

“you can't always
connect the dots,
looking forwards.

you can only connect
them looking
backwards.

- STEVE JOBS -



Framing Purpose



The story
of _____
Life

What if you imagined that your whole life has been an unfurling story leading you to this exact moment right now? What would be the patterns and themes you would see unravelling before you that would inform you of your purpose in this next scene?

1. Click [here](#) to watch the video class on [Exploring Your Purpose](#) and explains this process
2. Carve out just 25-30 minutes and get some inspiring music rocking that gets you in a reflective mood
3. Grab your journal and listen to the [Purpose Journalling Process Audio here](#) *

**if it doesn't play in your browser click the 3 dots on the side and download the audio track to your device.*

4. Use the prompts at the end of the audio to frame a Purpose Statement using the following key structure points:

- Positively stated
- Present tense
- Personal
- Include how you're doing it – giving a gift to yourself
- Make it memorable – rolls off the tongue
- Get rid of universals – like 'the whole world' or 'every'





Jay Stone.

Corporate &
Executive Coach
& Change
Facilitator

 Find Jay on [LinkedIn](#)

Jay supports professionals in developing their career strategy, owning their natural talents, and claiming their leadership potential through 121 coaching and facilitated development programmes and workshops. With a business background spanning over a decade, Jay specialises in women's leadership development, effective team development, organisational change, and project management.

Jay is currently working with Imperial College London on developing the Agents of Change Women's Community Leadership Programme and has previously worked with clients including the NHS, Zurich Insurance Group, and the England & Wales Cricket Board. Her coaching clients have included individuals from a range of industries from construction, healthcare, childcare, academia and finance.

Jay is best known for firing up leaders at all levels of an organisation and driving positive outcomes for long-lasting and sustainable change. Her work with organisations includes delivering succession planning for future women leaders, supporting managers to develop self-leadership skills and working with teams to remain adaptable and resilient to change.