



PURPOSEFULLY YOU:

Aligning Strengths, Values, and Impact



Think of one **defining moment** in your life—big or small—that shaped who you are today.

Write a few words about the moment defined you.



With a partner, share your defining moment.

- o A personal triumph.
- o A decision that changed everything.
- o A challenge or setback.
- o A story at a gas station.

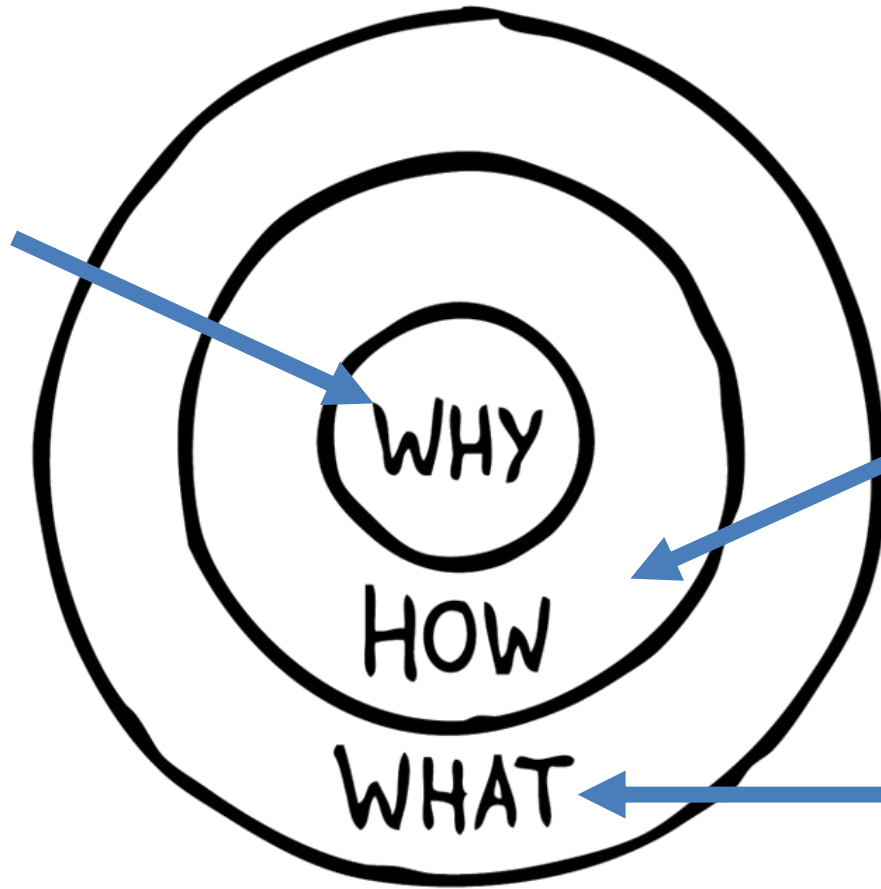


WHY?



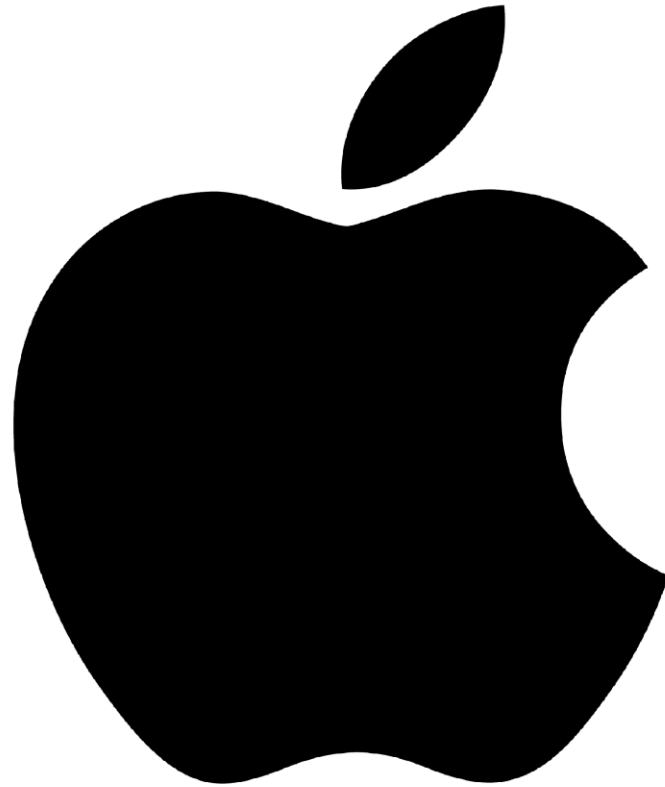
My **WHY**: I want to grow in every single way.

