



LIFE PURPOSE

Workbook



What's All This About Purpose?

Welcome to the Purpose Crafting Workbook for JOOL. This workbook is an in depth, action-oriented dive into how to write a life purpose that can inspire and motivate you to live a life grounded in what's most important and meaningful for you. By incorporating JOOL into your daily life, you're embarking on a powerful journey of self-discovery and personal fulfillment that can bring positive changes to your life -- and the lives of those around you. So, let's get started.

Sooner or later everyone wonders: *"What am I here for?"* Perhaps the answer has to do with our families or our work; our personal aspirations or desire to assist others. Pursuing our own answer to this timeless question has proven, for many, to be one of life's great adventures.

Thousands of years ago, the great philosopher Aristotle suggested, *"We choose for ourselves the life we want to live. We should therefore choose very carefully."* Whether your journey towards greater purpose is about achieving a particular life goal, or focused more on a specific way of living, JOOL is your personal digital life coach designed to help you discover, and then effectively pursue, all that matters most to you.

JOURNEY: ON

The JOOL Health Team

JOOLHEALTH

PURPOSE:

It's Very Good For You!

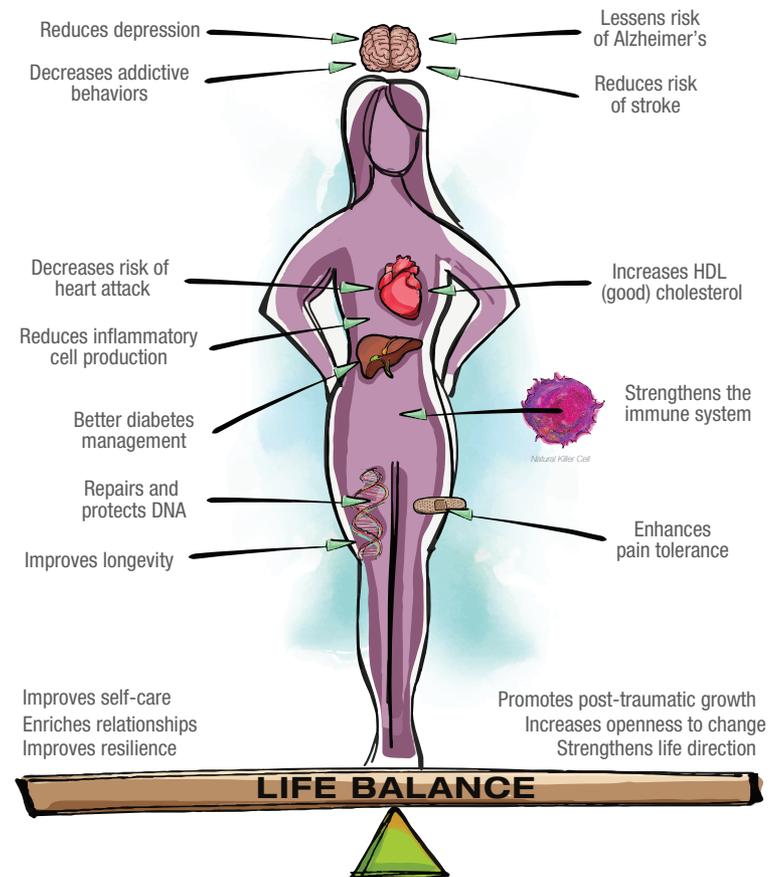
Having a strong sense of purpose in life -- a destination or way of living you're intentionally moving toward -- is becoming an increasingly big deal when it comes to personal well-being.

Over the past decade, researchers have been measuring people's strength of purpose and exploring how it relates to their health status. The results of this research show that people with a strong purpose live longer, on average, than those lacking in purpose. But that's just for starters. The purposeful -- we like the term purpose-fueled -- tend to lead healthier lives overall, too.

TURNS OUT, SIMPLY HAVING A STRONG SENSE OF PURPOSE IS ASSOCIATED WITH MANY PHYSICAL AND MENTAL BENEFITS INCLUDING:

- Lowered risk of heart attack and stroke
- Lowered likelihood of developing Alzheimer's
- Better quality of sleep and ability to relax
- Improved mental health and less depression
- Increased good cholesterol (HDL)
- Improved resilience and openness to change
- Improved connectedness, intimacy, and...sex!

A Growing Body of Evidence



PURPOSE

It's crystal clear from the science that having a purpose is very, very good for you. In fact, if purpose came in a pill form, people would likely take it like a vitamin each morning.



