

# Personal Purpose

A Guide to Discovering Your Personal Purpose



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# OrgIQ Manifest: Passion for People builds Systems for Success

**OrgIQ—Organizational Intelligence (Quotient)—is a framework that redefines how we see organizations.** At its heart lies a simple but profound shift: to think from the perspective of the individual. Every person experiences their own reality, shaped by their network of relationships. Each perspective is unique. There is no single right or wrong.

An organization is the superposition of all these *Networks*. This is complexity. We can never fully model or control it—but we can give it direction and purpose. Intelligent organizations embrace this complexity rather than ignore or oversimplify it.

When we focus on human complexity, the range of possible solutions expands dramatically. Business practices and structures can be brought into harmony with the natural dynamics of human relationships, psychology, and social interaction.

Our manifesto is rooted in lived experience. We have seen the transformative power of genuine connection, individuality, and purpose-driven leadership. OrgIQ helps create environments where empathy, understanding, and mutual respect thrive—where people feel seen, heard, and valued. This sense of emotional safety is the foundation on which individuals and groups reach their full potential.

We believe in value over control. Control breaks perspective, creates overhead, and breeds mistrust. Relationships and trust, on the other hand, unleash extraordinary productivity and fulfillment. Purpose is not measured by words, but by results.

Join us in redefining organizational excellence. Let's build intelligent systems, embrace complexity, and make space for purpose and joy. **Welcome to OrgIQ—where the true potential of your people becomes the strength of your organization.**

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# Personal purpose exploring contribution and a suitable place

**For yourself.** This guide applies regardless of position or education: production, administration, skilled work or leadership. You need not found a business or find a grand life mission. Explore contributions that matter to you and conditions under which you can make them. Contributions outside paid work also count.

**My date / occasion if useful:** [...]

## Why a separate personal perspective

Organizational purpose describes a contribution to a wider system. Personal purpose explores your meaning, aliveness and intended effects. They can connect without being identical. A useful organizational mandate can be implemented under unsuitable working conditions. Conversely, enjoyable work can produce questionable external effects. Examine contribution and conditions together.

The question is: **“Where can I make a useful contribution through my individual qualities while remaining sufficiently alive and able to act?”** Self-actualization and benefit for others belong together. Fit can develop and change; it is not a permanently determined characteristic.

These answers initially belong to you. You decide whether and what to share. This is not a performance rating, suitability diagnosis or mandatory management form. Work-relevant conditions, desired contributions and agreed next steps suffice for a shared conversation. Nobody needs your private painful history to create suitable working conditions.

## Quick version three entry points in about thirty minutes

**Why?** Abstract “why” questions can produce attractive statements. Specific experiences can reveal what moves you. The three entry points from the HerzensBusiness work are **aliveness, pain and effect**.

**What to do:** Spend about ten minutes per entry point. Note concrete situations, words or images. Answer only questions that evoke a response; completeness is unnecessary. Joy, resistance, sadness or quiet interest can be signals, not proof. Leave an entry point open if it currently evokes nothing.

### 1 Aliveness when am I really myself

**Purpose:** Find situations where energy, interest and capabilities meet. Aliveness can be quiet, calm or powerful; it does not mean constant excitement.

Choose questions:

- ▶ In what activity am I attentive and involved instead of merely performing a role?
- ▶ What recent situation made me feel alive? What was I doing, with whom and under what conditions?
- ▶ What do I enjoy without receiving recognition?
- ▶ What part of me has room here, and what is missing at my current place?

**Example:** “When I identify a difficult machine fault and explain it clearly, I am alert and focused.” This names an activity and its quality without prescribing a job title.

**My response / real situation:** [...]

### 2 Pain what hurt do I no longer want to treat as normal

**Purpose:** Explore conditions or relationships that you care about. Pain can reveal a value; it does not oblige you to rescue everything or compensate for past experience through work.

Choose questions:

- ▶ What should not simply stay as it is?
- ▶ What avoidable burden on people or systems particularly affects me?

- ▶ What quality is missing: dignity, safety, understanding, access, fairness or something else?
- ▶ What bounded contribution would help without making me responsible for everything?

**Example:** “It affects me when experienced colleagues do not mention a fault because they might be humiliated. I want to enable factual fault resolution.” For a work conversation, the required condition suffices: faults must be discussable without personal degradation.

You need neither record nor disclose private history. You may skip or pause this entry point.

