

# BE STRONG

Eat. Move. Live

# THE KNOWLEDGE

## FIND YOUR PURPOSE AND GET SET FOR SUCCESS

**This week's focus:** Discovering your purpose, or your reason for changing your lifestyle and the effect it has on your motivation

**Why is it important?:** Connecting with your purpose, gives you the reason to stay on track when it's challenging but more importantly to get up again when you fall down.

**What will we tell you?:** How to find your purpose and the benefits it has.

- 1 What is your purpose?** Everything you do in life comes back to your purpose. Your purpose is the reason you get out of bed in a morning, the reason you go to work, the reason you behave the way you behave. Your purpose is your reason for being.
- 2 Why should I find my purpose?** Discovering or connecting with your purpose helps you to uncover who you really are as a person and understand why you do what you do. It also helps you to find motivation when times get tough – which from time to time, they undoubtedly will.
- 3 Why does it help with lifestyle change?** Your purpose is more than a goal. It is a deep-rooted emotionally-driven motive. When you connect with it, you can use it to refer back to when things get tough, it can motivate you to make those changes that you have been putting off making. It could give you the impetus to take the action that you really need to, to get the job done.
- 4 How do I find my purpose?** Finding your purpose is really simple. Although, it can be a little uncomfortable. Consider your current goal, and ask yourself why you want to achieve that. Keep asking yourself why, until you get to that deep-rooted reason that underpins you as a person. It may take a few minutes, so give yourself some quiet time to do it.
- 5 Turn negatives into positives** When you dig deep into your psyche the answer you get may be something that sounds negative. If it does flip it on its head into something positive. i.e 'I don't want to be the person who fails anymore' becomes 'I want to be the person everyone believes will achieve what they set out to'. This is much more powerful and uplifting when things get tough.
- 6 How to use my purpose** When things seem really hard to stick to, use your purpose to give you're the strength to crack on. Reflect on your purpose regularly and ask yourself if you are being true to yourself. Write your purpose down somewhere that you look at regularly to remind yourself who you really are and what you are about. This will help you to make good choices and stay on track.
- 7 Example purpose:**
  - I want to show my children and grandchildren how to live a healthy and fulfilling life
  - I want to lead and inspire people
  - I want to make the most of my new joints
  - I want to be healthier, confident and inspire others as they have inspired me

### KEY MESSAGES

Connecting with your purpose will become your overriding ethos of how you live your life. It will give you the strength and motivation to stick with things when your will power is waning. Discover your purpose and unlock the key to your motivation to achieve your long term goals.