



The Art of Finding Your Purpose

Finding your purpose is a lifelong quest that can often feel elusive. As Martin Seligman describes it, the journey toward purpose is what leads to flourishing—a state of thriving that enriches your life and enhances your wellbeing.¹

Understanding what makes you flourish is not just a philosophical exercise; it is how you find meaning in life. Here are some strategies to help you uncover your purpose:^{2, 3}

Identify Your Values

Understanding your core values is the first step to discovering your purpose. Reflect on what matters most to you by considering the following:

- **Core Values:** Write down five values that resonate most with you. Examples of values include integrity, creativity, family, community, or anything that holds personal meaning for you.
- **Alignment:** Our lifestyle often indicates what is important to us. How have you been spending your time and energy? What matters most to you?

Explore Your Passions

What you are passionate about can serve as a compass, leading you closer to your purpose. Reflect on your past experiences to uncover your passions:

- **Identify Your Interests:** Make a list of activities that excite you. What lights you up? What makes you feel alive? What makes you lose track of time?

- **Explore Your Past:** Many people find purpose after experiencing a hardship, challenging circumstance, or unexpected life change. Explore your past and identify topics or themes that hold meaning.

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Take Inventory of Your Skills and Strengths

Your unique skills and strengths can also help you identify your purpose.

- Ask for feedback from colleagues, family members, friends, and mentors to gain further insight about your unique strengths.
- Take the Values in Action (VIA) Character Strengths Survey to enhance your self-awareness.⁴

There is an art to finding your purpose. The process can feel challenging at times, and it may be helpful to enlist professional support. By creating more alignment with your values, passions, and strengths, you will naturally focus more of your time and energy on what matters most to you—and that is where you will find—and live—your purpose.

1. Seligman, M. E. P. Flourish: A visionary new understanding of happiness and well-being. Free Press; 2011.

2. Calm. "How to find purpose and discover your path in life." Accessed September 25, 2024. <https://www.calm.com/blog/how-to-find-purpose>

3. The Greater Good Science Center at the University of California, Berkeley. "Seven Ways to Find Your Purpose in Life" August 6, 2020. Accessed September 25, 2024. https://greatergood.berkeley.edu/article/item/seven_ways_to_find_your_purpose_in_life

4. Institute on Character. "The VIA Character Strengths Survey." Accessed September 25, 2024. <https://www.viacharacter.org/survey/account/register>



Strategic Goal-Setting

Having a clear vision of your future can help you establish meaningful goals. Use the SMART goal-setting method, which involves mapping out specific, measurable, achievable, relevant, and time-bound goals, to increase your chances of success.¹

Here are some helpful tips for setting SMART goals effectively:

- **Be Specific:** Clearly define what you want to achieve. Instead of setting a vague goal like “improve health,” specify “eat at least 5 fruits and vegetables per day at least 5 days each week.”
- **Make It Measurable:** Establish criteria to track your progress toward your goals. For example, “complete two 5k events in the next year” provides tangible milestones that you can track on your calendar.
- **Ensure Your Goals Are Achievable:** Set realistic goals that challenge you but are still within reach. If you are struggling to get good sleep, consider setting a goal to “go to bed 30 minutes earlier during the work week.”
- **Verify Relevance:** Is the goal relevant to what is happening in your life, and does it align with where you are headed? Setting goals that are relevant improves your chances of achieving them.
- **Establish a Timeline:** Create a clear target completion date for your goals. Timelines establish boundaries and create urgency to help you stay focused on the tasks needed to achieve your goals. Example: “Take the certification exam by October 15th.”

If you feel overwhelmed, divide your larger goals into smaller, more manageable ones by asking yourself the question: What steps are needed to achieve this goal?

Likewise, be strategic by choosing goals that align with your readiness to change.³ For example, if you are only in the beginning stages of “thinking about” changing an area of your life, you may want to set a goal to research options for making that change.

Goal-setting is not a one-time activity but a process that involves ongoing refinement and commitment.² By applying the SMART goal-setting method, you can increase your chances of success.

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1. Healthline. “SMART Fitness Goals Help You Stick with It” Accessed September 25, 2021. <https://www.healthline.com/health/fitness/smart-fitness-goals>
2. Calm. “8 examples of health goals (and how to set your own).” Accessed September 25, 2024. <https://www.calm.com/blog/health-goals>
3. White ND, Bautista V, Lenz T, Cosimano A. Using the SMART-EST Goals in Lifestyle Medicine Prescription. Am J Lifestyle Med. 2020;14(3):271-273. Published 2020 Feb 17. doi:10.1177/1559827620905775



Maintaining Momentum

Maintaining momentum is one of the most challenging aspects of personal and professional growth. Motivation keeps you moving toward your goals, even when you feel like quitting.¹ Every day you face distractions, setbacks, and competing priorities, which can easily derail your progress. To sustain your commitment, it is necessary to stay focused and motivated.

Start by setting clear, achievable milestones and breaking your larger goals into smaller, more manageable tasks.³ This approach allows you to celebrate smaller victories along the way, which can be a powerful motivator.

To help you maintain momentum and motivation, consider these tips:

- **Set Specific Goals:** Define what success looks like and then outline clear goals to get there. If you struggle to maintain motivation, it may be helpful to choose just one goal at a time.¹
- **Visualize Success:** Vision boards serve as a powerful motivator, helping you to stay focused on your goals. Regularly remind yourself of the benefits of achieving your goals to maintain motivation.
- **Track Your Progress:** Use a journal or app to monitor your progress and adjust your habits as needed.
- **Establish a Support System:** Surround yourself with family, friends, colleagues, mentors, and counselors who can provide encouragement and hold you accountable to your goals. For example, having a workout buddy provides accountability, and it can also give you a boost of motivation when you need it most.²

- **Reward Yourself:** Celebrate each milestone with a small reward to acknowledge your success and reinforce the behaviors that helped you get there.
- **Stay Flexible:** Be prepared to adjust your goals as your life evolves and circumstances change.

By integrating these practices into your daily routine, you can enhance your ability to stay committed and make steady progress toward your objectives. Perseverance is key, and each step forward brings you closer to your ultimate goal. With resilience and optimism, you can maintain momentum and continue on the path to your goals.



1. Zen Habits. "The Ultimate Guide to Motivation - How to Achieve Any Goal." Accessed September 26, 2024. <https://zenhabits.net/the-ultimate-guide-to-motivation-how-to-achieve-any-goal/>

2. Healthline. "Need Motivation to Exercise? Find a Workout Buddy." October 19, 2022. Accessed September 26, 2024. <https://www.healthline.com/health-news/need-motivation-to-exercise-find-an-active-friend>

3. Calm. "How to get motivated: 10 ways to motivate yourself." Accessed October 11, 2024. <https://www.calm.com/blog/how-to-get-motivated>

MOMENTUM-BOOSTING BREAKFAST SMOOTHIE

This Momentum-Boosting Breakfast Smoothie is packed with essential nutrients to fuel your body and mind, providing a delicious and convenient way to stay focused and energized as you work towards your goals. Enjoy this recipe as part of your daily routine to help you maintain momentum and reach your aspirations with gusto. Happy blending!

Ingredients

- 1 banana
- 1 cup mixed berries (such as raspberries, blueberries, or strawberries)
- 1/2 cup Greek yogurt
- 1 tablespoon chia seeds
- 1 tablespoon honey or maple syrup
- 1/2 cup spinach leaves
- 1 cup almond milk (or milk of choice)
- Ice cubes (optional)

Instructions

1. **Prep Your Ingredients:** Peel the banana, rinse the berries, and measure out the rest of the ingredients.
2. **Blend:** In a blender, combine the banana, mixed berries, Greek yogurt, chia seeds, honey or maple syrup, spinach leaves, and almond milk. Add a handful of ice cubes if desired.
3. **Blend Until Smooth:** Blend all the ingredients until smooth and creamy. If the smoothie is too thick, add more almond milk to reach your desired consistency.
4. **Pour and Serve:** Pour the smoothie into glasses and enjoy as a nourishing and energizing breakfast to kickstart your day with momentum.
5. **Adjust:** Feel free to customize the smoothie by adding other ingredients like a scoop of protein powder, a spoonful of nut butter, or a sprinkle of granola on top for added texture and flavor.

Servings:
2



Nutrition Facts

Calories: Approximately 220
Total Fat: 4g
Saturated Fat: 1g
Trans Fat: 0g
Cholesterol: 5mg
Sodium: 90mg
Total Carbohydrates: 37g
Dietary Fiber: 6g
Sugars: 24g
Protein: 11g