



CAREER COACHING  
with SHELL

# MY LIFE PURPOSE STATEMENT

I'm all about keeping it SIMPLE. That is why I love the exercise below. No muss, no fuss. Our purpose is literally the BIG PICTURE of why we are put here on the planet, and how we can all carry out the Big Plan to serve others – whether it is in our families, our communities, our state, country or the world. However big you want to expand your purpose is entirely up to you. You will probably want to work on this a bit over time until it FEELS RIGHT. When it settles in, you will know it.

This is only one way to approach creating a Life Purpose Statement. It is not a science.

**Here's to being of service and creating great happiness in each life we touch.**

WHAT IS YOUR  
PURPOSE IN  
LIFE?



# CREATING YOUR LIFE PURPOSE STATEMENT

**1** LIST TWO OF YOUR  
UNIQUE, PERSONAL  
QUALITIES OR TRAITS  
LISTED ON YOUR  
FLOWER.

**2** LIST ONE OR TWO  
WAYS YOU ENJOY  
EXPRESSING THOSE  
QUALITIES WHEN  
INTERACTING WITH  
OTHERS.

## EXAMPLE:

Knowledgeable and  
open-minded

-----  
and -----

## EXAMPLE:

To inspire and  
empower

-----  
and -----



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3

ASSUME YOU NOW LIVE  
IN A PERFECT WORLD.  
WHAT DOES IT LOOK  
LIKE?

How are people interacting  
with each other? What are  
you feeling when you think  
about this? Write your  
answer as a statement in the  
present tense, describing the  
ultimate condition, the  
perfect world as you see it,  
hear it, and feel it.

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COMBINE THESE THREE  
PARTS INTO A SINGLE  
STATEMENT

My purpose is to use my (from  
#1 above) \_\_\_\_\_ and  
\_\_\_\_\_ to (from #2  
above) \_\_\_\_\_ and \_\_\_  
\_\_\_\_\_ others to \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### EXAMPLE:

Humanity is  
enlightened, living in  
peace and harmony,  
expressing love and  
compassion toward  
each other and the  
planet, and joyfully  
living their highest  
purpose.

### EXAMPLE:

My purpose is to use my  
knowledge and open-  
mindedness to inspire  
and empower others to  
become enlightened,  
live in peace and  
harmony, express love  
and compassion toward  
each other and the  
planet, and joyfully live  
their highest purpose.  
Now it's your turn.







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# COMPLETING YOUR LIFE PURPOSE STATEMENT

**Make any changes to your statement. Make it more succinct and easier to remember.**

If you can, put your statement in a frame and have it be the first thing you wake up to as a reminder of your awesomeness and what you are here to contribute.

You will always experience feelings of alignment when you are living “on purpose,” like feeling joyful, knowing, confident, energized, happy, calm, and peaceful.

Read it every day or review it weekly. It will guide you in everything you choose to do, including work, family, and relationships.

In the words of Picard, “make it so.”

*Love, Shell*

