life lived “on purpose”.

A “sounding board” is made up of a group of individuals we trust for counsel and support. The value of a sounding board is twofold:

- It forces you to clarify and commit to behaviors that will move you forward toward purposeful living.
- It gives you feedback, support, and wise counsel on your next steps.

Another of the Blue Zones Power 9 principles is “Right Tribe”, surrounding yourself with like-minded people who provide positive input and influence. In Okinawa, these tight-knit groups are called moais. Moai means “meeting for a common purpose”, which typically involves up to five people who support one another. If you are already part of a moai, that group may serve as your Sounding Board.

Let’s look at some specific personalities who may serve on your Purpose Sounding Board:

**The Committed Listener:** a person who listens deeply without judgement.

**The Catalyst:** a person who encourages me or challenges me to take risks.

**The Role Model:** a person who inspires me by their own actions.

**The Thinking Partner:** a person who will engage in productive dialogue, focused on next steps and spurring me to take action.

What other roles might a Sound Board member serve?

How many of you already have an active Sounding Board? How have they helped you in the past?
Activity: On page 8, jot down the names of those people who you’d like to serve on your Board. There are six spaces available. You may want a larger or smaller group, but try to have no fewer than three names, to provide some variety of ideas.

Workbook page 8

Now, circle one name on your list; the name of one person who you will call in the next 24 hours to share what you’ve learned today and get their ideas for next steps.

Sounding Board members ask you the tough questions that keep you awake. They help you grow and will not let you remain in a plateau. They hold you accountable to the commitment you’ve made to discover and live your life with purpose.

Transition:

If you are going to call someone on your list in the next 24 hours, you’ll need to be prepared for the conversation.

Remember at the beginning of this workshop, I promised that you would leave with a draft of your own personal purpose statement? Well, it’s time to create that draft!

Slide 21: Purpose Draft

Calling is purpose lived out on a daily basis. If purpose is the answer to the question, “What am I here to do?”, your cards are one way of answering it.

Toward the bottom of page 8, you have a “fill-in-the-blank” template for a purpose statement. This is a good place to start, when developing your purpose statement.

On the first two lines, simply write down your 2nd – 5th Calling cards. On the next line, list your #1 card, and lastly, fill in the “why”, the “who” or the “how” that defines how you will use your gifts; who benefits, how will you serve?

There is an example at the bottom of the page. Remember, you can modify how the gifts are written to make them better fit your intent.

This is just a draft, it doesn’t have to be perfect, set in stone, or even written in ink. Try it on for a while to see how it feels, discuss it with your Sounding Board members to get confirmation, make revisions, or even cross it out and start fresh.

When you are ready, there is a free-form space at the bottom of page 8, where you can compose a more personalized, polished version of your purpose statement.
**Optional dialogue:**

You may need additional encouragement to get people to put pen to paper. There is a normal hesitation to committing to writing a purpose statement. These talking points may help you overcome the hesitation and encourage participants to try.

You might be thinking to yourself. “I’m not ready to commit to a purpose statement. I haven’t had enough time or learned enough yet. We only covered part of the G + P + V thing. I can’t write a purpose statement based on just my gifts!”

Actually, knowing your gifts is a great place to start DRAFTING a purpose statement. I’m not asking you to make a lifetime commitment to it just yet. I’ve been working on my purpose statement for ___ years, and it has changed a few times.

Your purpose WILL be revised over time. At least, that’s been my experience. Something as significant to you as your purpose statement is deserving of a lifetime of learning, exploration, and renewal. It’s okay to change your purpose draft tomorrow or next week or next month. The point is, begin now.

**Summary & Transition:**

I encourage you to share the first draft of your purpose statement with a Sounding Board member or two. Remember, you chose them because you trust them to give you wise counsel and support.

Ask your Sounding Board members to listen carefully to your purpose statement draft. Explore with them your Calling Cards worksheet and the familiar as well as the unfamiliar. Don’t be afraid to include one or two wild possibilities straight out of your dreams. Other people may not think they’re that strange, after all. In fact, the seemingly “impossible dreams” that you come up with may be surprisingly similar—they may open up a whole new area for courageous conversations for how you can express your purpose.
Practices for Living on Purpose
20 minutes

Objectives:
- Develop a practice for living on purpose
- Make a written commitment to begin

It is not enough to spend time in this workshop thinking about your calling; you need to create practices to live your intentions. Just as artists, musicians, and athletes know that it takes practice to achieve what you want, you can create a purpose practice. A practice is simply the applications of your ideas and beliefs that you’ve articulated here today.

