

Welcome to
The Purpose Xchange

We're delighted
that you've
joined us.

Contents

1.	Welcome	4
2.	Values and behaviours	5
3.	The Purpose Paradigm	6
4.	ADOPTs model & Shaping Your Purpose	9
5.	The workshops	10
6.	The Monthly Xchange	11
7.	Resources	12

1. Welcome

The Purpose Xchange is a community of purposeful people. Our members are people of all ages, at all life stages, facing all types of transition and from any place, culture or community around the world. Each member approaches and engages in The Purpose Xchange differently, reflecting their unique set of values, capabilities and motivations.

The Purpose Xchange offers a programme of online workshops to help members explore their sense of purpose and develop a purpose plan aligned with both their work and personal life. We also offer a mix of regular meetings, events and activities to help all our members connect, learn, share and create positive social and economic impact together.

The Purpose Xchange was developed and launched in the spring of 2022 by Jonathan Collie (MD), Julia Randell-Khan (lawyer), and Deborah Gale (gerontologist). It is the culmination of a decade of design-led research in the fields of longevity, life-stage transition, intergenerational cohesion, future of work and the commonality that adults of all ages share.

Our vision is of a world where everyone is empowered to discover purpose in their work and life – helping to transform our lives, workplaces, communities and the planet we all share.

Detailed workbooks with guidance and templates will accompany each of the workshops, and the “Shaping Your Purpose” toolkit will help you build your purposeful plan across all 3 workshops and into the regular Monthly Xchange meet-ups.

We wish you much inspiration and achievement in your purposeful journey.

If you have any questions or need a helping hand, please email us on community@purpose-xchange.com.

2. Values and behaviours

The Purpose Xchange is about making positive changes in your thinking and behaviour to convert your purpose into action and impact.

It is also about surrounding yourself with a community of purposeful people - learning from and empowering each other.

Below are the 5 core values and behaviours of The Purpose Xchange. We live them every day and we hope you will experience their value too.

1. Putting People at the Heart

Central to The Purpose Xchange is the creation of a new community of purposeful people, all learning, sharing, supporting and acting together, interdependently.

2. Creating a safe space

The Purpose Xchange is a safe, supportive, peer-led environment where each individual is empowered to explore their sense of purpose.

3. Learning through storytelling

The most powerful lessons, motivations and inspirations come from the real-life stories of other purpose explorers. Sharing personal stories is a big part of the success of The Purpose Xchange.

4. Interdependence

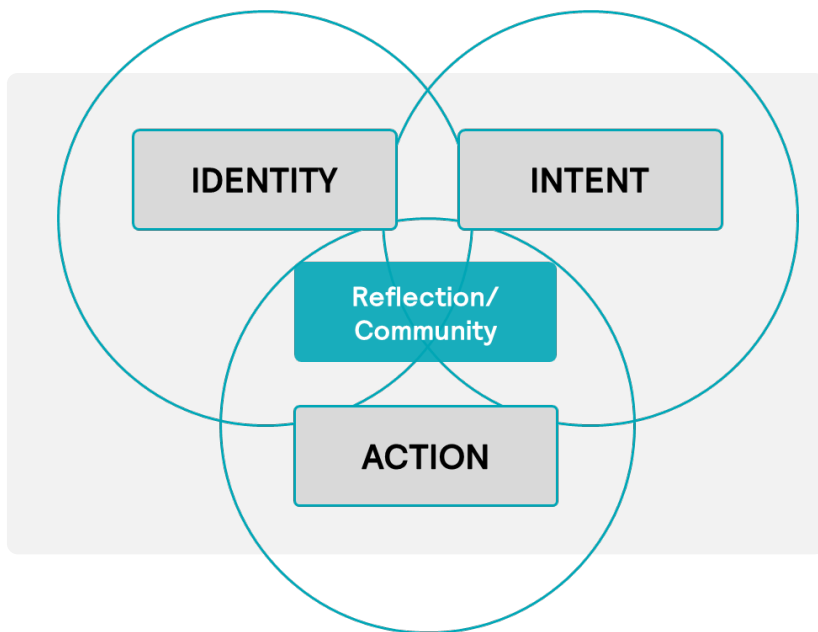
The Purpose Xchange is a diverse and inclusive community of people of all ages, at all life stages, and from countries and cultures around the world. We have many differences, but we are all connected by the many more things we have in common.

