

THE POWER OF PURPOSE II



Finding Meaning in Your Role and Your Organization

CLARITY OF PURPOSE

Clarity of Purpose

Purpose provides clarity and gives you direction on where you want to go. Much like shooting an arrow, once you find your target you can focus on it and move forward towards it.

Purpose, mission, and values alignment in the workplace

There is a lot of confusion among leaders and employees between purpose, mission, and values. Are they the same? Do we need all of them?

Mission and vision are created as part of the company's strategy to set a direction. The vision is the destination; the mission is the how. The purpose is the why.

PERCIPIO RESOURCES

Virtual Course: Leading with Vision

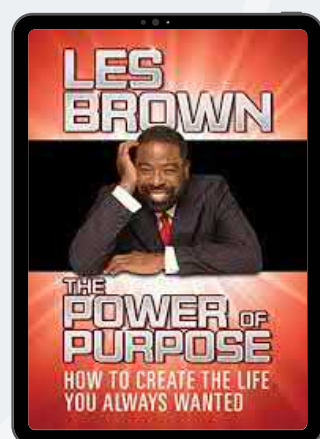
This course provides a general introduction to visionary leadership, including its nature and its purpose. You will be guided through numerous techniques and methods for a leader to successfully communicate vision.

[Click here to take the course](#)

Book: The Power of Purpose—How to Create the Life You Always Wanted

This book teaches you to experience the freedom and power of finding your life's work and focus and take action to pursue your greatness, and increase your self-motivation for ongoing success.

[Click here to read](#)



QUOTE ON PURPOSE

“Life is never made unbearable by circumstances, but only by lack of meaning and purpose.” - Neurologist psychiatrist, author, and Holocaust survivor and author Viktor Frankl, Man's Search for Meaning

ADDITIONAL READINGS

Blogpost: Stunning Motivation

This blog highlights the importance of finding your purpose and explains the best way to envision your successful future.

[Click here to read more](#)



Article: 3 crucial steps to create role clarity within your team.

This article explains how to create clarity in responsibilities and roles in the workplace to ensure alignment and reduce conflict.

[Click here to read more](#)



Article: Clarity of Purpose: Why You Need It and How to Attain It

This article explains clarity of purpose as the most important factor in developing a resilient mindset and keeping yourself accountable.

[Click here to read more](#)



Article: How to Find Meaning When Your Job Feels Meaningless

Amidst a rapidly spreading virus and a global economic crisis, it's hard to feel inspired about much of anything these days, let alone your job. This Harvard Business Review article highlights the importance of finding lost purpose and shifting your perspective.

[Click here to read more](#)



Article: 7 Tips for Finding Your Purpose in Life

This article serves as a quick guide to finding your purpose and explains why it is the key to living your best life.

[Click here to read more](#)



Article: 4 Ways To Redefine Purpose And Core Values To Gain Team Alignment

This Forbes article outlines the distinctions between mission, values, and purpose. It explains how understanding, internalizing, and practicing all three are critical to employee engagement, team alignment, and success.

[Click here to read more](#)

