



Excerpted from ***Presence-Based Coaching***
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Exercise B.1: Develop a Purpose Statement

If you've not done so, spend some time developing a statement of your purpose. {The below questions are designed to develop a purpose statement as a coach; with minor changes, the same questions can be used to generate a life purpose statement.}

Begin by taking some time alone, preferably in an inspiring and relaxing environment, to write responses to the following questions. Allow yourself to be present and creative as you do so; if you have practices that bring you into presence, use them before you begin writing.

Use these questions to guide your exploration:

1. In your work with people, what gives you the greatest joy?
2. In your work with people, when do you feel most alive, optimistic, and grateful?
3. What historical figures and relationships have inspired you and taught you? What do you admire in them?
4. What are the five or six values about learning that you hold most dear?
5. What are your innate strengths and skills?
6. Who are the people in your life to whom you have contributed the most? How did you do so?
7. What is it that you teach, mentor, or inspire most skillfully? Most passionately?
8. What regrets do you have about how you've coached people in the past?
9. Imagining that you're eighty-five years old and looking back over your life. What are you most grateful for? What do you want to be remembered for? What have been the most important things that you've learned? Contributed to others?
10. What would others, who know you well, say are your real contributions in life?
11. What possibilities in the world do you most strongly believe in? What gifts do you have that are relevant to bringing forth those possibilities?
12. Consider the skills, beliefs, and values listed above. How might you offer these in service to the growth and development of others?



Take time to write in response to these questions. It is best to do this over several sessions and let them percolate in the background in between. Then write a concise sentence or two that answers these questions:

- What is it that you offer to those you coach?
- To whom will you offer this?
- What value is created by your coaching? What difference will your coaching make to your clients?

That's your purpose statement. Write it up and post it where you can see it and be reminded. Live in it, recognizing that it might change and shift as you develop.