5. Converting purpose into action

If Purpose is about change, then the result of this change is impact. As The Purpose Xchange expands and accumulates more and more stories of change and action, so will the evidence of our impact grow.

3. The Purpose Paradigm

The Purpose Paradigm is a framework to help you explore and shape your purpose. It is also the framework that links all the elements of The Purpose Xchange workshops together. Each of the 3 workshops is dedicated to one of the main elements of the Paradigm: Identity, Intent and Action, and all the exercises facilitate your deeper understanding of how to align your purpose with work and life, and how to convert your passions into action and impact.



Purpose is deeply personal. Everyone has their own unique sense of purpose. So, this framework has been designed to help you define purpose for yourself.

We see purpose as a combination of four interconnected elements:

1. How you see yourself – your **IDENTITY**.
2. How you visualise your future self – your **INTENT**.
3. The changes you (intend to) make towards a purposeful life – your **ACTIONS**.
4. How you develop, adjust and express your purpose over time – your **REFLECTIVE COMMUNITY**.

The 4 elements of the Purpose Paradigm are described in more detail below.

Identity

Identity is more about how we see ourselves than how others see us. Our sense of identity is a combination of a multitude of factors, including: our values, behaviours, talents, preferences, skills, experiences, passions, beliefs, culture, ethnicity, age, life stage, work, career, education, and the things that matter most to us.

Workshop 1: IDENTITY is designed to help you explore all your attributes and extract from them the key elements that most authentically and accurately reflect who you are.

Intent

People often conflate Intent and Purpose, but they are not the same thing. Intent is where you want to get to. It's the vision of your future self. Perhaps it's the person you want to become, the legacy you want to leave behind, the impact or change you want to create, or the relationships you want to forge or mend. Purpose combines your Identity and Intent into an Action plan for positive change and impact.

Workshop 2: INTENT is designed to help you visualise your future self – the person you want to become, the difference you want to make, the way you want to feel, the value you want to give.

Action

Action is what you do, or plan to do, that both reflects your Identity and helps you make progress towards your Intent. Actions sometimes require a fair degree of bravery and quite a bit of trial and error. As actions are attempted and successfully (or partially) achieved they cause adjustments in your Identity or Intent. Purpose is not an exact science, and Action is as much about a positive shift in attitude as it is about personal goal setting and planning.

Workshop 3: ACTIONS will help you identify and prioritise the goals that are most important to you and develop personal plans to make the necessary changes and achieve important milestones along the way.

Reflective Community

Reflection is the mortar that binds the three bricks together and holds you to account for your purpose goals. Purpose cannot be achieved alone in a vacuum. It needs people, networks and community. Reflection involves the sharing of your Identity, Intent and Actions with others, be they friends, family, colleagues or other purpose seekers in The Purpose Xchange. Without reflection, your Identity, Intent and Actions are likely to be little more than lists of words and phrases and unfulfilled promises. Participation in a peer network helps to validate your purpose, shape the path forward through the purpose stories of others and build your confidence and forward momentum.

Paradigm prompts

The lists below will help you understand the distinction between Identity, Intent and Action, and how the Paradigm flows from a purposeful rethink to living and working with purpose.

