

On Purpose Now .

Inside/Out On Purpose Module

Definition of terms:

1. Purpose – the sovereign reason for existence.

Purpose answers the question why do I (we) exist. As such, there is always only one Purpose, so as not to confuse it with anything else. This includes the use of a sovereign Purpose for couples, families, teams, a department or business... there is one and only one. Within the Inside/Out Module, it is 100% possible to live 100% On Purpose Now. This means it is general, and resonates at a high enough level that it can be done across the spectrum of life and situations. An example is “To Serve Love”.

100% Possibility/Potential of living and expressing a Purpose in any given situation.

The percent of Possibility/Potential at which this component can be adhered to, is a way to allow for the variability of each dimension in the concentric rings. The percent of potential is a subjective estimate that could vary widely from what is stated in the module.

Regarding Purpose as defined above it is 100%. A true purpose might be “To serve Love”. While this is not definitive and measurable, the possibility/potential for doing it is 100%. This is something you can do anywhere with anyone and in any situation, no matter where, no matter what and no matter who does what with whom.

2. Intention – the application of Purpose extended to a particular area of focus.

There may be many of these. You may create an Intention for money, work, relationships or a particular person/interest within any of these. Within the Inside/Out module, it is still 100% possible to live 100% guided by and expressing an Intention in any situation. For example, it answers the question “what is my Intention for money”? Answer: To use money as a medium and exchange for receiving, expressing and sharing Love. You can see how this extends the example above.

100% Possibility/Potential of living and expressing an Intention in any given situation. *As with Purpose above, this is not definitive and measurable and therefore has the potential of being adhered to anytime and anyplace.*

3. Roles – the function assumed or part played, which has been consciously chosen (rather than arbitrarily assigned By another).

We play many roles in life. For sure, even as you read this you are either consciously or unconsciously playing the role of man or woman. Until your parents pass you will play the role of son or daughter. These are roles that are inescapable. However, how you play any role is up to you. There are also roles that are optional. A role of C.E.O or Vice President of Sales, Usher at Church, neighbor, friend... these are not roles you have to play! So, if you have accepted a role as matter of choice, let’s say Vice President of Sales, you have both the option of discontinuing the role as well as how you play it.

Understanding your options for the roles you play and how you play them, is key to unlocking the power of considering and playing roles On Purpose.

Even in the roles which are inherent and inescapable, you can renounce them and/or recalibrate how you play them. For example, I know a man who had raised five children. All of them had become healthy well-functioning adults. He decided to go to each of them and resign as their dad so they could recalibrate the relationship as adults. The conversation went well with the first one, who accepted his resignation and joyfully designed a new relationship with him. The second one, on the other hand, declined. He shared how there were things in the past he would have liked to have had from his dad and that he wanted the chance to yet have those things in a traditional father to son way. They were simple things like a missed baseball game (when he was a boy on the team), a school play, and the college tours. His dad had not done these things with him as he had the others. Together they came up with very creative ways to amend each of these. They could not go back and replay his childhood baseball game. So instead, they got season tickets to the city's pro team, as a way of sharing their love and interest in baseball. They did this with each of the issues and agreed that dad would stay on the job in a traditional way for two more years. When you accept a role and design how you will fulfill it On Purpose you are no longer a victim to a swamp of expectations, entitlement, assumption and confusion. Instead your clarity from the inside out shines away the ambiguity.

How you know when you have taken on and designed a role On Purpose is, you have a clear intention for the role along with at least a few principles and practices for how you will play it. The question of what is my role and how shall I play it, is answered.

***80% Possibility/Potential of playing a chosen role at any given time and situation.** The reason the possibility for this dimension is less is because, in the course of a day, we play many roles. You may be playing the role of parent at one moment and the role of husband, wife or boss in a next moment. Our roles are always changing and so does the way we play each one. Therefore, so does the potential for how consistent we can be in any chosen role.*

4. Goals – specific measurable outcomes, including a target date in the future for when they will be accomplished.

Goals are in the future and results are in the past, purpose is in the present. There is much confusion and mistaken notions of goals and results relative to purpose. Goals and results are specific, measureable and based in time. Purpose, on the other hand exists in spirit and essence. This is to say rather than divide and differentiate as results and goal do, purpose brings a unifying dynamic.

Examples of simple goals are to lose 10 pounds by March 1st, to save \$15,000 dollars by the end of the year. An example of a more complex goal was stated by the late President, John F Kennedy. He said, “we will put a man on the moon and return him safely to earth by the end of this decade”. It was May 25th, 1961 which meant the goal (if it succeeded) would be accomplished on or before December 31st, 1970. It is said that this goal inspired the nation to win the space race.

The question of what will we accomplish, by when and what will be our clear measure of success is answered when you have established a goal On Purpose.

***60% Possibility/Potential of being focused in our goals at any given time and situation.** While a focus and discipline toward what we want to accomplish increases the potential of succeeding, there are many more things in life that must be attended to maintain our existence. Our attention is given to other things than goals, such as the doing of*

the moments tasks at hand. Brushing our teeth, preparing a meal, driving are examples of what may distract from the pure focus on goals.

5. Game – a form of play or sport engaged competitively to overcome barriers (internal or external), conducted according to rules, and ending in a definite way. The components are agreements, plans, plays, actions, strategies (game plans) for winning, a method for scoring and determining wins and losses, success and failures.

Games range from as simple as a foot race to the refrigerator (first one there wins) to as complex as NFL Football, NBA Basketball or the board game of Chess. Business is a rich and fertile environment to design and play games to fulfill Intentions and Goals. In terms of the Inside/Out On Purpose module, the essentials that make a game are 1) Intention for the game, 2) how to determine win or losses, 3) scoring, 4) 1-3 rules, 5) at least one key statistic, 6) what ends the game. It is best if these are in writing for the sake of clarity.

The essentials above answers the question, what is my/our game?

***60% Possibility/Potential of being on and playing any game you design at any given time.** Because we are involved in many activities and may be playing multiple games at any given time, the "Game Time" percent is 60% or less.*

6. Play for (results) – specific measures, target statistics, outcomes and/or productivity which are accomplished within the play of the game and only known in hindsight.

***Results are in the past and goals are in the future, purpose is in the present.** While goals are targets in the future, results are accomplishments in the past. They can be clearly stated as achieved or not achieved. Determining clearly the criteria for measuring, qualifying, accomplishing and counting results is a crucial step in providing clarity, power and speed to living and leading On Purpose.*

***50% Possibility/Potential of producing the measurable results.** Of course, skill and game conditions can vary this greatly. Yet there is much mischief about guaranteeing results. We can promise, and reliably deliver on taking actions, but the results usually depend on too many variables. Think of this... almost every play in football is designed to score a touchdown. Only 3-5 usually do in a game. This is because there is opposition to the plays. There is opposition and barriers, internal and external to the results we want to produce. These are what makes it a game worth playing.*

Peyton Manning, one of the best quarterbacks to ever play football. He played 18 seasons and the goal of each was to reach the Super Bowl. His results were four Super Bowls played in and two won... 50%.

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Inside/Out:

