Purpose Statement
Your Purpose Statement describes the area of interest that engages you most, the people you'd like to serve, and the best way for you to do this work. As you create your statement, think about how others will benefit from your meaningful work. As you create your statement, think about the work that you believe would resonate with you best, even if you have an interest in many different areas, want to work with many different groups, and/or help in many different ways. “Where the needs of the world and your talents cross, therein lies your vocation.” - Aristotle

Interests
Your interests are the things that you’re drawn to, things that you’re passionate about, problems you’d like to solve, things that make you angry, or things that drive you crazy. For this part of the exercise, choose up to ten words. Note: If there are words that are not listed that you’re interested in, add them to your list.

- Government/Politics
- Business
- Entrepreneurship
- Animals/Pets
- Farming/Agriculture
- History
- Medicine/Medical Care
- Design
- Toys/Games
- Clothing/Fashion
- Writing/Publishing
- Disabilities
- Beauty
- Languages
- Event Planning/Hospitality
- Cars/Driving
- Safety/Security
- Entertainment
- Environment/Nature
- Humor
- Electronics
- Education
- Computers/Technology
- Philanthropy
- Diversity
- Transportation
- Mental/Emotional Health
- Sports/Athletics
- Children Issues
- Home Improvement
- Boating/Water
- Energy
- Nutrition/Food
- Religion/Spiritual
- Travel/Tourism
- Dance
- Music/Radio
- Housing/Real Estate
- Arts/Crafts
- Law/Justice
- Military
- Families/Relationships
- Exercise/Fitness
- Aviation/Flying
- Marketing/Sales
- Furniture/Antiques
- Math
- Landscape
- Gender Issues
- Theater/Acting
- Plants/Flowers
- Self-Help/Personal Growth
- Social Media
- Books
- Cooking
- Recreation/Outdoors
- Forensics/Death
- Health
- Sexuality
- Television/Movies/Film
- Photography
- Weather
- Sciences

Audience
Your audience are the people/groups you’d like to serve, those you could see yourself working with, or those that you could see benefiting from what you could share. For this part of the exercise, choose up to ten words. Note: If there are people/groups that are not listed that you’d like to be involved with, add them to your list.

- Business Owners
- Entrepreneurs
- Athletes
- Young Children
- Communities/Neighborhoods
- Deaf/Hearing Impaired
- Special Needs (Mentally, Physically)
- Disaster Victims
- High School Students
- Creative People
- Infants/Babies
- College Students
- K-12 Education (Teachers, Staff)
- Blind/Visually Impaired
- High Level Executives
- Special/Specific Medical Issues
- Children in Foster Care
- Substance Abusers
- Specific Ethnic/Racial Groups
- Higher Education
- Poverty/Rural Areas
- “Do-It-Yourself” (DIY) People
- Religious Organizations
- Mothers/Fathers
- People from Other Countries
- Single Parents/People
- Delinquents
- People in Emotional Crisis
- Elderly/Seniors
- Women/Men
- Gangs/Gang Members
- Homeless People
- Farmers
- Entertainers/Celebrities
- Families (includes your own)
- Animals
- Pregnant Teens/Adults
- Unhealthy People
- Orphans/Runaways
- Physically Abused
- Artists/Performers
- Immigrants
- LGBTQA (Lesbian, Gay, Bisexual, Transgender, Questioning, Allied)
- People in Emotional Crisis
- Marriages
- Prisoners
- Veterans/Military
- Adult

To learn more about individual and/or team development opportunities centered around purpose, let’s connect:
Kala Taylor | linkedin.com/in/kalataylorlaw | www.kalataylor.com
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**Action/Strengths as Verbs**
Action words describe how you will serve others, words that inspire you to take action and speak to how your strengths may land or impact a situation. It’s helpful to add the word “to” in front to help choose the words that work for you best. Use this section as a way to think about how you might help the people/groups you’d like to help - in one word. For this part of the exercise, choose up to ten words. Note: If there are words that are not listed that you’re interested in, add them to your list.

