

Life Purpose Proclamation Exercise

Sherri Gerek, PCC, CPC, ELI-MP, CTDS

In my coaching sessions and workshops, I help clients create their own unique Purpose Proclamation. This process helps them identify the purpose behind their calling, occupation, or line of work.

Objective

Clients and/or workshop attendees will write a single-sentence life purpose on a brightly-colored index card.

Process

First, begin by having your clients write the purpose and description of their life's work. This might entail a paragraph or two to start. Next, refine it without mumbo jumbo or long drawn out explanations. It's key to put the purpose into layman's terms. The goal is to be able to share your finished Purpose Proclamation with anyone in a way that they can understand, without knowing anything about you or your line of work.

Resist the urge to use jargon. The fewer the words, the clearer the final message. Finally, it's time to organize and polish the Purpose Proclamation. Using no more than 3-5 words, name your purpose. After your purpose, write one sentence to describe it in more detail.

For example, I coached a forensic anthropologist who is an expert on the subject of death and dying. Her initial life's purpose description stated, *"I collaborate with police and first responders to address the overwhelming shock and heartbreak expressed by community members who receive notifications of the tragic or untimely death of a loved one in ways that were both jarring and heartbreaking."*

Once refined, her Purpose Proclamation read:

Law Enforcement Compassion Trainer. The purpose of my work is to help officers and first responders deliver the worst possible news in the most caring way.

There are many uses for the Purpose Proclamation. Your client can place it on their website, in their social media profiles, on letterhead and business cards or use it as a tagline for a variety of marketing materials.

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