In fact, practices are at the core of the Blue Zones Project Initiative. Joining a Walking Moai is a practice to help you move naturally and socially connect, while saying hara hachi bu is a practice for eating wisely. Practices are a commitment to a new way of living your life.

We offer the following tips to help you create daily purpose practices.
- Share your purpose draft with your Sounding Board.
- Pick a book to read or a film to watch from the list of resources on the next page.
- Join a Purpose Moai to deepen your purpose discovery.
- Use your gifts by volunteering in the community.
- Go online for further tools to do more.

Purpose Moai Introduction:
Optional (check with BZP contact to see if Purpose moais are offered in your community)

If scheduled, announce a Purpose Moai formation in the 15 minutes immediately following the workshop.

Transition:
You may want to begin by choosing one practice to commit to in the next week. What will your practice be?
Studies show time and again that people who take the time to write down their goals and commitments are much more likely to keep them.

On page 9 there is a worksheet to help you keep the commitment you’ve made to yourself today to live with greater vitality by finding your purpose.

Begin by taking one idea from today’s session that you want to practice in the next week.

- It may be talking to a couple of your Sounding Board or Moai members about your purpose and ask for their thoughts.
- It might be talking to organizations in your community about volunteering using your Calling Card gifts.
- It might be joining a Purpose Moai to take your purpose journey further.
- It might be going online to check out all the other resources available to help you find and live with purpose—and to increase your vitality!

What do you want to do? Record that now.

Let’s get specific. When will you do this? Write down a day and time.

How often? For example, “I will spend 15 minutes a day for three days, exploring online resources for finding my purpose.”

Finally, who will hold you accountable? Sharing your commitment increases the likelihood that you will keep it.

**Transition:**

Congratulations! You’ve made an important step in your life journey to live on purpose. Now that you’ve made that commitment, continue the journey to find your purpose.

So, what’s next?
Having a sense of purpose fuels your overall vitality. It doesn’t need to be too complicated or too lofty. Yet living your life “on purpose” means that, at its end, you feel a sense of completeness—you have fulfilled the dream we all possess of having made a difference with our lives!

On the last page of your handout, you will see several resources listed for continuing the journey you have begun today.

There are also some questions for you to ask yourself to help you clarify your passions and values. These questions make for great dialogues with your Sounding Board members.

You can visit the Blue Zones Project website to read articles about purpose, learn about more Blue Zones Project events in the community, take the Vitality Compass, or connect with others who want to live with greater vitality.

And there are a lot of books, films, and other resources for you to explore further.

Also, when you signed in, we asked for your email address so we can send you an evaluation survey. Your comments and suggestions are vital to us as we continue to improve on our workshops and project initiatives. Thank you, in advance, for completing this survey and helping us improve the experience for others.
Closing:
Close the session with quote from George Bernard Shaw; A Splendid Torch, or Marianne Williamson; A Return to Love

I’d like to leave you with the words of author/poet, George Bernard Shaw (or Marianne Williamson).

Shaw:

*I am of the opinion that my life belongs to the whole community, and as long as I live it is my privilege to do for it whatever I can.*

*I want to be thoroughly used up when I die, for the harder I work the more I live. I rejoice in life for its own sake. Life is no “brief candle” for me. It is a sort of splendid torch which I have got hold of for the moment, and I want to make it burn as brightly as possible before handing it on to future generations.*

Williamson:

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, ‘Who am I to be brilliant, gorgeous, talented, fabulous?’ Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won’t feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It’s not just in some of us; it’s in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.”

Thank you again for coming today. I hope you had a great experience. I’d like to invite ______ back up to provide you with some information about upcoming events, ways you can get involved in Blue Zones Project, and other announcements.

Handoff to event host for announcements.
Appendix A: Checklists

Pre-Workshop Prep List

☐ Complete the exercises in the workbook so you have examples to share.
☐ Complete your purpose statement so you have it ready to use as an example.
☐ Select your top 5 Calling Cards
☐ Review your facilitator’s guide and participant’s materials.

