

Purpose and Life DESIGN STATEMENT

Perceived **Strengths**, present activities of **Interest**, evaluation of where to have **Impact**, and expressed **Values** create your **Design Statement**.

—career strategist—
rich feller
& associates

Examples

Rich, 50+

"I want to use my strengths for **seeing the big picture**, **bringing out potential**, and **advancing ideas** and present interests in **starting new things**, **3-day events**, and **trend watching** to create an impact on **accelerating economic and social mobility**, **life transitions**, and **building community** because I value **freedom/choice**, **empathy**, and **curiosity**. This will help me to **feel alive**, **be more authentic**, and **support my legacy**."

Lexie, 17

"I want to use my strengths for **fixing things**, **using my hands**, and **advancing innovation** and present interests in **sports**, **outdoor activities**, and **music** to create an impact on the **environment**, **reducing waste**, and **creating a movement** because I value **preserving nature**, **health**, and **simplicity**. This will help me to **feel useful**, **instill hope**, and **create a better future**."

Juan, 28

"I want to use my strengths for **researching things**, **getting things correct**, and **exploring ideas**, and present interests in **biology**, **biking**, and **writing** to create an impact on **world health**, **longevity**, and **well-being** because I value **family first**, **being responsible**, and the **common good**. This will help me to **educate citizens**, **give life** and **leave a legacy**."

YOUR STATEMENT

This records what matters to you. It encourages living by design rather than accident. Reading it aloud or sharing it with others can help identify your "hidden assets" and explore "blind spots".

It can help to clarify your purpose.

I want to use my **strengths** for _____, _____,
and _____, and **present interests** in _____,
_____, and _____ to create an **impact on**
_____, _____, and _____ because
I **value** _____, _____, and _____.
This **will help me to** _____, _____ and
_____.

MY STRENGTHS... Good At, Common Feedback

Adding Humor	Bringing out Potential	Empowering Others	Investigating Things	Researching Things
Advancing Ideas	Building	Exploring the Way	Making Connections	Resolving Disputes
Analyzing	Relationships	Facilitating Change	Making Deals	Seeing Possibilities
Information	Building Things	Fixing Things	Making Things Work	Seeing the Big
Awakening Spirit	Composing Things	Getting Participation	Managing Things	Picture
Being a good Friend	Creating Dialogue	Getting Things Right	Moving Physically	Selling Intangibles
Being Driven	Creating Things	Getting to the	Opening Doors	Shaping
Being Generous	Creating Trust	Heart of Matters	Operating Things	Environments
Being Patient	Designing Things	Giving Care	Organizing Things	Solving Problems
Being Resourceful	Discovering	Growing Things	Performing Events	Starting Things
Breaking Molds	Resources	Healing Wounds	Persuading People	Straightening
Bringing Joy	Doing the Numbers	Helping overcome	Processing Things	Things Up
		Obstacles	Putting the Pieces	Translating Things
		Instructing People	Together	Writing Things

MY PRESENT INTERESTS IN...

Artwork	Laughing
Being Barefoot	Making new Friends
Being Outside	Making Things
Bike Riding	Making Up the Rules
Birthday Parties	Munching Popcorn
Browsing an Art Gallery	Music
Being Outside	Napping in the Afternoon
Building Things	Physical Activity
Shopping	Playing an instrument
Camping	Playing games
Cooking	Playing Hooky
Crafting	Pretending
Dancing	Rowing
Debating a Topic	Sailing
Dining Out	Scrapbooking
Doing Something Well	Singing
Doing Something with a	Sleeping
Group of Friends	Sleeping Late
Drawing	Sleepovers
Dressing Up	Smell of Autumn
Driving	Snow
Entertaining	Snuggling up
Family Dinners	Spending time alone
Figuring out Something	Sports
on my own	Starting something new
Fireworks	Netflix Marathon
Flowers	Surfing the Internet
Getting Credit for	Swimming
Something	Taking a Walk
Getting Paid	Taking Pictures
Sporting Events	Taking Weekend
Going to Parties	Getaways
Going to the Spa	Traveling
Helping Friends	Trying Something New
Late Summer Evenings	Volunteering
Long Conversations	Watching Movies
with someone close	Watching TV in Bed
	Writing
	Weather

Purpose and Life DESIGN STATEMENT Examples

MY IMPACT ON... Causes, Groups, Footprint, Legacy

Children	National	Employees
My Clients	Attitudes About...	Customers
My Family	World Hunger	Country
My Friends	Local Commerce	Social Justice
Animals	Environment	Retirees
Team	My School Boards	Veterans
Church	Cancer Survivors	Young Adults

MY VALUES... What motivates you, principles

Adaptability	Fame	Minimalism
Belonging to the	Family First	Passion
Group	Freedom	Risk-Taking
Common Good	Friendship	Seeking the
Compassion	Honesty	Truth
Competition	Independence	Self- Discipline
Determination	Individualism	Thrift
Empathy	Leadership	Tolerance
Excellence	Loyalty	Tradition
		Preserving
		Nature

THIS WILL HELP ME TO...

Feel	Achieve	Surround	Create
Be	Dream	Show	Move
Support	Open	Keep	Decide
		Make	Learn