

# LEADING WITH PURPOSE

HIGHLIGHTS FROM LEADERCAST 2017

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# WHAT IS PURPOSE?

- *According to Andy Stanley...*
- Purpose is the reason for which something exists or is accomplished
- A means to an end

# HUMAN CONFLICT WITH PURPOSE?

- The reason for which something exists or is accomplished
  - We don't want to be a reason we want to be something
- A means to an end
  - We don't want to be a means, we want to be an end

# WHEN IT COMES TO PURPOSE, WE USUALLY ASK THE WRONG QUESTION

- What is my purpose?
- Why am I here

# WE USUALLY ASK THE WRONG QUESTION

- What is my purpose?
- Why am I here

## THE RIGHT QUESTION

- What purpose am I serving?

# YOU CAN'T DIVORCE PURPOSE FROM SERVICE

- Those who devote **themselves** to **themselves** will ultimately have nothing but **themselves** to show for them **themselves**. *Andy Stanley*
- ...If you don't plan to serve you don't need a purpose. *Cheryl Bachelder*

# LIVING WITH PURPOSE HAS A PRICE

- CVS Pharmacy
- **MISSION STATEMENT:**
- “Above all else... our mission is to improve the lives of those we serve...”
- **VISION STATEMENT:**
- “We strive to improve the quality of human life”
  
- They used to sell tobacco products
- “...put simply, the sale of tobacco products is inconsistent with our purpose.” *Larry Merlo, CEO*
- Purpose makes the decision clear, but not cheap or easy

## PURPOSE INSISTS ON THIS...

- Why did you leave?
- “I felt like I wasn’t making a \_\_\_\_\_”



## PURPOSE INSISTS ON THIS...

- Why did you leave?
- “I felt like I wasn’t making a **Contribution**”