

How to find what makes you feel purposeful at work

The idea of finding your purpose can feel attractive but in reality, it's often hard to identify and articulate. An alternative approach is to reflect on your squiggly career sweet spot to help focus your efforts on what matters most to you. This unique insight can be used to make better decisions about your development.

Instead of the looking for the 'perfect purpose', the aim is to find more moments of purposeful work in your week.

Ideas for action



1. Find your squiggly career sweet spot

Discovering your squiggly career sweet spot is a useful way to connect to what makes your work feel purposeful. A good way to do this is to think about:

What motivates and drives you? (Values)

📌 *What's most important to you about who you work with, what you work on and where you work?*

What do you want to be known for? (Strengths)

📌 *When are you at your best and what gives you the most energy?*
If you're unsure, ask colleagues for strengths-based feedback or take a strengths survey.

What can you make better? (Problem Solving)

📌 *What do you want to be better because of the work that you do? E.g. processes, information access.*

What difference do you want to make? (Impact)

📌 *What do you care about that is bigger than you? e.g. Your company's mission or a broader cause*

2. Create your career statement

Try AI to help turn your insights into a clear and meaningful personal statement to drive your career. A prompt to try could be:

My values are X, My strengths are X. I want to X. I care about it because X. Develop a one sentence purpose statement that I can use to drive my career.

Use our framework to create your insights

My values are:



My strengths are:



My career personal statement is:



I'm good at solving:



I want to work at/on:

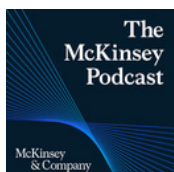


Coach yourself question

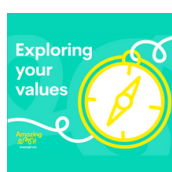
Who can I share my personal statement with to get feedback?



Recommended resources



Insightful 30 minute McKinsey Podcast episode on the search for purpose at work.



Download our free values tool for five exercises to help you explore your values.



What You Should Follow Instead of Your Passion. HBR article on 'following your blisters' by Dan Cable.