IDENTITY (Workshop 1)

- Who you are
- Your culture, ethnicity
- Your values, beliefs
- Your loves, relationships
- Your knowledge, wisdom
- Your actions, accomplishments
- The difference you make
- Your health and wellbeing
- Your view of yourself
- Your gender, age
- Your passions, motivations
- Your skills, strengths
- Your experience, experiences
- Your wealth, class
- Your confidence and fears

INTENT (Workshop 2)

- Who you want to become
- Barriers you want to remove
- Impacts you want to make
- The way you want to feel
- The comfort you want to give
- The confidence you want to build
- Leaps you want to take
- Places you want to go
- Things you want to build
- Changes you want to make
- Actions you want to take
- The legacy you want to leave
- Relationships you want to forge
- Goals you want to achieve
- Things you want to learn
- The passion you want to feel
- The money you want to earn

ACTION (Workshop 3)

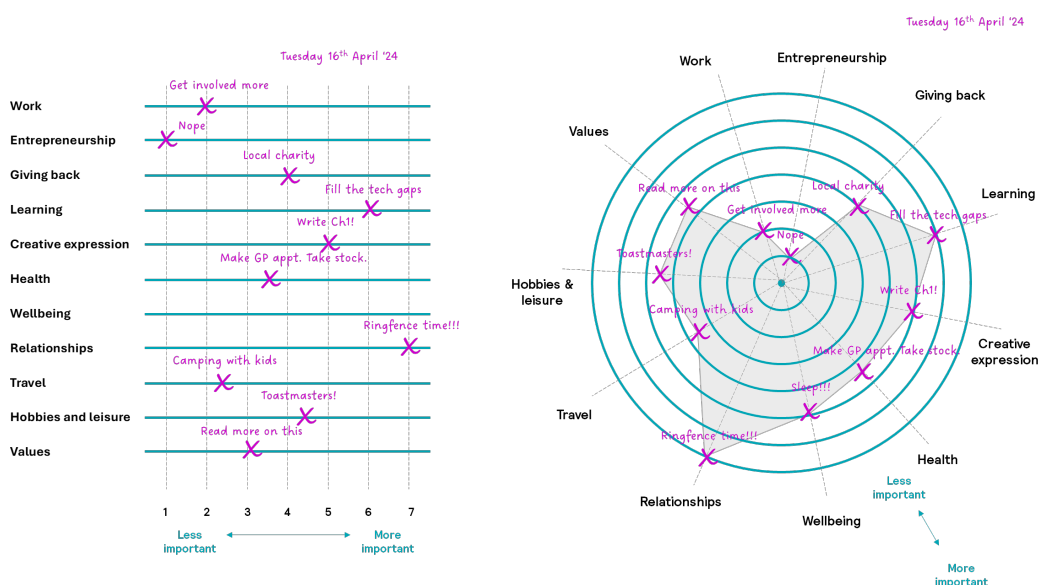
- The goals you're setting
- Plans you're implementing
- Things you're doing
- Decisions you're taking
- Achievements you're making
- Things you're learning
- Barriers you're hurdling
- The confidence you're building
- Lessons you're teaching
- The difference you're making
- The priorities you're making
- The milestones you're achieving
- Changes you're making
- Attitudes you're changing
- Support you're giving
- The way you're making progress
- Burdens you're shedding
- People you're meeting
- Problems you're solving

4. The ADOPTs model and Shaping Your Purpose

We have explored the concept of purpose with thousands of people over the past ten years. While everyone's purpose journey is unique, nevertheless, this experience has enabled us to identify some very clear directions of travel that people have in common.

The 11 Alternative Directions of Purposeful Travel (ADOPTs) are described in detail in the accompanying toolkit, *Shaping Your Purpose*.

Shaping Your Purpose will be as a valuable companion throughout your journey of purposeful exploration – across the 3 workshops of IDENTITY, INTENT and ACTION, into the Monthly Xchanges and beyond - into your work and life. The Slider (left) and Web (right) templates will help you bring together all your ideas and hopes for your future and shape them into a purposeful blueprint on a single page.



5. The workshops

The curriculum of workshops covers the 3 key elements of the Purpose Paradigm – Identity, Intent and Action.

Each 90-minute workshop is delivered online via Zoom. The workshops are delivered by professional facilitators and involve numerous exercises completed in smaller breakout rooms.