A purpose, a
cause, a belief

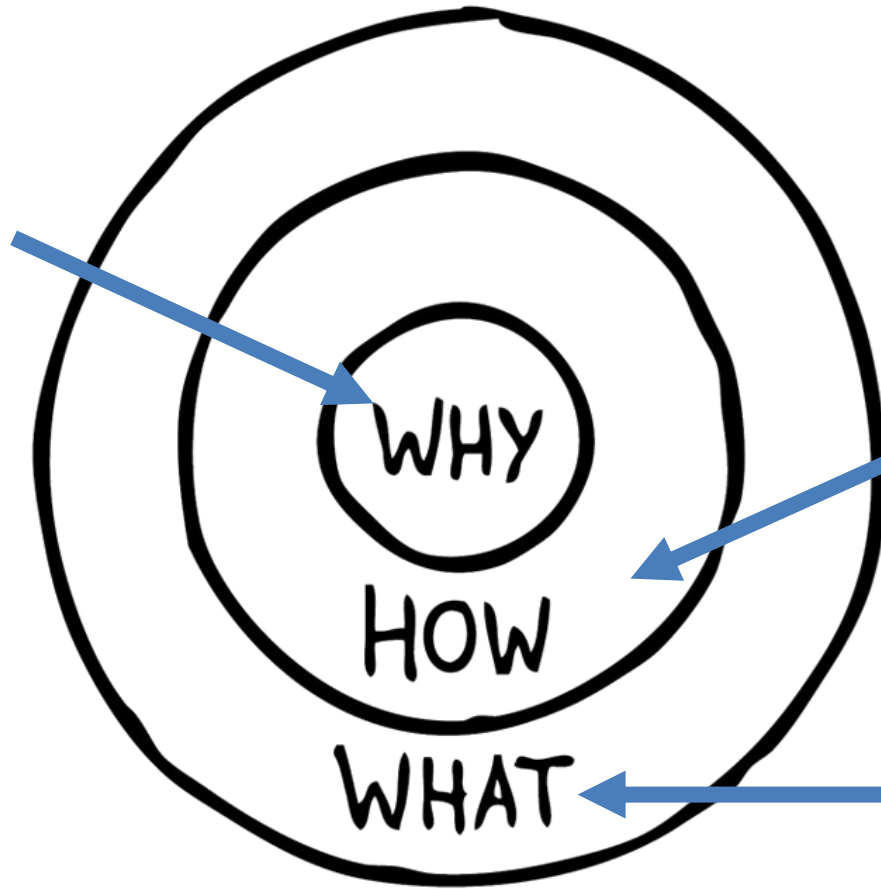


Things that set
you apart from
others

Products or
services



We believe in
challenging the
status quo and
doing thing
differently



Our products
are beautifully
designed and
easy to use

We make
phones and
computers

How are YOU communicating?

Name that Leader



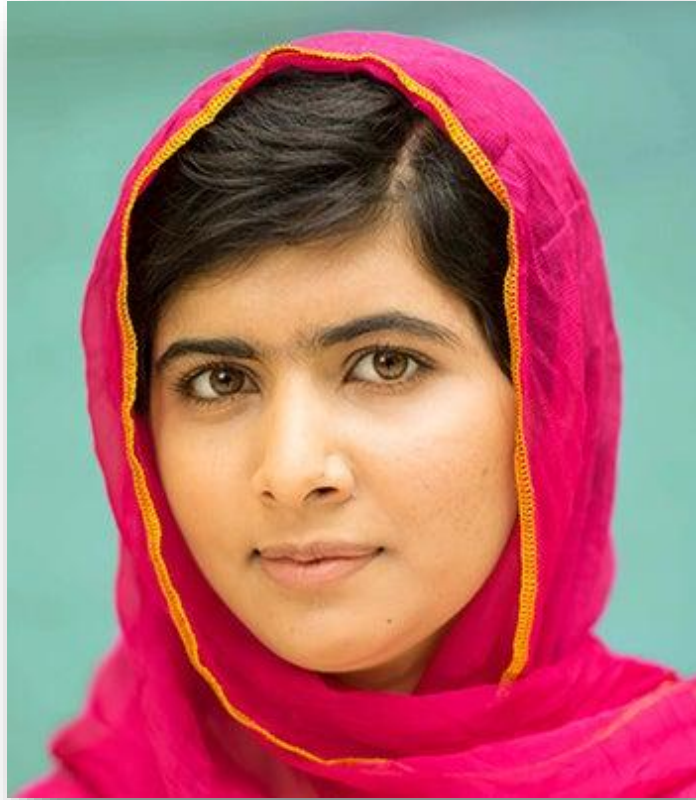
Her **WHY**: to “use television not just to entertain, but to enlighten and uplift.”



Her **WHY**: Because I believe in dignity,
equality, and justice for Black Americans.



Her **WHY**: Because I believe that every girl deserves access to education.





Think back to your
defining moment.

What does it tell you
about your **WHY?**

With a partner, share your WHY.

The Importance Of Authenticity

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— *Brené Brown*

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Behaviors of Authentic Leaders:

1. Self-awareness

2. Transparency and honesty

3. Balanced decision-making

4. Integrity and consistency

5. Empowering others

Your Goal

Learn as many “Whys” as you can at tonight’s Welcome Reception.



