

What is a life purpose?

A deeply personal sense of meaning and direction



Awareness of life purpose is a skill

It is Skill 2 in the 21 Skills of Spiritual Intelligence.

Like any skill, it develops through recognisable levels of progression.

Level 1 – Acceptance: Accepting that your life has a purpose and being willing to fulfil it.

Level 2 - Awareness: You are aware of your key strengths and weaknesses.

Level 3 - Articulation: You know and can describe your life's purpose.

Level 4 - Alignment: Your choices and actions align with your purpose.

Level 5 - Anchoring: You are stable and steadfast on your path even when the cost is high.

“Who would you be, if there was no one to please,
and nothing to prove?”

5 steps to your life purpose

STEP 1 — CLEARING THE SURFACE NOISE

STEP 2 — TRACKING ALIVENESS

STEP 3 — MOMENTS OF TRUTH (THE PURPOSE CLUES)

INTEGRATION PAUSE — 24 – 72 HOURS

STEP 4 — THE PURPOSE FORMULA

STEP 5 — PURPOSE IN MOTION (INTEGRATION)

*“The two most important days in your life,
are the day you are born and the day you find out why”*
- Mark Twain

STEP 1 — CLEARING THE SURFACE NOISE

Before going deep, we remove the mental clutter.

Aim:

To identify what is *not* yours — inherited expectations, cultural storylines, fear-based scripts.

Core Questions:

- 1.What expectations or “shoulds” have you been carrying that were never actually yours?**
- 2.If no one judged you — family, society, friends — what would you stop doing immediately?**
- 3.What parts of your life feel heavy or obligatory rather than alive?**
- 4.Where in your life are you currently out of integrity with yourself?**

Why this matters:

Purpose can't be uncovered while a person is still operating under borrowed identities.
Like the man who became a doctor because his parents wanted him to.

“Don’t ask what the world needs, ask what makes you come alive.
Because what the world needs, is people who come alive”
-Howard Thurman

STEP 2 — TRACKING ALIVENESS

Purpose lives where aliveness lives.

Now we identify the moments where you felt most *yourself*.

Aim:

To uncover the emotional and energetic signatures of purpose.

Core Questions:

5. What activities make time disappear for you?
6. When do you feel the most “you”?
7. What kinds of problems do you *naturally* start solving even if no one asked you to?
8. What would you do for free because you can’t *not* do it?
9. What brings you a sense of deep inner expansion?

Then:

Look for repeating patterns: service, creation, teaching, exploring, healing, building, connecting, protecting, transforming, etc.

STEP 3 — MOMENTS OF TRUTH (THE PURPOSE CLUES)

Purpose leaves a breadcrumb trail across life. Now we extract the most meaningful moments you've *already* lived.

Aim:

To identify your “signature contribution pattern.”

Core Questions:

- 10. What was a peak experience in your life? What made it meaningful?**
- 11. What hardship shaped you the most, and what inner resource did it awaken?**
- 12. When did you feel proud in a way no one else fully understood? Why?**
- 13. What do people consistently come to you for, even informally?**
- 14. If someone followed you around for 30 days, what would they say you naturally contribute to the world?**

Here, we analyse your story across three dimensions:

Essence (who you are at your core)

Gift (how your essence expresses itself)

Impact (what happens to others when your gift is expressed)

INTEGRATION PAUSE

Before moving to the Purpose Formula on STEP 4, sit with what you've discovered for **24–72 hours**. Notice what feels alive, grounded, and quietly persistent — not exciting, not dramatic. If nothing feels clear yet, that is information. Purpose ripens — it does not force.

STEP 4 — THE PURPOSE FORMULA

Once the patterns are clear, we create the *purpose sentence*. Remember your sentence can be provisional, it does not have to be a tattoo.

Aim:

To synthesize essence, gift, and impact into a clear purpose statement.

The Formula:

I am here to [impact] by [gift] in a way that expresses [essence].

Examples:

I am here to awaken clarity in others by seeing the deeper truth of situations with compassion.

I am here to create beauty and order by transforming chaos into meaningful structure.

I am here to elevate human potential by inspiring people to remember who they truly are.

STEP 5 — PURPOSE IN MOTION (INTEGRATION)

Purpose isn't just a sentence — it's a way of living.

Aim:

To translate purpose into action, decisions, and environments.

Key Questions:

- 15. What are the 2–3 environments where your purpose thrives?**
- 16. What environments suffocate it?**
- 17. What would you start doing this month if you took your purpose seriously?**
- 18. What micro-habits support your purpose?**
- 19. Which relationships energize or drain your purpose?**
- 20. What is the smallest courageous action you can take in the next 72 hours that aligns with your purpose?**

THE INNER WORK QUESTIONS (ADVANCED PURPOSE COACHING)

These are deeper, often unexpected questions that reveal what might be getting in the way of living your purpose.

Identity Level

- 21. Who are you when you're not performing for anyone?
- 22. Which version of you are you longing to become — and what are you afraid will happen if you do?

Desire Level

- 23. What desire are you afraid to admit because it feels “too big” or “too unrealistic”?
- 24. What would you do if you were guaranteed you would not fail?

Shadow Level

- 25. What part of yourself have you been suppressing that actually contains tremendous energy?
- 26. Who would you disappoint if you lived your purpose fully?

Legacy Level

- 27. What do you want people to thank you for when you're gone?
- 28. What do you want your life to make possible for others?

Congratulations

on completing your self-guided exploration!

Many people find that the process reveals something important, but not yet fully formed.

A Life Purpose Review can help you clarify what is emerging,
name it more precisely, and translate it into meaningful next steps.

[Book a Life Purpose Review]

Background notes

on Life Purpose

Life Purpose

- **Purpose Emerges Over Time:**
James Hillman, author of *The Soul's Code*, argued that life purpose isn't something we necessarily "find" in a singular moment. Instead, it's revealed through the interplay of life experiences, relationships, challenges, and choices—just as a sailor adjusts their course depending on the weather and sea.
- **Listening to the Soul's Calling:**
Hillman believed that purpose isn't dictated externally but arises from the soul's unique "calling." Like a sailor learning to read the winds, individuals must develop sensitivity to their inner desires, passions, and the "pull" of their destiny.
- **Adjusting the Course:**
Life rarely unfolds in a straight line. Hillman suggested that, just as a sailor continually adjusts the sails and navigates obstacles, individuals should adapt to changes, setbacks, and new insights as they unfold their purpose.
- **Purpose is Found in Practice:**
Purpose isn't simply an abstract concept but is lived out in the daily choices and actions that align with one's deeper self. A sailor finds their course not by sitting still but by actively engaging with the journey.
- **Trusting the Journey:**
Hillman emphasized trust in the process, much like trusting the ocean and the winds. He encouraged people to let go of societal pressures to "achieve" or "define" their purpose in rigid terms, instead allowing it to emerge naturally.



Barriers to discovering Life Purpose

- Fear
- Societal expectations
- Distractions
- Misalignment with authentic self



Awareness of life purpose

What the evidence actually shows:

Most people have meaning — far fewer live it fully. What the research tells us (at population scale):

- ~90% of adults say their life has *meaning or purpose*
- ~55–60% report a *strong* sense of meaning
- ~25–30% feel they are *living* their purpose
- ~60–75% are navigating the gap between **knowing** and **living**

The real opportunity

Life purpose is **not missing** — it is often **unclear, fragmented, or constrained** by work, relationships, health, identity, and culture.

Purpose coaching helps people:

- clarify what already matters
- integrate meaning across life domains
- translate values into lived action