



What About Purpose?

In a best-selling book, “Start with Why”, Simon Sinek related that only when he learned to articulate why he did what he did, did his life start to turn around. He stopped talking about what he did and only started talking about what he believed.

He said that people who believed what he believed in, wanted to learn more. He was magnetic. Here are two examples of a magnetic why that I workshopped with my coaching clients:

1. “My Dad died when I was 10. He did not need to die. But in those days, he was unable to receive quality health care. From the day he died, having seen what tragically happened to him and the impact his passing had on the rest of my family, I decided to dedicate my life to making sure that people – no matter what their background, their demographic or circumstances – would receive better health services.”

2. “In the space of one year, I attended 70 funerals of family and community members – most of whom were aged between 37 and 52 in remote parts of my home state. I was so overcome by the injustice and the inequality of services and support to people in remote areas, that I quit my successful career as a plumber and made a commitment that people in remote areas would never endure such suffering ever again.”

Now it’s time for you to write yours.

In crafting your magnetic why, I want you to answer these questions:

1. **What triggered you to start on your own journey?**



2. What stories along the way helped to reinforce that your journey was on the right path for you?

3. What do you believe in?

4. What have you dedicated your life to?

5. What are you committed to?



6. Why do you get out of bed in the morning, and why should anyone care?

7. What is the visceral, core reason you do what you do?

If you can identify your magnetic why, it's often easy to see that it relates to something that the world needs from you. You can see from the examples above that the world does indeed need:

1. Quality health services
2. Support services in remote areas

MORE ACTION STEPS

1. What does the world need that you would like to, or can provide? Consider your why.



2. How does this tie in with, what your strengths are, what you love, what's important to you and what you can get paid for, to identify a potential career?
