

PURPOSE

Activation Blueprint

4 STEPS TO
BUILD A LIFE
OF PURPOSE,
ABUNDANCE
AND IMPACT

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**4 Steps to Build a Life of
Purpose, Abundance and Impact**

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INTRODUCTION

Welcome to The Purpose Activation Blueprint!

This blueprint is a step-by-step process for living a purposeful, fulfilling and abundant life. All great things start with an idea, a plan. The same can be said of great lives, as they are forged with a plan, a blueprint to live and lead with an explicit relationship to life purpose. Although each of us has a unique purpose, few of us have fulfilled our destiny to live in explicit relationship to it. Today, you join the few in finding, living and creating a livelihood around your life's purpose.

WARNING:

**If you proceed, you may find yourself
fully engaged in life, living a longer, happier,
healthier and more connected existence.**

The ManKind Project is a global nonprofit [501 (c)(3)] charitable organization that conducts challenging and highly rewarding programs for men at every stage of life. The ManKind Project supports a global network of peer-facilitated men's groups, where men mentor men through the passages of their lives. The ManKind Project empowers men to missions of service, supporting men to make a difference in the lives of men, women, and children around the world. We help men through any transition, men at all levels of success, men facing almost any challenge. Our flagship training, described by many as the most powerful men's training available, is the New Warrior Training Adventure. The ManKind Project (MKP) is not affiliated with any religious practice or political party. We strive to be increasingly inclusive and culturally aware.

Why Should We Find Purpose?

Purpose is the key to living a longer, happier, healthier life, and creating a better world. When we call purpose into our lives, we make the bold decision to be original, to build a life that fulfills us, provides for us economically, allows us to connect with the people we love and uses our greatest gifts. Purpose is our initiation to the path of leadership, of finding our own voice, forging our own path in the world, of contributing all we have towards the greatest good.

The Science of Purpose

As more of the world is waking up to living a purposeful life, the scientific community has found and substantiated the benefits of finding purpose as well:

1. Purpose makes us live longer, up to seven years longer.
(Butler NIH, 1998; Carelton, 2014)
2. Purpose leads to a more vigorous life, by reducing overall mortality rate by 23% and death from coronary heart disease by 19%. (Mt. Sinai, 2015)
3. Purpose helps fight Alzheimer's disease and depression.
(NIMH, 2005, Boyle/Rush, 2014)
4. Purpose helps us create profitable businesses.
(Deloitte, 2013)
5. Purpose builds better relationships.
(Leider/Metlife, 2009)
6. Purpose gives our life meaning.
(Stanford, 2013)
7. Purpose creates a more equal and tolerant society.
(Harvard / Cornell / Carelton, 2014)

Why Now?

There is a purpose revolution afoot. Never before in the history of our species have practical, proven tools for finding our life's purpose been made widely available. Previous generations were either ignorant of the existence of a life purpose, or faced a multiple-decade search through ancient texts to decode the meaning of their lives. 100 years ago, psychology gave us testable hypotheses for how human consciousness works. Over the last 50 years, practitioners have developed effective tools to guide people into their life's purpose and help them transform their whole lives with it.

Now our species is able to use these scientifically-validated tools to democratically empower humanity with life purpose, to emancipate every human, both from the internal constraints of fear, depression and addiction as well as oppression by mainstream media and a worsening economic climate.

This unprecedented opportunity for creating a culture of purpose, for awakening, empowering and liberating men could not have come at a better time. Currently, 87% of humans do not live in explicit relationship to their purpose and are actively disengaged at work (Gallup, 2014). 87% of us are living what Thoreau so aptly described as "lives of quiet desperation," trading our true desires, gifts and energy for paychecks while chasing a false image of success. Now each us can use these tools to claim our destiny of purpose, action, and giving away our greatest gifts in service of a better world.

This shift is underway with 1000s of social entrepreneurs, stepping into their purpose and leading our species towards a more generative, sustainable and just society. Men like Yvonne Chouinard, Elon Musk and Richard Branson are radically reshaping our world for the better with their vision, energy and resources. However, these men are not superhuman, but rather men who answered the call of their purpose. The men saw what was possible; they envisioned a better world and dared to step into action.

YOU TOO have answered this call by taking the first step and opening this Purpose Activation Blueprint. With these tools you are ready activate your purpose, and be the awakened, driven, purposeful man your children and grandchildren will thank you for being.



Know Your Purpose

Purpose Defined

Before we can live a life of purpose, we have to discover it. But ask 100 people what purpose means and you are likely to get 100 different answers. Here's how we hold the definition of Purpose:

"The act of giving my authentic self (my true essence) along with my gifts and talents to the world...in service to something bigger than myself."