SURFACING

Your Core Values

Before diving into composing a purpose, it's helpful to think about the *personal values* that matter most to you. These values are the guideposts we live by, shaping our decisions -- large and small -- as we move through life. Always remaining true to our values can be challenging, but keeping those core values top of mind helps us stay focused on what's most important and meaningful in our lives.

VALUES ACTIVITY #1: CORE VALUES

So what do *you* value most? This activity can help you dig deep and surface what's really most important to you.

First, check out this list of 15 values, and copy down the 5 you identify with most closely.

- | | | |
|---|--|--|
| <input type="checkbox"/> <i>Achievement</i> | <input type="checkbox"/> <i>Independence</i> | <input type="checkbox"/> <i>Security</i> |
| <input type="checkbox"/> <i>Community</i> | <input type="checkbox"/> <i>Kindness</i> | <input type="checkbox"/> <i>Self Control</i> |
| <input type="checkbox"/> <i>Creativity</i> | <input type="checkbox"/> <i>Relationships</i> | <input type="checkbox"/> <i>Spirituality</i> |
| <input type="checkbox"/> <i>Enjoyment</i> | <input type="checkbox"/> <i>Reputation</i> | <input type="checkbox"/> <i>Tradition</i> |
| <input type="checkbox"/> <i>Expertise</i> | <input type="checkbox"/> <i>Responsibility</i> | <input type="checkbox"/> <i>Vitality</i> |

THESE ARE MY TOP 5 CORE VALUES:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____



Notes

NOW, TAKE TIME TO CONSIDER EACH CORE VALUE, AND ASK YOURSELF:

- *When and by whom was I taught this value?*
- *What feeling came up when I first read this value?*
- *Is this value truly mine, or just what others think is “the right thing to do?”*
- *Do I embody this value every day? If so, how? If not, why not?*
- *Is this value self-transcending (i.e. beneficial for others as well)?*

Ok, you’ve thought a bit about these values,
which 3 stand out for you the most?

1

2

3

Satisfied with these three? Good. It does make sense to revisit and, if necessary, update your values from time-to-time. Nothing, after all, is set in stone -- except, perhaps, your epitaph...

VALUES ACTIVITY #2: *My Headstone*

Contemplating one's mortality is a time-honored way of touching base with what really matters. Acknowledging that, for everyone, life is ultimately fleeting, can offer up profound assessments of where we are and where we'd like to go. Bronnie Ware, an Australian hospice worker, compiled a list of the most common regrets she'd observed in caring for the terminally ill.

HERE ARE SEVERAL:

- *I wish I'd stayed in touch with my friends*
- *I wish I'd let myself be happier*
- *I wish I'd had the courage to express my true self*

Any of these strike a chord with you? At this moment in your life, what would your regrets be? And how could you turn those around to avoid similar regrets in the future?

Now take a moment to consider where you are now in life and contrast that with how you'd like to be remembered. We call this little thought experiment: My Headstone. It's simple and, for many, quite powerful.

- *Add your first name and birth year to the headstone on the right (Kind of spooky, we know).*
- *Use the 3 core values you identified in Activity #1 to help write an epitaph you'd want people to remember you by.*

Thoughts to consider:

- *What message do you want to leave for those who come to visit?*
- *What impact would you like to make on the world you'll leave behind?*



ALL DONE?

Take a good long look at your headstone. How do you feel? Here are two thoughts to celebrate as you review what you've written:

- 1 It is very, very (and once more for good measure) VERY unlikely you'll die today.
- 2 You now have a clearer picture of what might be missing in your life and what you need to do to change that up.

CRAFTING

Your Life Purpose

Ok, enough with the preliminaries -- time to write your life purpose. We know, this might seem a bit over the top to you. Or maybe even a little intimidating. No worries. Crafting a life purpose is a fun and enlightening activity that translates your core values into action. In fact, thinking critically about what you want to live for and how you're going to accomplish it helps build the momentum and motivation you'll need to reach your goals. So, let's keep going.

Start anywhere you like and take as much time as you need. With JOOL, we like to look at purpose across four, interconnected dimensions: *personal*, *family*, *work*, and *community*. We generally recommend crafting a separate purpose statement for each of these and then combining them into a final, larger statement.

Here's an example for someone who chose *vitality*, *relationships*, and *kindness* as their core values:

My Life Purpose is...

To climb Mt. Kilimanjaro, to give my family the love, security, and life experiences they deserve, to play a key role in making my company an innovative market leader, and to help others in need overcome the obstacles they confront.

SOUND A LITTLE AMBITIOUS?

