

Squiggly Careers PodSheet

You Coach You: Making purpose practical



“ To think of purpose in practical ways is to think of it as grit, a stubbornness that keeps you going. It's the fuel for the journey. ”

David Heatt

Why it's important to coach yourself on purpose

Finding purpose from our work

Finding purpose in our work increases the long-term sense of satisfaction we feel in our lives. The positive impact of purposeful work shows up in the day-to-day experience of doing our jobs. Coaching yourself to find your purpose at work can improve how engaged and effective you are.

A sense of direction in your journey

Purpose is a direction and not a destination. It is a work-in-progress and not the pursuit of perfection. In the twists and turns of a squiggly career our purpose gives us a sense of direction and something meaningful to make progress towards in our careers.

Ideas for Action



People <=> purpose

Finding the connection between people and purpose can help you tune into why work is meaningful for you.

Think about how the work you do can make a difference to others.



One small success

When day-to-day challenges feel consuming, we can lose focus on a purpose which might feel further away.

Write down one very small success at the end of each day to reconnect with purposeful work in the present.



1% = progress

Progressing towards your purpose is a test of endurance, rather than speed and will always feel more like a work in progress.

Think about what 1% closer looks like and set yourself a weekly goal to aim for.

Coach Yourself Questions

1 What do I find most meaningful about my work?

2 I'm 90, what would I liked to have changed about the world?

Recommended resources

DO/
PURPOSE/
Why brands
with a purpose
do better and
matter more.
David Heatt

Do Purpose - David Heatt

David Heatt offers insights on how to build a purpose-driven company.

You Coach You

Our book, written to help you overcome challenges and take control of your career.



Amazing if