

EXERCISE WITH NATASHA

HOW TO CONNECT WITH YOUR PURPOSE OR WHY

BRAVE
Leap

A BRAVE BRAND



HOW TO CONNECT WITH YOUR VALUES AND PURPOSE?

The focus for this session is '*connection*' and it is ironic that tech was impairing connectivity! There was an inspiring discussion on how connection is important in our lives and businesses and we value all forms of connection – to ourselves, to our ideal clients, to our lives and stories, to community, culture and history.

One of the ways that we can deepen connection is to ask questions which encourage reflection. Here are some simple questions which you can either answer for yourself or ask another. They are a way of eliciting values and purpose, why they do what they do and why it matters to them.

Values are words which embody what is important to us. They are intimately linked to our beliefs about what is good and bad, right and wrong. Our values guide our every decision and the satisfaction or violation of them can produce strong emotional reactions.

When someone expresses an important value, that word will represent a whole set of experiences and emotions. Therefore it is important that you honour that person's experience by using their exact value words. If they say 'honesty' then be respectful by using their word 'honesty' rather than 'openness' or 'trustworthy' even if it means the same thing to you.

I have found that these questions are a great way to connect with your clients, particularly if you are a coach, consultant or therapist. These questions don't get asked that often and people really appreciate the opportunity to answer them.

It is helpful to centre and ground yourself before asking these questions. While considering the response, we give full focus, energy and attention to the respondent, without judgement or expectation.

The form of these questions is repetitive, because the intention is to go to deeper levels with them until you can't go any further and you arrive at what I call your bottom line – the thing that deep down matters to above all other things – the big 'why'.

- Question 1.** When considering your business or work, what is it you love MOST about what you do?
- Question 2.** What does that give you?
- Question 3.** What is important to you about that?
- Question 4.** What does that mean to you?
- Question 5.** What else is important to you about that?
- Question 6.** Is there anything that is more important to you than that?

When you can't go any further you can ask.

'Is *(repeat the answer to 6)* the most important reason why you love doing what you do?
Is this why you do it?

I encourage you to explore these questions.

Share the big 'why' in the comments below if you wish.