A life of purpose begins with who I am. From my authentic self flows my natural gifts and talents, the things that bring me alive. Finally, these are focused into action in service to the world. This is the simplest form of Purpose, and we'll discuss each of these components in detail in a moment. A few other things about purpose are worth mentioning before we go on:

Purpose is a Relationship

Purpose is deciding to relate to both myself and the world in an intentional way. With purpose, we choose who we are and how we show up in relationship to our bodies, our loved ones, our community, country, species and planet. We choose how we respond to our environment and society, and in turn the world responds to us, in constant conversation.

Purpose is Dynamic

As I grow and change, so does the world. Naturally then, the relationship between myself and the world will also grow and change. The Purpose relationship is dynamic, meaning that it necessarily adapts as I gain new knowledge, skills or abilities or as the world presents new problems or opportunities.

Purpose is a Commitment

Purpose is vigilant; it begs us to stay awake, on point, ready to act and make sacrifices for the greater good. A life of purpose requires sacrifice and commitment to the vision larger than ourselves, and it requires commitment to stay engaged, to return to the path and continue the journey even when we falter or stray.

The 3 Components of Your Purpose Statement

There are three components of our purpose, and depending on who we are, what stage of life we are in, one component will feel more meaningful and electric than the other two. These three components are:



1. Essence - The qualities of our being, how we and others describe ourselves, e.g. kind, curious, playful, intelligent, productive, visionary, creative, compassionate, loving, brave. We express these essential qualities naturally and effortlessly, although they can be consciously amplified over time as we grow and evolve.

2. Gifts - The natural abilities, acquired skills, and expressions of our essence that bring us joy and make us feel alive. They are also of great value and benefit to others when given. These are the ways we transform the world, e.g. teaching, healing, listening, creating, building, protecting, providing. Our gifts only increase over time, as we develop more mastery and cultivate new skills.

3. Mission - The direction in which our essence and gifts are applied to positively affect others. Mission itself requires two components: VISION + ACTION. In order to navigate the world, we must have a VISION for what is and what could be. And to move forward we must focus our essence and gifts into a definite and concrete plan of ACTION.

Purpose Statement Exercise

We can unite these three realms of purpose by creating a purpose statement. To help you craft your purpose statement, we've created this 30-minute purpose discovery exercise. Have a notebook handy and listen to the step-by-step instructions in the audio, then once you have finished, you will have a purpose statement that follows this formula:

As a [Essence] man, I [Gift] by or through [Mission in the World].

Example:

As a powerful and wise man, I inspire my community and create a sustainable world, by teaching people permaculture.

Listen to Exercise 

Having completed the exercise above, you are now 25% of the way through your Purpose Activation Blueprint! Just having a purpose statement puts you in a special class of humans - people who have begun to live truthfully, powerfully and committed to action and leaving the world a better place. You are now prepared to join the 13% of the global population that is on-purpose, on-fire, creative and engaged at work (Gallup, 2014). Ready to move your purpose statement into action?



Build Your Purpose Support Team

Your purpose statement is your key to the kingdom, but without action, without turning the key and opening the door, the statement itself is just a sentence. To move your purpose statement from words to reality, you'll need to take action and communicate your purpose.

As no human is an island, the purpose-driven man by necessity takes his purpose out into the world. The first step of doing this is to build your purpose team, a group of people who you respect and trust, who will help you refine, express and live your purpose in the world.

Purpose Team Exercise

This is a two-part exercise. First, open your journal and make a list of 5 people who you respect and trust. Ideally, these folks are people who are already living purposefully. Who in your life is on-fire with purpose? Odds are you know at least 1 or 2 people who are living truthfully and in alignment. Other folks to consider for your Purpose Team are folks who love or care for you, but are not attached to what your purpose looks like, how it takes shape, but rather these folks support you unconditionally in living a full, happy, healthy and abundant life.

This distinction is important as those closest to us like our parents, siblings and love partners, may not be the best choices for our Purpose Team, although they love and support us in many ways. Often people in our inner circle have some kind of attachment to what our purpose looks like, specifically the money we may earn from realizing it, or the time and money required to realize it. Additionally, they may be threatened by the very idea of anyone living an aligned life of purpose, as your doing so means that purpose is also a possibility for them (gasp!). This can be intimidating, as they may create the meaning that your choice in living purposefully implies that they are bad people for not doing so.

While these people are important to you for the many and various reasons, it is wisest to include people in your Purpose Team who are encouraging, curious, accepting and positive. Think hard and deliberately at this step about including anyone who may be judgemental, negative or resistant to you making changes in your life, in living your purpose fully. These folks in your inner circle that give you resistance, judgement or negativity will need to be included later, but for now, in the early stages, you need to keep your purpose safe, keep the evolution of your purpose in a secure protected environment.

Much as you keep a child from wandering into traffic, or stake off and weed a seedling, your purpose also needs attention, safety and care in the early stages. List these five people with this in mind. They might not even be that involved in your daily life, perhaps they are cousins, or old friends from childhood or school. What is essential is that these five people share at least one quality: their unconditional love and support for you.

