



THE PHOENIX JOURNEY™



PURPOSE DISCOVERY GUIDE

Your story holds clues.



REFLECT • RECOGNIZE • TAKE YOUR NEXT STEP



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PURPOSE ISN'T ALWAYS SOMETHING YOU FIND

Sometimes we talk about purpose as though it is one perfect calling hidden somewhere in the distance, waiting for us to discover it.

But purpose is often much *closer* than that.

It can be found in what matters deeply to you. In the gifts and strengths you naturally carry. In the experiences that have shaped you. In the people and needs that continually capture your attention. And sometimes, in the quiet pull toward something you cannot quite explain yet.

Your purpose doesn't have to arrive as one enormous revelation. Sometimes it begins by simply *noticing the clues* that are already there.

START WHERE YOU ARE

When you think about purpose right now, what are you hoping to find?

CHOOSE AS MANY AS FEEL TRUE FOR YOU.

- ☐ Greater clarity
- ☐ A sense of direction
- ☐ More meaning in my life
- ☐ Confidence in what comes next
- ☐ A way to use my gifts
- ☐ A way to make a difference for others
- ☐ A fresh beginning
- ☐ A better understanding of how my experiences fit together
- ☐ Something I can't quite name yet
- ☐ Something else: _____



ONE WORD FOR TODAY

If you could describe where you are in your journey right now with one word, what would it be?

There is no right place to begin. There is only your place to begin.



WHAT MATTERS TO YOU?

Purpose often grows from the things we value most.

The principles, relationships, experiences, and ideas that matter deeply to you can influence the choices you make, the work that fulfills you, the people you are drawn to serve, and the kind of difference you want to make.

There are no “better” values here. The goal is simply to notice *what matters most to you*.

WHAT DO YOU VALUE?

Choose up to five words that feel most important to you right now.

- | | | |
|---------------------------------------|--|---------------------------------------|
| ☐ Authenticity | ☐ Freedom | ☐ Learning |
| ☐ Belonging | ☐ Growth | ☐ Love |
| ☐ Compassion | ☐ Health & Well-Being | ☐ Peace |
| ☐ Courage | ☐ Hope | ☐ Service |
| ☐ Creativity | ☐ Integrity | ☐ Stability |
| ☐ Faith | ☐ Joy | ☐ Connection |
| ☐ Family | ☐ Justice | ☐ Other: _____ |

NARROW THE LIST

Look at the five you chose. If you could keep only three, which three would you choose?

1 _____	2 _____	3 _____
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WHY THESE THREE?

What do your three choices have in common—or what do they tell you about what matters most to you?

What matters to you can point toward where you are meant to invest your time, gifts, and heart.





WHAT DO YOU CARRY?

Some of your strongest purpose clues may be hiding in plain sight.

We don't always recognize our own gifts because the things that come naturally to us can feel ordinary. But the ways you think, create, solve problems, care for people, communicate, lead, and respond to the world around you are part of what you carry.

And not every strength was something you were simply born with. Some have been learned, practiced, developed, or discovered along the way.

*This isn't about what looks impressive on a résumé.
It's about recognizing what is genuinely yours.*



RECOGNIZE YOUR STRENGTHS

Which of these sound like you? Choose as many as feel true.

- | | | |
|---|---|--|
| ☐ Encouraging others | ☐ Solving problems | ☐ Staying calm in difficult moments |
| ☐ Listening | ☐ Bringing people together | ☐ Finding practical solutions |
| ☐ Creating | ☐ Communicating | ☐ Helping others feel welcome |
| ☐ Teaching or explaining | ☐ Advocating | ☐ Learning quickly |
| ☐ Organizing | ☐ Planning | ☐ Following through |
| ☐ Leading | ☐ Making things beautiful | ☐ Other: _____ |
| ☐ Caring for others | ☐ Seeing possibilities | |

ASK YOURSELF

What do people consistently come to you for?

What is something you do well that you've tended to dismiss because it feels "easy" or ordinary to you?

SOMETHING I HAD TO LEARN

Not every strength comes easily. What is one ability, quality, or strength you've developed because life required you to grow?

What comes naturally to you—and what you've worked hard to become—can both hold clues.



YOUR STORY LEAVES CLUES

Your story is more than a collection of things that happened to you.

It includes the choices you've made, the people you've loved, the opportunities you've taken, the disappointments you've survived, the places you've begun again, and the moments that changed the way you see yourself or the world.

Some experiences may have revealed strengths you didn't know you possessed. Others may have changed what matters to you. Some may have given you knowledge, compassion, perspective, or a desire to make something different for someone who comes after you.

You don't have to make meaning from every experience.

But sometimes, when you look back with curiosity, you begin to notice what your story has given you.



MOMENTS THAT SHAPED ME

Which kinds of experiences have helped shape who you are today?

Choose any that feel significant to your story.