Supply List

☐ Make arrangements to have an LCD or other projector and a microphone. Bring your laptop with the Finding Your Purpose PowerPoint pre-loaded.
☐ Bring signs for the Calling Cards environments (Realistic, Investigative, Artistic, Social, Enterprising, and Structured) and post in different areas of the room for the “party” exercise.
☐ Arrive at least 30 minutes prior to the start of the workshop to meet with the Workshop Host and cover any questions, complete a sound check or go over other logistical needs.
☐ Check-in table for pre-registered participants and include registration forms for walk-in participants.
☐ Arrange room in a manner that allows for conversation. We recommend a series of round tables (see chart on following page).
☐ Participant Materials checklist:
  o Finding Your Purpose Workbook
  o Calling Cards (place in center of the tables to discourage people from using them before the session starts)
  o Name Tags
  o Volunteer Information on how to get connected and live on purpose in the community
  o Blue Zones Personal Pledge
  o We have gone digital with our Evaluation Survey to help capture data and testimonials nationwide and strongly recommend using this format. However, paper forms are still available (Appendix E)
☐ Extra table for sign-up for Purpose Moais or other
☐ Have fun!
Post-Workshop List
- Collect participant evaluations; return completed evaluations to Blue Zones Project staff.
- Collect participant check-in and new registrant lists and turn in to a Blue Zones Project representative.
- Collect environment signs for use in the next workshop.
- Collect unused *Finding Your Purpose* Workbooks to return to Blue Zones Project staff.
- Collect all decks of *Calling Cards* for use in the next workshop. Decks may be purchased for $15 or ordered online at [www bkconnection com](http://www.bkconnection.com)
- Collect remaining supplies
- Ensure venue representative is available to take charge of LCD, microphone, and any other rental equipment.
- Have fun!

Room Set Up Diagrams

*6 – 8 participants at a table; rounds preferred to create easier dialogue.*
Appendix B: Participant Frequently Asked Questions

Introduction to Finding Your Purpose

- **How do you recognize someone who is “on purpose”??**
  o Look for people with focus, high energy, typically displaying a lot of passion, contented with their life, involved with family, community, work, etc.

- **How do people find their purpose?**
  o Being reflective, paying attention to what gives them a feeling of satisfaction, happiness, feeling useful, etc.
  o Some people find their purpose by attending workshops like this, others read books, others find groups or use their Sounding Board to discovery purpose or go on a retreat – they take a “vacation from words” to meditate, reflect and uncover what their truth is.
  o There are many different paths, but most experts agree that this is not a “one and done” thing – it is a lifelong process which purposeful people intentionally revisit.

Your Purpose Story – The Life Spiral

- **Can triggering events be good? Can you choose to have a trigger event?**
  o Trigger events are neither good nor bad – it is how you interpret the event that makes it so. You can choose to have a trigger – it’s the choices you make to re-invent yourself, to re-invigorate your life, to become more vital!

- **Can you be experiencing multiple trigger events at the same time?**
  o Yes; in fact, one change in your life often is the beginning of several changes. No matter how hard we try, life is not meant to be compartmentalized. Because we live an integrated life, a trigger event at work can often precipitate events at home and vice versa.

- **Do people ever get stuck in one of these phases?**
  o You can! These phases are a natural process of how we experience change in our lives. Getting stuck from time to time is part of that. That’s why workshops like this, or working with your Sounding Board can help you to get unstuck!

- **Rather than asking a lot of questions in this section, people really want to share their stories and how they experience the five phases.**
Calling Cards

- **How are calling and purpose connected?**
  - Calling is the vocational expression of purpose – that simply means that, on an everyday basis, when you use your gifts on something you are passionate about that honors your values, you are living with purpose. This can be work or volunteer activities that help you make a difference in your world.

- **How are gifts connected to purpose?**
  - Gifts are how you are wired to express or live your calling.

- **What if I can’t get down to five cards?**
  - Okay – can you get it down to six or seven? Or, rewrite the cards to combine a couple that you are having trouble with. We limit to five so you can focus on intentionally using those gifts.