**My response / desired change:** [...]

### 3 Effect what is better afterwards

**Purpose:** Connect personal meaning with a contribution others can actually use. Good intention and beneficial effect differ.

Choose questions:

- ▶ What becomes easier, safer, clearer or possible for whom through my contribution?
- ▶ Where have I observed this already, and what remains hope?
- ▶ Who could be unintentionally burdened?
- ▶ What capability of mine could be more useful elsewhere?

**Example:** “After my handover, the next shift can work independently rather than resolve the same ambiguities again.” Check understanding and actual usability, not only completed form counts.

**My response / beneficiaries / observed contribution:** [...]

### Form an initial hypothesis from the answers

**Why?** You need no perfect sentence. A provisional connection between energy, meaning and effects helps choose a next step. The entry points need not be equally strong or free from contradictions.

**What to do:** Mark two or three recurring words or situations. Distinguish activity, intended effect and conditions. Form a hypothesis, not a final identity.

Sentence templates:

- ▶ “Through [capability/activity], I want to help [people/system] experience or achieve [needed change].”
- ▶ “I particularly feel alive when [working practice/situation].”
- ▶ “For this to remain sustainable, I need [conditions] and want to avoid [burden/side effect].”
- ▶ “I examine fit through [small trial] and [feedback/observation].”

**Production example:** “Through careful fault finding, I want to help colleagues produce safely without unnecessary repetition. I need information access and authority to raise a risky process.”

**Leadership example:** “I want people to make reasoned decisions where knowledge resides. I feel alive when a team handles a difficult case independently. I need clear boundaries and must examine my own interventions.”

**My initial contribution hypothesis:** [...]

**Necessary conditions:** [...]

**Still unclear or contradictory:** [...]

### Examine my place contribution conditions and reality

**Why?** An activity can fit while its working conditions do not. Earning a living may currently take priority. Not every mismatch requires a job change, and not every mismatch can be resolved through personal adaptation.

**What to do:** Compare your hypothesis with actual work. Consider team, roles, working hours, relationships and contributions outside work as well as occupation and organisation.

| Question                                                          | My observation | Possible small step |
|-------------------------------------------------------------------|----------------|---------------------|
| Can I make a needed contribution here?                            | [...]          | [...]               |
| Is there enough room for my capabilities and way of working?      | [...]          | [...]               |
| Do language, pace, reliability and authority fit?                 | [...]          | [...]               |
| What repeatedly drains energy, and can it change?                 | [...]          | [...]               |
| What do recipients actually experience?                           | [...]          | [...]               |
| What obligations, income needs or circumstances limit my options? | [...]          | [...]               |
| Could another place fit me and the system better?                 | [...]          | [...]               |

Animal imagery may illuminate a situation: do I currently need a cheetah's fast trial or a tortoise's calm reliability? People are not fixed animal types. Examine actual conditions rather than categorising yourself or others. Different working worlds may need an intelligent gateway; one person should not automatically have to translate both worlds alone.

**My next bounded trial:** [...]

**Who or what can support it?** [...]

**What will I share voluntarily, with whom and why?** [...]

**How will I recognize better fit and helpful contribution?** [...]

**When will I revisit this?** [...]

## Voluntary extensions and future development

The available HerzensBusiness material provides further questions about existing capabilities, experienced resonance, energy sources and energy losses. Follow only questions that evoke a response: “What do I actually do well?”, “What feedback recurs?” or “What working condition clearly changes my energy?”

**The 17 perspectives:** The founding-motive model explores reasons to found an organization and possible influences on its architecture. It is not a required 17-stage search for personal purpose. Its adapted version belongs in the separate [Perspectives and Effects Map](#) for organizational work. Individual questions can also help privately; choose by resonance without answering everything or sharing personal history. The three entry points remain an independently usable quick version.

## Connection to organisational architecture

You may voluntarily share a brief work-related extract: **desired contribution · helpful conditions · capabilities · support · next trial**. It can help shape roles and tasks or find a better place in the network. It replaces neither role agreements nor contribution validation.

Purpose language must not be used to demand one-sided extra effort or disclosure of private motives. Shared fit requires actual conditions, authority and resources. An honest “This does not fit me here” is also useful learning.

Continue with the [Organisation Guide](#) and [Solution Template](#).

**Material basis:** Three entry points from HerzensBusiness purpose work, complemented by distinctions among personal resonance, observed effects and working conditions from its methods handbook. The founding-motive model is used separately as an optional organizational perspective. This version is adapted for personal place-finding.