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| **JP Purpose and Plan 2023** |

PURPOSE PROJECT

Introduction:

In 2023, I will consciously use my time to activate and serve my personal purpose (see below). I have created three ‘how’ statements that describe the activities that activate my purpose.

On a daily basis, I will monitor how I have spent my time that day against these activities, and I will plan for the following day/week. I will also capture short qualitative comments and score the quality of my work against each activity using a 5-point Likert scale.

My Purpose: *Stimulate life through positive disruption (for the benefit of our future planet)*

My How:

I am working on the assumption that I am already going to protect my health through:

* Love, nourish and protect self:
  + Eat healthy food that gives me the calories I need.
  + Build my strength and fitness every week.
  + Drink less (or no) alcohol.
  + Read well and listen to learned people every week
  + Rest, adventure and build family and friendships

This means that for my working week, I shall concentrate on the following:

* Generate Sustainable Income (55% of working week):
  + Promote and protect the Toward brand.
  + Activate a deep and fruitful pipeline.
  + Develop the skills and diversity of the Associate team.
  + Buy the Paddock, get all planning applications approved and raise the capital to build.
  + Build strong and memorable rapport with all clients and team.
  + Coach for life in others (Clients and Towardies).
* Research, build, test and deploy new things (45% of working week):
  + Complete and publish my first book.
  + Build a Groundwork Distribution Network.
  + Build ‘Purpose’ products.
    - Digital PLP
    - ‘Coach for Purpose’ Course
  + Generate content that provokes thought, enhances awareness and builds connections (literature, podcasts, video & speaking)

Through my actions and choices I want to consider the following questions:

1. How am I stimulating life (in me and others)?
2. How am I lovingly disrupting?

I also want to set goals for myself for the year in the following areas:

* My health
  + Reduced body fat by the end of 2023 (what metric should I use?)
  + Achievement of consistent weekly targets (exercise, calories, steps)
  + Alcohol: No more that 6 units per week
* My family
  + Visit Finlay at least once
  + Visit Dillon at least once
  + Summer Holiday in Italy
  + Adventure with Finlay
* My career/business
  + Develop the Paddock and house up North
  + Build Groundwork Distribution Network
  + Publish book
  + Build Digital PLP
* Adventure/spiritual
  + Ski twice
  + Attend a spiritual retreat (desert?)
  + Donard with Dillon

My working week starts Monday 10am and finishes Friday 6pm. I am available for work between 1000-1800 from Monday - Friday (minus lunch time). I also work for 3 hours on Sunday afternoon and 2 hours for 2 evenings. This gives me 42 hours of work per week (with each hour corresponding to 2.4% of my total working time).

* Generate Sustainable Income (55% of working week, 24 hours)
* Research, build, test and deploy new things (45% of working week)

Holidays:

Christmas 14 days

Summer 21 days

Easter 7 days

Half term 3 days

Half term 3 days

Miscellaneous 15 days

TOTAL: 63

**Ideal Week:**

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| My Weekly Targets are[[1]](#footnote-1): | Activity 1: Generate Sustainable Income (55% of working week) |
| Activity 2: Research, build, test and deploy new things (45% of working week) |

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
| 0700 | Walk dog, train, eat healthy, read | | | | | | |
| 0800 |
| 0900 |
| 1000 | Toward PM |  |  | Finance meeting and 1:1s | Content day | Family, recreational and tasks |  |
| 1100 |  |  | Review and prep for the week |
| 1200 |  |  |
| 1300 | Break, eat, walk, read | | | | |
| 1400 | Toward BD, Groundwork &/or ideation |  |  | Content, ideation and/or BD | Content day | Family, rest, recover & recreational |
| 1500 |  |  |
| 1600 |  |  |
| 1700 | Project Cabin | | | |
| 1800 | Family time and dinner | | | | | |
| 1900 |
| 2000 | CCB Stuff |  |  | Content Prep |  |  |
| 2100 |  |  |  |  |
| 2200 | Wind down | | | | | |
| 2300 | Sleeping and Recovery | | | | | | |

Based on the above, I am spending:

* 52.5% on Activity 1
* 47.5% on Activity 2

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