List the 5 people here

1. _____
2. _____
3. _____
4. _____
5. _____

Now that you have your Purpose Team filled with 5 supportive people, you need to reach out to them with a specific request. The second part of this exercise is to arrange a 30 minutes conversation with each of them where you will do the following:

1. *Describe this Purpose Activation Blueprint process you're doing*
2. *Tell them why you care about finding and living a life of purpose*
3. *Share your new purpose statement*
4. *Ask explicitly for their help in supporting you on this path of living purposefully by...*
 - *Giving support and constructive feedback*
 - *Collaborating to generate creative ideas*
 - *Assisting you in making stretches and keeping you accountable*

Be sure to thank them for their support and help and tell them that you'll be in touch soon to share more details. Congratulations, you are now 50% of the way through the Purpose Activation Blueprint. With your Purpose Team in place you are ready to take aim with your Purpose!



Connect Your Purpose to Serving Others

This step is about identifying a cause or group of people you most want to connect with and serve with your purpose. Have a look at your list of things that break your heart from the purpose discovery exercise you completed in Step 1. (If you skipped the audio exercise, go back and listen to it now)

Identifying Service Groups

Open a new page in your journal and make a list of the three groups of people or causes from your heartbreak exercise that you feel most connected to, then rank each group on 3 things: the strength of your empathy with that cause or group of people; the relevance of your gifts to this group or cause; and your degree of relationship with people and organizations that serve or represent those affected. Rate these below on a scale of 1-5, with 5 being highest or strongest, then tally up the totals.

Example

<i>Group or Cause</i>	<i>Empathy</i>	<i>Gift Relevance</i>	<i>Relationship</i>	<i>Total</i>
War Veterans	5	5	4	14
Obese	4	3	1	8
Homeless	5	1	1	7

My Potential Service Groups

<i>Group or Cause</i>	<i>Empathy</i>	<i>Gift Relevance</i>	<i>Relationship</i>	<i>Total</i>

Once you have your totals, you will have a clearer picture of where you may choose to direct your purpose, in the form of a group or community to serve. You are not limited to only one of these, but for simplicity choose one for the moment.

Generating Possible Actions

The second step is to brainstorm at least 10 ways you can help this group, e.g. War veterans: 1-on-1 counseling, blog exploring issues they face, free workshop, video series, quiz, PTSD e-book, exercises, inspiring shirt, framed inspiring quotes, community event celebrating service men and women.

From this list, rank the projects on a scale of 1 to 5, according to how little time and effort they will take (5 is least amount of time and effort) AND the quality and quantity of information, about yourself, about your purpose, and about your target group (5 is most amount and quality of information). This is your Purpose Project, the perfect combination of your empathy, your gifts, and your relationships.

Project	Time & Effort	Self	Purpose	Group	Total

Example:

Project	Time & Effort	Self	Purpose	Group	Total
1-on-1 counseling for Vets	4	5	5	5	19
Veterans Blog	5	2	2	2	11
Free PTSD Workshop	2	5	5	3	15
Video series exploring veterans issues	1	4	2	2	9
PTSD quiz	4	1	1	5	11
PTSD e-book	1	1	3	5	10
Job Training	1	4	4	4	13
Physical Exercise Routine	2	1	1	5	9
Inspiring Shirt	1	1	2	1	5

From this place, you share your Purpose Project with your Purpose Team your intentions and collectively create a project that allows you to activate your purpose in the world.



Put Your Purpose into Action

The final and most important step in activating your purpose is Action. Now that you have identified your purpose, your support team, and the group you can serve it is time to combine all 3 into your Purpose Project.

Creating Your Purpose Project

Your Purpose Project is a specific project you choose that arises out of your work on your purpose statement. It is a defined, achievable and exciting project that you take on over the next 30-60 days with the support of your Purpose Team. It is important to choose something that matters to you and potentially meets a need in the world, as well as something that has a concrete, tangible outcome so you will know that you have accomplished what you set out to do.

Working with your Purpose Team as necessary, list and describe 3 possible project ideas that feel aligned with your purpose statement and service group. You can reference the ideas you came up with in the exercise at the end of Step 3.

Project Idea #1

Project Idea #2

Project Idea #3

Now review your project list, check in with yourself and look for the one that is most aligned with your purpose, brings up the most passion and excitement in you, and most calls you into action!

List your top Purpose Project here:

Define what success looks like for this project (when it's complete):

Your Purpose Plan (high-level):

List the first three to five meaningful Action Steps that you can commit to taking on and completing in the next 30-60 days. List the action step itself, any factors that relate to the measurement of success for this action, and the due date.

1. _____
2. _____
3. _____
4. _____
5. _____

Now you get to make the below statement powerfully:

"I am making an extraordinary and meaningful difference in my life and in the lives of others by.... living my purpose [name it here]; and leading this [project name]."

Congratulations, you are living your purpose!

Next Steps

1. Resistance
2. Feedback
3. New Project