Key to the workshops' success are the conversations, stories and insights shared by participants that help inform each other's sense of purpose and build confidence and inspiration for the future.

Detailed workbooks are emailed to participants in advance of their workshop participation.

The Shaping Your Purpose toolkit is designed to connect all 3 workshops - helping members build their purpose story arc and create a purposeful plan in accordance with the Alternative Directions of Purposeful Travel (ADOPTs) that matter most to them.

The link to book on the workshops:

<https://www.tickettailor.com/events/thepurposeexchange>

6. The Monthly Xchange

One of the biggest (if not *the* biggest) barriers to purposeful progress is procrastination. Holding yourself to account for implementing your purpose plan and making the positive changes in your work and life, is best achieved through the involvement of others.

This is why we run the Monthly Xchanges – so our members can reflect on their purpose plans, share and validate them with other purpose explorers and celebrate the successes together. It's free to join the Monthly Xchanges for members.

We will be committing more time to the exploration of the Alternative Directions of Purposeful Travel (ADOPTs) at each Monthly Xchange. So, bring your completed Sliders and Web templates to the next gathering and amplify your purpose through the stories and inspirations of others.

The link to book on the Monthly Xchange:

<https://buytickets.at/thepurposeexchange/1187004>

7. Recommended reading

The books listed below are personal favourites of our co-founders, Jonathan, Julia and Deborah. The books contain original research, unique perspectives and compelling evidence in support of being purposeful – in both work and life.

Enjoy.

1. Sandy Skees, *Purposeful Brands*, 2023, Kogan Page Ltd.
2. Arthur Brooks, *From Strength to Strength: Finding Success, Happiness and Deep Purpose in the Second Half of Life*, 2022, Green Tree.
3. Marc Freedman, *The Big Shift*, 2011, PublicAffairs
4. Andrew J. Scott & Lynda Gratton, *The New Long Life*, 2020, Bloomsbury Publishing.
5. Marci Alboher, *The Encore Career Handbook*, 2013, Workman Publishing company, Inc.
6. The School of Life, *What Can I Do When I Grow Up?*, 2019, The School of Life Press.
7. Dan Buettner, *The Blue Zones*, 2008, National Geographic Partners, LLC.
8. Yuval Noah Harari, *21 Lessons for the 21st Century*, 2019, Vintage.
9. Yvon Chouinard, *Let My People Go Surfing*, 2016, Penguin Books.
10. Henry Timms & Jeremy Heimans, *New Power, How it's changing the 21st century – and why you need to know*, 2018, Macmillan.
11. Bronnie Ware, *The Five Regrets of the Dying*, 2019, Hay House UK Ltd.
12. Peter Osborn & Eddy Canfor-Dumas, *The Talking Revolution, How Creative conversation Can Change The World*, 2018, Port Meadow Press.
13. Lynda Gratton & Andrew Scott, *The 100-Year Life*, 2016, Bloomsbury Publishing Plc.
14. Charles H. Vogl, *The Art of Community, Seven Principles for Belonging*, 2016, Berett-Koehler Publishers, Inc.
15. Charles Montgomery, *Happy City, Transforming Our Lives Through Urban Design*, 2013, Penguin Books
16. Radha Agrawal, *Belong, Find Your People, Create Community & Live a More Connected Life*, 2018, Workman Publishing Co, Inc.
17. Jeff Speck, *Walkable City, How Downtown Can Save America, One Step At A Time*, 2012, North Point Press.
18. David Jones, *Who Cares Wins, Why Good Business Is Better Business*, 2012, Pearson Education Ltd.
19. David Brooks, *The Second Mountain, The Quest for a Moral Life*, 2019, Penguin Random House.
20. Hector Garcia, *Ikigai: The Japanese Secret to A Long and Happy Life*, 2017, Hutchinson.
21. Herminia Ibarra, *Working Identity: Unconventional Strategies for Reinventing Your Career*, 2004, Harvard Business Review Press.

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