- | | | |
|--|--|---|
| ☐ A relationship | ☐ A major change or transition | ☐ Becoming part of a community |
| ☐ Family experiences | ☐ Caring for someone | ☐ Leaving something behind |
| ☐ Education or learning | ☐ Being cared for by someone | ☐ Starting over |
| ☐ Work or career | ☐ Loss or grief | ☐ An unexpected opportunity |
| ☐ A success or accomplishment | ☐ A health or wellness experience | ☐ A dream I've pursued |
| ☐ A disappointment or setback | ☐ Faith or spiritual growth | ☐ Something else: _____ |

WHAT DID YOUR STORY TEACH YOU?

Think about one or two experiences that have shaped you. You don't need to tell the entire story.

Instead, consider what you carry because you lived it.

What do you understand today that you didn't understand before?

What has your story taught you about yourself?

SOMETHING I WISH I'D KNOWN

What is something you understand now that you wish someone had helped you understand earlier?

*You decide which parts of your story belong on this page.
Reflection never requires you to revisit something you aren't ready to revisit.*

WHAT MOVES YOU?

Purpose doesn't only leave clues in your past. It can also reveal itself in what continually draws your attention.

There may be people you naturally notice, problems you wish someone would solve, needs you find difficult to ignore, or ideas that make you think,
Someone should do something about that.

Sometimes you feel energized by the possibility of creating something new. Sometimes you want to protect, teach, encourage, improve, advocate, build, serve, or simply make life a little better for someone else.

Pay attention to what keeps pulling at you.

You don't have to know what to do with that feeling yet.
For now, simply notice where your attention naturally flows.

WHAT CAPTURES YOUR ATTENTION?

Which of these consistently matter to you? Choose as many as feel true.

- | | | |
|--|---|---|
| ☐ Helping people feel less alone | ☐ Faith & spiritual life | ☐ Solving practical problems |
| ☐ Encouraging or inspiring others | ☐ Building community | ☐ Creating new ideas or opportunities |
| ☐ Children or young people | ☐ Creating beauty | ☐ Protecting or caring for others |
| ☐ Families | ☐ Making things easier or more accessible | ☐ Sharing knowledge or experience |
| ☐ Older adults | ☐ Helping people through difficult seasons | ☐ Bringing people together |
| ☐ Health & well-being | ☐ Advocacy & raising awareness | ☐ Improving something that isn't working |
| ☐ Education & learning | | ☐ Something else: _____ |

WHAT DO YOU WISH WERE DIFFERENT?

Think about the people, situations, or needs that repeatedly capture your attention.

What is something you find yourself wishing could be better, easier, different, or more hopeful?

WHEN DO YOU FEEL THE PULL?

When have you caught yourself thinking, "I want to help with that," "I could do something about that," or "I wish I could change that"?

IF YOU COULD MAKE ONE THING BETTER...

For one person, one group, or one corner of the world—what would you choose?

You don't have to change the whole world to change someone's world.

FOLLOW THE CLUES

You've spent a little time looking at what matters to you, what you carry, what your experiences have taught you, and what continues to move you.

None of those clues has to give you a complete answer on its own.

But when you bring them together, you may begin to notice connections—a value that keeps appearing, a strength that fits a need you care about, an experience that gave you something worth sharing, or a direction that feels increasingly difficult to ignore.

You are not trying to write a perfect purpose statement.

You're simply asking:

What do I notice now that I couldn't see before?

MY CLUES



WHAT MATTERS TO ME

The three values I chose:

1. _____
2. _____
3. _____



WHAT I CARRY

Three strengths, gifts, or qualities I recognize in myself:

1. _____
2. _____
3. _____



WHAT MY STORY HAS TAUGHT ME

One lesson, perspective, or piece of wisdom I carry:



WHAT MOVES ME

The person, need, idea, or possibility I keep feeling drawn toward:

WHAT DO YOU NOTICE?

Look at your clues together. What connections, patterns, surprises, or possibilities do you see?

FROM HERE TO THERE

On Page 2, you chose one word to describe where you are today.

My word was: _____



Now choose one word for where you want to go next.

My next word is: _____

ONE PURPOSEFUL STEP

You don't need the whole plan. What is one small, meaningful step you could take next?

Clarity often comes while you're moving, not while you're waiting.



YOUR JOURNEY *Continues*

You just did something important.

You slowed down long enough to notice.
You looked at what matters to you, recognized what you carry,
considered what your story has taught you, paid attention to what moves you,
and began connecting the clues.

You may have discovered something surprising.
You may have confirmed something you've quietly known for a long time.
Or you may simply have more questions than you had when you began.

All of those are good places to be.

Purpose rarely unfolds all at once. It becomes clearer as we continue to reflect,
explore, make choices, take meaningful steps, and allow ourselves to grow.

YOU DON'T NEED THE WHOLE MAP
You only need enough courage to take the next step.

Keep noticing what gives you energy.
Keep paying attention to what matters.
Keep honoring what your experiences have taught you.
Keep using what you carry.
Keep following the things that pull at your heart.

*And give yourself permission to discover
who you are becoming along the way.*

YOUR STORY IS STILL UNFOLDING.

*You don't have to know exactly where it leads
to know that it matters.*



THE PHOENIX JOURNEY™
More Than Meets the Eye.