



Clarifying Your Purpose and Building Your Team

How to use your influence to bring people along with you

Objectives

- ▲ Define your Purpose
- ▲ Identify when you are aligned with it and not
- ▲ Create an “elevator pitch” to describe your purpose/vision/mission to others in a compelling way

Part 1: Your Purpose Statement

Your purpose is your *why*—the deep well that fuels you, especially when motivation runs low.

Why do you do what you do? If you are a clinician, researcher, educator, or something else, why did you choose this path?

.....

What matters most to you about this goal or area of your life?

.....

What impact do you want to have on your team, or upon yourself?

.....

If your work succeeds, what changes?

.....

Example: *“To create a culture of compassionate, collaborative care where every team member feels valued and every patient feels heard.”*

Write YOUR sample Purpose Statement here:



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Part 2: Operationalizing your Purpose

Now turn your purpose into something actionable. This “plumbing” gives you (and others!) a compass for decision-making and behavior. It’s how you live your purpose.

How do you know when you’re aligned with your purpose?

What actions, values, or outcomes reflect that alignment?

Example: *“To foster a unified, high-performing team that delivers patient-centered care through trust, shared purpose, and open communication.”*

Write YOUR example here:

A purpose helps **cascade your goals** to people around you. For example:

- A leader might say: “Our goal is to build a workplace where creativity is rewarded and mistakes are learning opportunities.”
→ **That tells the team how to act, what’s valued, and what’s safe.**
- A parent might say: “My goal is to raise independent, emotionally intelligent children.”
→ **That gives them clarity when deciding how to discipline, teach, or model behavior.**

How can you be both instructive and compelling to others?

Who you are you sharing it with? What does it tell them to do, and why it matters?



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Part 3: Your Elevator Pitch

Now turn your purpose into something actionable. This “plumbing” gives you (and others!) a compass for decision-making and behavior. It’s how you live your purpose.

What do you want people to feel when they hear your purpose?

What’s one sentence that captures your “why” and how you’re living it?

Try this formula:

"I'm working toward _____ because _____.

(insert your goal) (insert your purpose)

I do this by _____."

(name your mission/action)

Write your Elevator Pitch here:

Example: *"I'm working to build a culture of compassionate, collaborative care where every team member feels valued and every patient feels heard. I do this by leading a unified, high-performing team grounded in trust, shared purpose, and open communication."*

Let’s use this framework to explore what you’re currently thinking about your purpose, and how that **thought** is influencing your **feelings and actions**.



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Unintentional Model (UM):

This is what you might default to when you're unclear on your purpose or struggling to communicate it.

- C** I'm leading a new project and trying to build a team.
- T** I don't know how to explain what I'm doing clearly.
- F** Insecure
- A** I avoid conversations about the project, stay vague, hesitate to delegate
- R** My team stays disengaged and unclear, and I feel unsupported

You probably don't like the feeling of insecurity, and the result of that unclear purpose and lackluster communication. You'd rather **NOT** have your team disengaged and you certainly want to feel supported.

What if you reframed that thought, *choosing to believe* that you have something important to share as a leader.

Intentional Model (IM):

This is a reframed version where you choose a thought that fuels the feelings you hope to create:

- C** I'm leading a new project and trying to build a team.
- T** My clarity gives others something to believe in.
- F** Empowered
- A** I write my mission clearly, communicate it with passion, invite input, and delegate
- R** My team understands the purpose and is inspired to contribute



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YOUR TURN:

Use the space below to build your own intentional Model.
Start with your Purpose Statement in the **C** line.

C

(Insert your purpose or project)

T

(What do you want to believe about your purpose?)

F

(How do you want to feel when you share or live it?)

A

(What actions flow from that feeling?)

R

(What do you create—for yourself and others?)