

Vision and Purpose

The first step to finding your personal brand is to establish your vision and purpose.

▪ Vision

Your vision is the answer to the question “What do I really care about?” and it configures your global perspective.

Examples:

- *I want to live in a world that prioritizes sustainable resource consumption and that preserves the natural environment for future generations.*
- *I want to live in a world where everyone, regardless of income or geography, has the financial information necessary to make better financial decisions.*

Exercise 1: Vision

Think these questions over and jot down your replies:

- If I could change the world today, what would I change?
- If I could change a single thing in my community, what would it be?
- What causes, NGOs or projects do I support? Why?
- Are there any that I would like to support but currently don't? Why?
- If I had to devote all my free time to a single cause, what would it be?

Based on your replies to these questions, outline your vision. You will probably end up going over it a couple of times after that, but don't be afraid to think it over and edit.

▪ Purpose

Your purpose is the answer to the question “How am I going to change the world so it more closely resembles my vision?” and it determines the role you will play in achieving your vision. Your purpose will dictate the goals you set for yourself.

Examples:

- *I want to work developing plans and policies for efficient use of energy resources in American companies.*
- *I want to provide a clear lingo-free financial education to communities at risk of poor financial decision-making.*

Exercise 2: 100th Birthday

Imagine it's your 100th birthday. As you prepare to blow out your 100 candles, you look back on your life:

- What memories come to mind? Why?
 - What are you most proud of? Why?
 - What congratulations do you receive? Why?
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Exercise 3: Success Interview

Picture yourself 10 years from now. You are being interviewed by a major newspaper on the topic of your recent success. Answer the following questions for your interviewer:

- Could you tell me about your recent success?
 - That doesn't seem like an easy thing. How did you achieve that?
 - What motivates you? Why put in all that effort?
 - What's the next step? What are your plans now?
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Based on the previous exercises, outline your purpose. It's perfectly normal to consider a range of options and work out several drafts; devote some time to this task and, if it helps, sleep on it.