<table>
<thead>
<tr>
<th>Discover</th>
<th>Empower</th>
<th>Teach</th>
<th>Prepare</th>
<th>Engage</th>
<th>Entertain</th>
<th>Visualize</th>
<th>Include</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage</td>
<td>Inspire</td>
<td>Change</td>
<td>Communicate</td>
<td>Create</td>
<td>Train</td>
<td>Provide</td>
<td>Uplift</td>
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<tr>
<td>Lead</td>
<td>Promote</td>
<td>Coordinate</td>
<td>Enable</td>
<td>Advise</td>
<td>Advocate</td>
<td>Adapt</td>
<td>Collect</td>
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<tr>
<td>Educate</td>
<td>Adapt</td>
<td>Demonstrate</td>
<td>Develop</td>
<td>Explain</td>
<td>Examine</td>
<td>Anticipate</td>
<td>Learn</td>
</tr>
<tr>
<td>Organize</td>
<td>Nurture</td>
<td>Show</td>
<td>Influence</td>
<td>Cultivate</td>
<td>Enlist</td>
<td>Connect</td>
<td>Mentor</td>
</tr>
<tr>
<td>Counsel</td>
<td>Study</td>
<td>Produce</td>
<td>Design</td>
<td>Woo</td>
<td>Construct</td>
<td>Maximize</td>
<td>Relate</td>
</tr>
<tr>
<td>Equalize</td>
<td>Facilitate</td>
<td>Understand</td>
<td>Deliver</td>
<td>Contribute</td>
<td>Command</td>
<td>Unlock</td>
<td>Own</td>
</tr>
<tr>
<td>Support</td>
<td>Collaborate</td>
<td>Build</td>
<td>Worship</td>
<td>Free</td>
<td>Rejuvenate</td>
<td>Reclaim</td>
<td>Own</td>
</tr>
<tr>
<td>Listen</td>
<td>Share</td>
<td>Prioritize</td>
<td>Savor</td>
<td>Restore</td>
<td>Individualize</td>
<td>Invite</td>
<td>Own</td>
</tr>
<tr>
<td>Impact</td>
<td>Promise</td>
<td>Pursue</td>
<td>Compete</td>
<td>Love</td>
<td>Express</td>
<td>Explore</td>
<td>Own</td>
</tr>
<tr>
<td>Improve</td>
<td>Imagine</td>
<td>Heal</td>
<td>Dream</td>
<td>Recognize</td>
<td>Express</td>
<td>Explore</td>
<td>Own</td>
</tr>
<tr>
<td>Eliminate</td>
<td>Direct</td>
<td>Gather</td>
<td>Achieve</td>
<td>Activate</td>
<td>Strategize</td>
<td>Arrange</td>
<td>Own</td>
</tr>
</tbody>
</table>

**Purposeful Work Table**
From each list above, write down up to five from each category in the space below (Note: Make sure to choose those that resonate and fit you best):

<table>
<thead>
<tr>
<th>Interests (5)</th>
<th>Audience (5)</th>
<th>Actions/Strengths as Verbs (5)</th>
</tr>
</thead>
</table>

After you’ve come up with your interests, your audience, and your action, it’s time to come up with the **ONE sentence** that sums up what you’d like to do, who you’d like to help, and how you plan to help them - your purposeful work. Your statement may also include how your audience will benefit from your work. Remember that your statement must be just ONE sentence - but it can be a really long one!

**Purposeful Work Sentence Starters**
You may want to use one of the templates below to create your statement:
- I (action/strengths) (audience) with (interests).
- I serve (audience) by (action/strengths) about (interests).
- I work with (audience) by (action/strengths) so that they (benefit) from (interests).
- I (action/strengths) (interests) to (audience) so that (benefit).
- I am here to (action/strengths) (audience) about (interests) in order to (benefit).