



DECEMBER 2013

ISSUE: 20



## PURPOSE MATTERS!

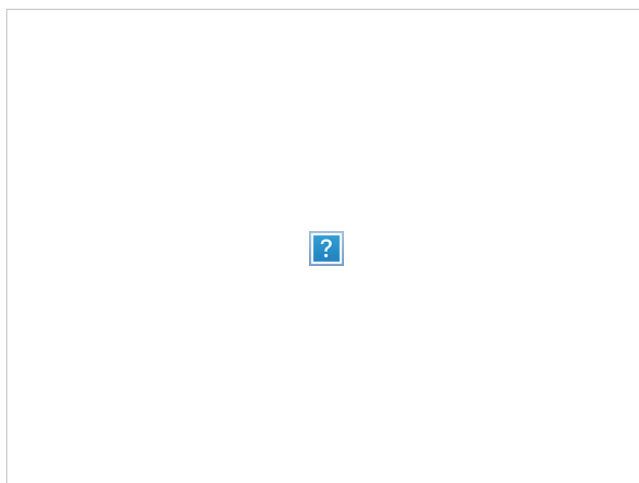
### Ask Roxi DECEMBER Question

As a leader, are there  
times when I should hold  
back my opinions?

#### Answer:

It is a balancing act for  
leaders to know just how  
much to talk and how much  
to listen.

Extraverted leaders have a  
particular challenge  
because they **talk to think**  
as an important part of



## How to Know Your Life Purpose in 5 Minutes: Adam Leipzig at TEDxMalibu



CEOTalks: Simon Sinek 2013

The Purpose of Being a Leader

Dear Roxi,

As we close this year and begin a new one, I suggest we do so with conscious attention to clarifying and acting on our PURPOSE: as leaders, as community and family members, and as human beings.

I'm going to share a quote by Henna Inam, an executive coach and leadership consultant. I love her definition of PURPOSE.

***"It's the UNIQUE impact we are called to make for the benefit of others. Each one of us can find purpose and bring it fully to our work and to our lives. It shows up in the unique talents we have that we use to contribute to a better world (whatever our personal definition of that is). It shows up in the biggest challenges we have faced. However it shows up, when we find it or it finds us, we come alive."***

The videos I'm sharing with you this month are about clarity of purpose - for yourself about yourself, and if you are a leader, what must be part of your purpose.

There are a LOT of reasons to spend whatever time you need to be able to answer the purpose question for yourself, particularly when you lead others. Here are some:

Purpose gives us a **sense of meaning**: we all need it, but we don't all seek it out. When we and our people are motivated at work by something that actually matters to us, we are happier and healthier. The research overwhelmingly tells us we live longer and lead more

processing information and ideas. They risk grabbing too much airtime and shutting others down.

Conversely, Introverted leaders **think to talk** and can be challenged to communicate enough information at the right to meet their followers' needs. Leaders make fewer wrong decisions when they ask more than they tell.

Our focus today is on the more verbal leader. You should consider staying quiet when...

1. It's emotional - ask how you can help vs. assume you know.

2. You come in during the middle of a story.

3. You are wondering if what you'll say is offensive - if you have to wonder, and then it probably is.

4. You are tempted to "fix" the person's problem and about to give advice no one asked for.

5. You don't know the answer, don't pretend you do.

6. You think your idea is the best thing since sliced walnuts.

7. You ask a question, it's a good idea to wait and listen for the answer.

8. You feel yourself jumping to conclusions without much information.

9. You are angry or upset. Take time to figure out why you feel that way, then talk yourself down before re-acting.

10. You are about to say something sarcastic or talk about someone behind their backs.

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productive lives.

Purpose gives us **clarity** allowing us to focus. When we get laser focused on something that has meaning to us, we don't give up.

Purpose builds

**resiliency** and gives us the strength and energy to do what we didn't know for sure we could do. Living our purpose makes us stronger, more agile, and able to help ourselves and others navigate change. We are more willing and able to leave our comfort zone and venture into the "risk" zone where learning occurs.

Purpose gives us back our personal **power** if we've misplaced it. This isn't about job title or pecking order; it's about confidence, knowing who you are and what you are meant to be doing with your life. It means that you are striving for something bigger than yourself that has meaning to you beyond a paycheck, beyond achieving a particular goal or a vision. It's why you do what you do.

Purpose is a magnet for **engaging** others; it inspires those who share your purpose and care about what you care about. (View Simon Sinek's video above to understand the science behind this). We make decisions based on our values and our feelings much of the time, and our emotions are contagious. When we are fully engaged, we are motivated to contribute our discretionary effort - to go above and beyond - to do whatever it takes to progress our purpose.

***My PURPOSE is to coach and teach leaders everywhere - to awaken them to their authentic selves, and to provide them the skills they need to create and sustain productive, joyful workplaces.***

This IS my mission in life. It is why I do what I do. It is who I am down to my toes. This purpose gives my work meaning. It's what I'm passionate about. I know my work makes a positive difference in many peoples' lives which makes it far bigger than just me. I have clarity and confidence in my purpose. My purpose keeps me resilient in times of crashed web sites and book deadlines! My purpose keeps me learning, growing, and it often engages others. I hope you are still reading!

It doesn't matter exactly HOW I carry out my purpose. I could be writing, executive coaching, on-line learning, producing DVD facilitated learning, C-Suite team building, public speaking....and so on. What matters is that everything I do in my joyful work is connected to MY PURPOSE.

I'd like you to consider focusing on YOUR PURPOSE over the next month and year, and let it take it wherever it goes. If you'd like some help with a great exercise to do just that, [READ MORE...](#)

**Here's what focus on PURPOSE can do...**

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**QUOTE  
OF THE MONTH**

"Being the richest man in the cemetery doesn't matter to me. Going to bed at night saying we've done something wonderful, that's what matters to me."  
Steve Jobs

I highly recommend this book:

**The biography of Steve Jobs by Walter Isaacson**

Why? Because it is a magnificent case study of founder leadership. Because of the vicarious experience of seeing the powerful impact when the leader absolutely knows his/her PURPOSE. Because I couldn't put it down.

## 7 QUESTIONS TO ASK YOURSELF IN 2014

1. What is the **WORK** you can't....not do?
2. What would you do for **FREE**?
3. What puts a **SMILE** on your face & in your heart?
4. What makes you **UNAFRAID** of failure?
5. What would you **REGRET** not having tried?
6. What are you **MOST** grateful for?
7. What do you most like to **TALK** about?

Be honest with yourself, and notice repeating subjects that lead you to your passion, your joy, and what really matters to you. These are often good clues to help you identify your **PURPOSE**.

I encourage you to share this newsletter with anyone you feel would enjoy it. Remember, past newsletters on a wide variety of leadership topics are located in my archive in the link above. Just click and read. See you in January!

Purposefully yours!

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