

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	Money/Finance
Diversity	Transportation	Mental/Emotional Health	Philanthropy
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)	Marriages	Prisoners
Veterans/Military		Adults

*To learn more about individual and/or team development opportunities centered around purpose, let's connect:
Kala Taylor | [linkedin.com/in/kalataylorlaw](https://www.linkedin.com/in/kalataylorlaw) | www.kalataylor.com*

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.

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

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):

Interests (5)	Audience (5)	Actions/Strengths as Verbs (5)

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).

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