- **What if I have a card that I want, but I don’t use this gift right now?**
  - Hang on to it for now and explore ways that you can use it. Give yourself a few weeks or months to “try it on” and see what happens. Life is an error-making and error-correcting process. Experiment!

- **How can I be sure that these are my top five cards?**
  - Life is an error-making and correcting process. Experiment! (see above).

Calling Card Environments

- **What if I can’t choose a top environment? What if I really want to go to more than one environment?**
  - Pick one for now and explore it. What draws you to it? What don’t you like? If you feel comfortable in several environments, it may simply mean that you don’t have a strong preference for a single environment.

Calling Cards Summary

- **What if I’m not sure how else I might want to use these gifts?**
  - Explore, experiment, ask others who know you well to give you some ideas – use your sounding board to help!

- **Where can I get some more help?**
  - Point to Vitality resources – additional workshops, groups, a walking moai, online resources. The last page of their handout has lots of suggestions.

- **Do these gifts show up in multiple places—work, home, community, etc.?**
  - Yes! Simply ask others who know you in various settings to tell you how they see you using your gifts. They may surprise you with their observations.
My Purpose Sounding Board/Writing a Purpose Draft

- **How many people should you have on a Sounding Board?**
  - There’s no right or wrong answer – many people have 3 – 5 members, but you probably intuitively know how many board members you need.

- **You mean I’m supposed to actually ask them to be on my Sounding Board?**
  - Yes! When they know you want them to act as a sounding board, they will listen more intently, and offer support and suggestions to help you stay on purpose. One definition of purpose is to be intentional (on purpose), so why not be intentional about your sounding board conversations, too?

- **How will I know if I got my purpose right?**
  - One way to confirm it, keep track over a week of your “purpose moments” to see how your purpose is showing up in your life. If you can track those moments and see it, it’s right. For now!

- **Does your purpose change over time?**
  - It can and often does. Remember the Life Spiral? Triggering events help us to clarify and re-clarify what’s most important to us in life. And what’s true and right for you at 25 is often different at 45 or 65. That’s why we talk about this as a journey. So, plan to revisit your purpose often and ask if what you’ve chosen is still right for the stage you are at in your life’s journey.

- **What if I find out that my purpose is really something else after I’ve written it down?**
  - It’s okay to change it – for today, we’re asking you to write a draft, and a draft can be subject to many revisions. It’s all part of your quest to live on purpose!

Resources for Finding and Living on Purpose

- **Where can I go to learn more?**
  - Point to Blue Zones Blue Zones Project resources in the community and online.
Appendix C: About the Authors

Richard J. Leider, Founder, The Inventure Group, Minneapolis, Minnesota

Richard is consistently rated as one of the top executive educators and coaches in the world. Forbes ranks him as one of the “Top 5” most respected executive coaches, by Linkage as one of the “Top 50” executive coaches, and by the Conference Board as a “legend in coaching.” Richard has a worldwide consulting practice working with leaders from organizations such as AARP, Caterpillar, Ericsson, Habitat for Humanity, MetLife, Pfizer and PriceWaterhouseCoopers.

As a speaker and seminar leader, he has taught over 100,000 executives from 50 corporations worldwide. He is an Executive Fellow at the University of Minnesota Carlson School of Management and is a guest lecturer in the Harvard Business School’s General Management Program and Duke Corporate Education’s Global Resource Network.

Richard is the author of eight books, including three best sellers, and his work has been translated into 21 languages. Repacking Your Bags and The Power of Purpose are considered classics in the personal development field.

Barbara L. Hoese, President, The Inventure Group, Minneapolis, Minnesota

Barbara has developed and led workshops that help people lead with purpose and passion, create conversations for engagement and change, lead aligned teams, and coach for excellence. She has led workshops on four continents and all over the United States; several of her clients include the American Academy of Neurology, Caterpillar, Medtronic, the University of Minnesota Foundation, and Xerox.

Barbara consistently receives the highest marks from audiences, whether delivering a keynote speech to 500 people or working with a team of six. She is an adjunct faculty member at the University of Minnesota Carlson School’s Executive Development Center, and has led workshops on “Finding Your Purpose” in communities all over the United States. She has worked with thousands of people to help them lead purposeful lives.