



## DISCOVER YOUR LEADERSHIP PURPOSE

We spend a large portion of our life at work. It makes sense that we find meaning at work and link it with our own personal purpose. When your personal purpose and goals are in alignment with the mission and vision of your organization and your team's objectives, you are more likely to find a high level of success and achievement as a team leader.

To find your why and create your leadership purpose statement, take some time to reflect. Find a place free from distractions. Begin by identifying your values.

Identify your top 5 values in 3 steps:

1. On the next page is a list of values. Either circle or write on a sheet of paper all the values that really grab you and feel right to you.
2. Of the values you identified in Step 1, narrow these down to 10. In some cases, values are closely aligned. For example, if you chose Helping others and Making a difference, choose which one speaks to you the most. If after eliminating the values that are similar, you still have more than 10, review the values again and rank them by importance.
3. From the 10 values, narrow down to just five core values. Pick the five values that are the most important to you. If you have trouble narrowing the list down, try comparing two values and asking yourself which one is more important than the other. Pick the values that really speak to your heart and that you could not do without. It's important to choose only 5 core values. The other values are still your values, but knowing your 5 core values will help you understand and prioritize what is most important. Write down these five core values.



### LIST OF VALUES

Accountability	Efficiency	Intelligence	Relationship
Achievement	Ethics	Integrity	Relaxation
Adventure	Elegance	Intuition	Reliability
Ambition	Empathy	Joy	Resourcefulness
Assertiveness	Enjoyment	Justice	Respect
Art	Excitement	Knowledge	Responsibility
Balance	Equality	Leadership	Results-oriented
Beauty	Excellence	Legacy	Risk-taking
Belonging	Expertise	Love	Security
Boldness	Exploration	Loyalty	Serenity
Calmness	Expressiveness	Making a difference	Self-care
Carefulness	Fairness	Mastery	Self-control
Challenge	Faith	Meaningful work	Selflessness
Change	Fame	Minimalism	Self-reliance
Cheerfulness	Family	Money	Sensitivity
Commitment	Fitness	Nature	Serenity
Community	Focus	Openness	Service
Compassion	Friendship	Order	Simplicity
Competence	Financial security	Originality	Spirituality
Competitiveness	Freedom	Participation	Spontaneity
Consistency	Fun	Perfection	Stability
Contentment	Generosity	Personal growth	Status
Contribution	Goodness	Personal time	Strength
Control	Grace	Physical challenge	Structure
Cooperation	Happiness	Pleasure	Success
Correctness	Hard Work	Positivity	Support
Courtesy	Health	Power	Teamwork
Creativity	Helping others	Practicality	Thoroughness
Curiosity	Honesty	Preparedness	Thoughtfulness
Decisiveness	Honor	Privacy	Timeliness
Democracy	Humility	Problem solving	Tolerance
Dependability	Improvement	Professionalism	Uniqueness
Determination	Independence	Prudence	Unity
Diligence	Influencing others	Public service	Usefulness
Discipline	Ingenuity	Purity	Vitality
Diversity	Inquisitiveness	Quality	Wealth
Effectiveness	Insightfulness	Recognition	Wisdom

### Your Top 5 Values

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

After identifying your top 5 core values, you can begin to craft your leadership purpose statement. A leadership purpose statement is a clear and concise action statement of one or two sentences. You want your purpose statement to be aligned with your core values. Your purpose statement will create a target for your work and team objectives and goals.

Follow these 3 steps to create your own leadership purpose statement.

1. Grab a blank sheet of paper and reflect on these questions:
  - What am I passionate about?
  - What most inspires me?
  - What gets me out of bed in the morning?
  - What do I want to be remembered for?
  - How do I want to make a difference in the world?
  - What do I do and why do I do it?
  - What is my intention for my team?
  - Who are you in service for? (ie. Your team, your customers)
  - What goal do you have for your who?

2. Start brainstorming different leadership purpose statements. Look at your core values and see if one or more of them can become part of one of your draft statements. Consider what you want your work life to be about. Write down what matters most to you at work and what you would most like to accomplish. Your draft purpose statements should be in the present tense. Make them positive and action-oriented.
3. When you have at least three different draft purpose statements, pick the one that inspires you the most. If you like two of them equally, see if you can combine them into one. Rewrite your statement as many times as you need to refine it until it feels just right. Make sure your purpose statement is as concise as possible and easy to remember. Write down your final statement.

### Your Leadership Purpose Statement

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As an example, my Leadership Purpose Statement is: To help leaders flourish and build thriving teams.

Another example, when I was a team leader working for the state of Oregon, my Leadership Purpose Statement was: To inspire and encourage my team members to be proactive, perform their best, and contribute to improving Oregon government.

Put your purpose where you can see it every day. Better yet, create a daily mantra where you state your purpose out loud to yourself. Also, revisit your purpose annually and revise as you learn more about yourself and what inspires you.