



What is the Sweet Spot in your career?

Part III - Discover Your Calling, Purpose or Mission

The Sweet Spot is when we are doing what we love to do, using our strengths and innate core energies toward our purpose or mission in life. For some of us we don't recognize what that sweet spot is and for others, we haven't identified our purpose in life.

What gives your life meaning?

How are you accessing your full potential?

What difference do you want to make with your life?

How do you define success?

What / How are you contributing to the world?

Identifying our calling, purpose or mission in life can make the difference in living a full meaningful life versus just going through the motions. As Daniel Goleman stated: ***“Given the opportunity, people gravitate to what gives them meaning, to what engages them to the fullest commitment, (using their) talent, energy and skills.”*** Purpose, calling and mission are used interchangeably in this article. A calling is often a longing to address a particular need or contribute to the world in some way. When we have a clear purpose that is aligned to our values, using our strengths it provides a compelling and powerful reason for intentional action – driving results.

For entrepreneurs, business owner's and leaders, - aligning our personal mission with the mission of our business can be very powerful and contributes to fulfillment and success.

How aligned is your personal mission to your business mission and purpose?

Having a purpose that is bigger than ourselves starts to pull us into a level of performance that goes beyond the need for satisfaction in our careers. The deeper we connect to our purpose, the more able we are to confidently use our strengths and succeed without being held back by negative self talk (inner critic/gremlin) or judgement. When we are inspired by our passions to put our strengths and experience to use and commit to our purpose – that's when we are truly contributing to the world in our highest level.

How do I go about discovering my purpose, mission or calling? Much has been written about this topic and there are many ways to approach this. The following are a few tips to help you get started. Keep in mind that defining one's purpose is a journey (a path not a destination) that takes time, self reflection and may change.

1. Do you feel a frustration or deep issue with the status quo of a particular issue?
2. Do you have a vision about what could be different in the world/community/career?
3. Is something pulling you out of your comfort zone?
4. Is there something that makes you feel special, or gives you a sense of worth, rightness in the world, or immense energy?
5. Can you identify what you are bringing to the world and to what magnitude/impact you want to have?

6. Is there something you feel you are being pulled to do, yet don't necessarily have all the training, resources or support to do it yet?
7. Does your inner critic/gremlin tell you that you can't do this, aren't worthy, or aren't prepared? You may be on to something – your gremlin doesn't want you to rock the boat. (See the article "[*Inner Critic of Leaders*](#)" for more information on this topic).

In Part I and II of this series we discussed identifying strengths, uniqueness and passion in reaching our highest contribution to the world. Below is another way to identify our mission to help contribute to more than just working for a job:

1. **Start by identifying your values.** This can be done in many ways; take the VIA Strengths Assessment, or the Core Values Index, or work with a coach to help mine for the values you hold dear.
2. **Write down the list of values that are at your core.** Find a trusted friend, partner or coach to bounce these ideas and ensure you have found the deep-seated values that are important to you.
3. **Rank your values in order of importance.** Identify the top 4 or 5 that are most important to you.
4. **Review your passion(s)** and deep seated desire you have in your life/career.
5. **Review your experiences** and your life story so far, what patterns do you notice? **Reflect** on what you would you like your life story to be.
6. **Now play with drafting a statement** that pulls together your values in how you go about accomplishing your desire/passion and the magnitude or scope.

For example, if my values are Integrity, Authenticity, Collaboration, and my passion is to develop others, I may draft a mission statement as follows: *My mission is to be authentic and act with integrity as I facilitate the growth and development for all people to achieve success and be their best self.* You may try different statements and play with it until you find one that resonates deeply with you.



When we have a clear purpose/mission aligned to our values, using our strengths, we are truly contributing to the world in a way that brings us fulfillment and meaning and we are accessing our full potential to drive success.

Have you found your sweet spot in your career yet?

This is the third part of a three-part series. See Part I-Finding your Strengths and Part II-Finding your Passion, to support the process in living in your Sweet Spot!

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