Sure. But why not, and here's a good way to check to see if each part of the statement is right for you. It's an easy assessment tool for goal setting that's called **SMART**. Look at each of the four individual purpose statements and see if they're: *Specific*, *Measurable*, *Achievable*, *Relevant*, and *Timely*. Breaking down your ambitious, potentially life-changing purposes into smaller SMART goals, makes it easier to track your progress and reach your bigger life goals. Even better, research shows that if you share these SMART goals with a friend, you can increase the likelihood you'll accomplish them by 64%. Send a weekly progress report to a friend, and your likelihood of success increases to 76%!



**As an example of how this works, let's apply this thinking to the personal purpose statement:
To climb Mt. Kilimanjaro.**

Is it...

SPECIFIC: Yes, really couldn't be more so.

MEASURABLE: Again, yes. Once it's done, it's done. And it's even been measured for you in advance -- the summit is 19,341 feet above sea level.

ACHIEVABLE: Depends on a few factors like physical fitness, financial resources, but, yes with some planning and effort, definitely achievable.

RELEVANT: This is an easy one. If it wasn't relevant you would never have come up with it in the first place! That said, it's useful to think about relevance in terms of how meaningful it will be for you to achieve this goal.

TIMELY: How long will it take you to achieve this purpose? Is it some-thing you can complete in a year's time, or will it take a lifetime? What if your purpose is really more about living in a certain way each day?

PURPOSE ACTIVITY #1: *Drafting Your Purpose*

Ready to write a purpose? Let's go.

We mentioned earlier that it's useful to look at your life purpose in four dimensions: *personal*, *work*, *family*, and *community*. Thinking about your purpose this way plays a key role in helping you balance different, and sometimes competing parts of your life (e.g. family and work). Pick one and start composing your purpose by thinking about your answers to the thought-starter questions we've provided below.

And remember, don't worry about getting everything exactly right. Going back to revise or completely change your purpose is a natural part of personal growth. Even revisiting your core values and thinking about how those fit into your life can help generate new thoughts around purpose.



This is your purpose worksheet. Take as long as you need to get it where it feels really right to you. Also, it's fine to focus on just one dimension if you'd prefer. Whatever works best for you.

PERSONAL

Who do I want to emulate?
What are some experiences I want to have?

FAMILY

What do I value most in relationships? How do I support those who mean the most to me?

WORK

How can I best use my skills to impact the world?
What kind of workforce do I want to contribute to?

COMMUNITY

What can I do to strengthen the communities I'm part of? Would I like to include spirituality in my community purpose?

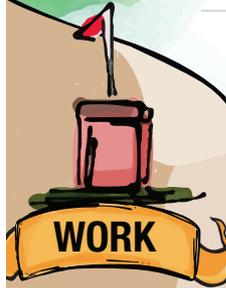
My Life Purpose

PERSONAL

FAMILY



WORK



COMMUNITY



PURPOSE ACTIVITY #2: SMART Check

Now that you have a draft of at least one of your purpose statements, use this SMART Goal Checker to confirm that it's specific, measurable, achievable, relevant, and timely. If your purpose statement doesn't quite fit, consider reworking it but, it's also totally fine to stick with your original inspiration.

SMART Goal Checker

SPECIFIC

Who? What? Where? Why?

MEASURABLE

How will I track the outcome?

ACHIEVABLE

Is this goal truly within reach? (Stretch goals are good).

RELEVANT

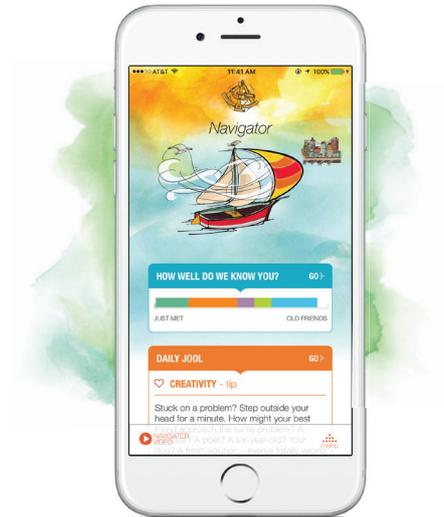
How does the goal meet my needs?

TIMELY

When would I like to complete this goal?

PURPOSE ACTIVITY #3: Final Draft

All set? Use the blank worksheet on the next page to write down your final Life Purpose statements. Feel free to cut it out and post it somewhere you'll see it everyday. Snap a picture of it and post it to your Facebook timeline or email to your family and friends and ask for their encouragement and support. Sharing your purpose with those you care about is a powerful way of creating a stronger sense of commitment.



Start Your Journey Here:
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