

THE POWER OF PURPOSE



Finding Meaning in Your Role and Your Organization

CLARITY OF PURPOSE

SOME COMMON THEMES AROUND PURPOSE.....

Clarity of Purpose

- Purpose provides clarity and gives you direction on where you want to go. Much like shooting an arrow, once you find your target you can focus on it and move forward towards it.

Collectivism VS Individualism

Culture can impact the way purpose is viewed...

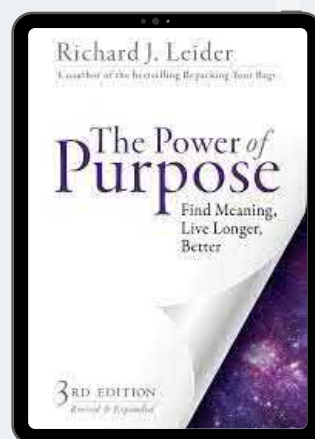
- **Individualism**, the common value in western cultures, stresses individual goals and the rights of the individual person. **Collectivism**, the common value in many Latin American, Asian, and African cultures, focuses more on group goals, what is best for the collective group, and personal relationships. Individualist persons set personal goals and objectives based on self. Collectivistic persons easily sacrifice individual benefit or praise to recognize and honor the team's success. This can effect the way one's internal purpose is identified and expressed.

PERCIPIO RESOURCES

Audiobook: The Power of Purpose: Find Meaning, Live Longer, Better, 3rd Edition

This book critically examines the significance of finding meaning in your life and helps you integrate that knowledge into everything you do.

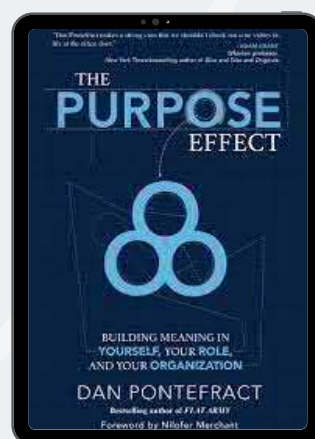
[Click here to read](#)



Book: The Purpose Effect: Building Meaning In Yourself, Your Role, And Your Organization

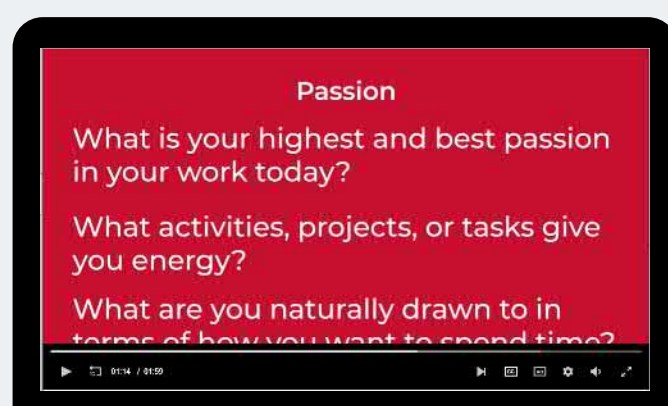
Author Dan Pontefract combines years of experience and research on employee engagement, behavior and culture to create a work about the three crucial areas of purpose: personal, organizational and workplace role.

[Click here to read](#)



VIDEO ON PURPOSE

This Percipio video provides expert insight on managing your priorities to align with your vision and purpose.



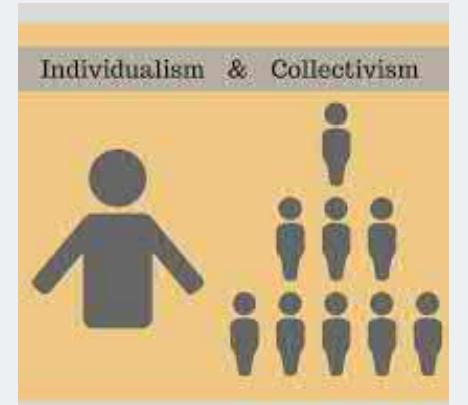
[Click here to watch](#)

ADDITIONAL READINGS

Article: Individualism & Collectivism

This article gives a high-level overview of individualism and collectivism and its relationship with culture on a spectrum.

[Click here to read more](#)



Podcast with Transcript: The Search for Purpose at Work

This podcast provides insights on business/management and in this episode, experts share their experiences with helping employees find their purpose.

[Click here to read more](#)



Article: Prepare for What's Next with Clarity and Purpose

This article teaches readers how to shift their focus to prioritize fulfillment and meaning within a personal mission.

[Click here to read more](#)



Article: Want To Find Your Purpose At Work? Change Your Perceptions

This Forbes article describes how you can create your own purpose and meaning at work, no matter what you do for a living.

[Click here to read more](#)



Article: Purpose, Mission, and Values alignment: Beehive's guide to driving meaningful strategic growth.

This comprehensive guide provides 7 chapters on leveraging differences to align purpose, mission and values to foster success.

[Click here to read more](#)



Article: How to find your sense of purpose at work

This article describes purpose as your personal guide to define your goals, overcome obstacles and feel the greatest satisfaction with your work.

[Click here to read more](#)

