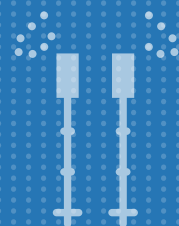


Self Development Guide Leading Self

Module 1
Purpose / Kaupapa



Purpose

Your ability to deliver effectively requires you have a clear compelling work purpose. Overwhelming research shows that if you feel you are contributing to something greater than yourself at work, you are likely to be more engaged and more motivated (weirdly money has very little to do with motivation or engagement!). The research shows that those people who see work as fulfilling tend to be more productive, having greater energy, contribute more ideas and innovation, work more efficiently and are more resilient.

Kaupapa

Understanding how your purpose links to your team's and to the organisation's as a whole is important too. Goals, priorities and outcomes need to all align so the very best service is delivered to your community, in a meaningful way to everyone.



Ideas and inspiration to get you thinking

Take a look at the Tedx Talk by Dan Ariely: **What Makes us Feel Good About Our Work.**

🕒 20 minutes
➔ https://www.ted.com/talks/dan_ariely_what_makes_us_feel_good_about_our_work/up-next

Read the article **You're Never Done Finding a Purpose at Work**, written by Dan Pontefract, Harvard Business Review, May 2106.

➔ <https://hbr.org/2016/05/youre-never-done-finding-purpose-at-work>

*NB: We actually will work through the activity that Dan Pontefract suggests over the page.



Reflection questions

to help gain clarity, purpose & meaning

Reflect and complete the following questions:

Your work purpose is more than a set of goals or priorities and it's definitely bigger than your 'to do' list. Your purpose is about why have you chosen this job over other options available to you, what is it that motivates you to do what you do - why you get of bed in the morning? Even if you haven't thought about your job purpose before, it's useful to reflect on what it is as having a strong purpose helps you stay energised and engaged even when times get tough or challenging. The following exercise may help you clarify your personal work purpose.

1. Describe a situation when you have felt most proud to work for this organisation?

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2. Ask at least 2 colleagues to share a time they felt most proud to work for this organisation.

- Colleague One

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- Colleague Two

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3. In each of the examples what was the specific contribution your organisation made to the lives of others?

- Colleague One

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- Colleague Two

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4. What did the contribution of your organisation allow others go on to do or be?

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5. So my Why is to (contribution) so that (impact)

6. My team's why is..... which links to my why by.....

7. The organisation's why is..... which links to both my the team's why by.....

Another interesting piece of research (done by Yale psychologist Amy Wrzesniewski) shows that our mindset predicts how we see our roles - as a job, a career or a calling. The important piece of Wrzesniewski's work is that fundamentally it didn't matter what type of job someone had. She found that some doctors see their work only as job and some cleaners see their work as a calling. Her research showed that a purpose orientation could have just as much to do with mindset as it does with the actual work being done.

01 **A job mindset:** work is a chore and the pay check the only reward. People in this group are constantly looking forward to time when they can spend time away from their job.

02 **A career mindset:** work is a necessity but also there is the chance to advance and succeed. People in this group want to do well advancing their salary, title, power, team size, or sphere of control.

03 **A purpose mindset:** work is seen as an end in itself. People in this group are passionate, innovative, and committed because they see work as fulfilling not because of external rewards but because they feel it contributes to the greater good, draws on their personal strengths and gives them meaning and purpose.

