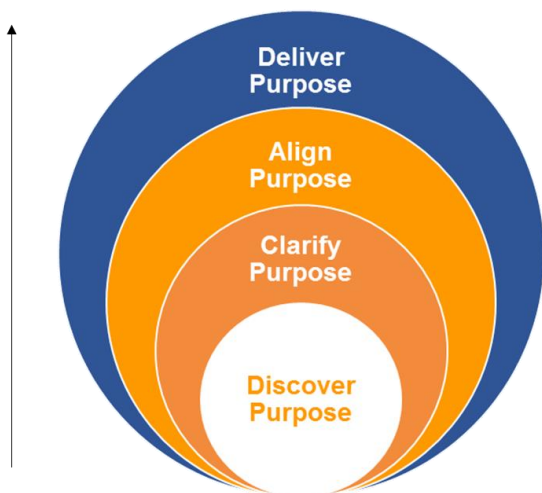


# Reflect | Your Path to Purpose

## THE PATH TO PURPOSE



**Discover/Awaken:** Do we/I have a shared understanding of why we/I exist apart from what we/I do or what we/I get for what we do?

**Clarify:** Can and do we/I comfortably state that purpose clearly and with conviction in our everyday work cycles?

**Align:** Do we/I have clear, specific guardrails (beliefs, values, behaviors) at the organization, team, and individual levels that keep us “on purpose?”

**Deliver:** Have I/we designed a culture and climate that reaffirms the purpose and allows for people to pursue it? Are my/our practices, decisions, and policies aligned with our beliefs and values? Do we express the purpose to external stakeholders (i.e. brand)?

Consider the above “path to purpose,” detailed in “The Invisible Leader.” Where are you and your organization on this journey?  
What is the next action you can take to progress?