

Coaching Life Purpose (or Working with Clients on a Life Purpose Statement)

Coaching clients to find a Life Purpose statement is an ongoing process of excavation and self discovery, which begins with the Life Purpose statement. “On purpose” has a resonance to it. It is a strong chord that reverberates. “Off purpose” is discord, dissonance. The Life Purpose statement is like a tuning fork that helps clients remember who they are when they are on purpose and the difference they make in the world.

We view Life Purpose as more than vocation. The career people choose is often an expression of their Life Purpose but we are more than our work. So Life Purpose is also more than a personal mission statement or a career goal.

As Co-Active coaches, want clients to get in touch with the impact they have when they are on purpose. The goal here is for clients to feel the internal experience of being on purpose. From this internal experience, clients begin to put together words that express their sense of the impact they have when they are on purpose. Notice that clients do not have to learn how to be on purpose; they already know that. Life Purpose is not something they aspire to or learn how to have, they have it inside already. This coaching helps clients clarify what that is; we help them find words.

Steps in creating a Life Purpose statement:

- Take the client on a Guided Inner Journey. These inner journeys can be relatively short — they are not usually the same as a guided meditation. Just have your client relax and close their eyes for a moment. Then simply read them several Guided Inner Journeys. Have your client take notes between each one. Click on this link for examples of [Guided Inner Journeys](#).
- Have your client share about what came up for them in the inner journeys. Pay attention to the words the client uses and reflect them back — these words have special power and can deepen the resonance of the experience.
- Combine the words of your client with your own intuition to begin to craft a rough draft of a Life Purpose statement. In the format of Life Purpose statement we use, we also ask clients to find an image, a metaphor, a symbol of some kind that captures who they are and when they are living their life on purpose.
- Continue to work with your client over time to deepen their Life Purpose statement. Have them pay attention to images and metaphors that emerge in their day to day life and let the Life Purpose statement evolve over time.

The most memorable, and therefore effective, Life Purpose statements are concise and powerful. Here are some examples:

- I am the lighthouse that guides people home.
- I am the crashing wave that sweeps away barriers to aliveness.
- I am the lightning that rolls the thunder of change.