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# Defining Your Purpose

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*“Purpose is simply the impact we want to have in the world, and the way we want to positively change society, so our impact is felt for generations. The butterfly effect demonstrates that the simplest action impacts everything else. So when we set out to create significant impact, the effects will be felt for centuries.”*

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## Section 1

# Setting the Stage

## *Why Am I Here?*

I had it all, but I had nothing.

I held powerful titles, substantial income, a big house, nice cars, and a picture perfect family who went on many exotic vacations. I was living the American dream, except inside I was dying. I hated my life.

My father was a union steelworker, and he taught me that you lived to work, you worked to retire, and when you retired, you could finally enjoy life. I lived my dad's beliefs and vision for the first 43 years of my life until I could barely function. I held so much pain and suffering in my body, mind, and emotions, and I was so disconnected spiritually that my entire life collapsed.

I had lived my dad's dream. I sacrificed my life for the potential of retirement, kept moving up the ladder of "success" to attain more power, authority, and income, and spent every day trying to make it to the next.

I was living the life that I thought I had to live, not the life that I would get to live if I had it my way. But my dad also taught me that life was hard and making money was even harder, so I was also proving him right.

When it all fell apart and my career prospects were so damaged that I was unemployable, I was forced to reevaluate everything. I had nothing, so I got to start over from a clean slate.

I had lived blindly for the first half of my life. I opted not repeat the first half in the second half. I realized that instead of sacrificing my life for a chance of retirement, I would go on a mission of creating the life of my dreams. I would live life on purpose instead of accepting whatever came at me like I had for the first four decades.

I would discover my purpose — why I am here — and be and do that. Whatever that meant.

## What is a purpose?

A purpose is the reason for your existence. None of us are mistakes or accidents. You are not here by chance or coincidence. You are on purpose. There's only one of you in the whole world. There was a one in 400 trillion... That's one in 400,000,000,000,000 chance for you to be born...

And you made it! You are a miracle! The universe has gifted you with talents and gifts equal to that of any other person. Whether you discover and nurture these talents and gifts — well, that it totally up to you.

During my corporate career, I could identify talent, build teams, and develop the individuals and teams at a world class level. I assembled some of the finest teams I ever witnessed. I also developed some of the sharpest talent on those teams.

I hated all other aspects of my leadership positions. I thought I needed to do the other 1,000 things per day that I didn't want to do in order to get to do the things I loved — develop people and teams.

I never looked at myself as special. I felt so small and insignificant. My thought was that if I could build a team, then anyone could. This talent was not a talent at all, just an average skill. I was wrong. I always felt inadequate because I felt average in everything, but I spotted talent in others. I never thought my talents and gifts were special, but they are. I am blessed — just like you — with an abundance of everything I need to find significance and create impact on this planet.

When I recognized that I didn't understand my talents and gifts, I reflected on the success I had, and what skills I used to create that success. Coaching, teaching, and inspiring others to see the power of their talents and abilities was the fuel that created all of my prosperity, success, and results. That's when I realized that I had been blind to my true gifts all along.

I sat with a mentor and we talked about purpose. Our conversation centered around the things I loved to do, and the impact I'd like to make in the world. I came to understand that *purpose is simply the impact we want to have in the world, and the way we want to positively change society, so our impact is felt for generations.* The butterfly effect demonstrates that the simplest action impacts everything else. So when we set out to create significant impact, the effects will be felt for centuries. The question is: what unique impact do we want to make before we make our last exhale?

## *Moving Beyond Accumulation and Accomplishment*

Desire is a natural part of living life as a human being. You want what you want. You want more money and nicer things. These desires are natural. But some people never move past accumulation as their purpose.

Living a life based on accumulation will leave you high, dry, and unfulfilled. I've worked with a tremendous number of leaders who had everything their hearts desired, but were still chasing ghosts to try to overcome the emptiness they felt inside. That emptiness is the lack of purpose and impact. They might have moved the needle on their organizations and their

bank accounts, but since they don't feel that they moved the needle on humanity, they continue to feel incomplete.

One of my clients has built five businesses, each with a successful leader in place and each profitable. Our discussions often focus on what's next. I bring the discussion back to creating a more powerful impact in the world, and his mind shifts back to the next business he will open to feel complete. The first five didn't solve his lack of fulfillment, why would the sixth? He's missing significance and impact. He is still chasing accumulation and external accomplishment. The only place he'll find true satisfaction and joy is in creating and connecting to impact the world — through purpose. Each week I work with him and he understands a little more because he keeps trying to live the same life over and over, expecting different results.

Too often it takes attaining everything you want to realize that what you have chased led you nowhere except having a lot of stuff. Desire is healthy, and should be nurtured, but in order to experience true, lasting joy, you must move past accumulation and accomplishment as your primary focus, and focus on impact.

When you finally determine your purpose and begin to create impact in the world, you shift from a life you *have to live* to a life you *get to live*. Then you really start living instead of waiting to die.

Below are a series of exercises to help you determine your true purpose in this lifetime. Do the work and enjoy! This just might change your life!





## Section 4

# The Three Questions

## *The Questions That Changed My Life*

When I was transitioning from corporate life to a life of stewardship and impact, my good friend asked me three transformative questions. I gained clarity from those questions, and I refocused my efforts and time from making money to creating impact. Once you identify these answers, you might gain more clarity into what you are here to accomplish.

1. Describe the people you serve, or those you care most deeply about helping. These people might even make you cry because you feel for them at such a deep level. These people might even remind you a little bit about yourself.

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2. Explain the problem you solve, or the problem you are most capable of solving. This is the problem that keeps the people you serve from getting a good night's sleep.

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3. What is the pain you save, or the difficulties or challenges you help others avoid? This is the situation the people you serve are trying to avoid.

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## Section 6

# The Path Forward

## *What Do I Do Now?*

You've made a first-pass purpose statement. This is just a start. This statement will change, morph, and change again as you get more clarity and step deeper into your purpose. Don't try to live this the rest of your life. Adjust it as you get more clarity and feel more powerful and purposeful. In a year it might look nothing like it does right now, and that's ok. Just take steps in the direction of your purpose, and watch your life change quickly.

You are here on purpose. You are not a mistake or a coincidence. You are not here by chance. Start acting like it! Take action to deploy your talents and gifts in the direction of your purpose.

It's why you're here! Everything you desire will spring from your true purpose!

## *Call to Action*

Take steps to live your purpose. Do it immediately and trust. If I can ever be of support or service, please feel free to [contact me](#). I'm always eager to support those who are looking to create all that they deserve in life!

And be sure to visit [www.mikekitko.com](http://www.mikekitko.com) for courses, resources, and other coaching options for your journey.

# About Mike

## Mike Kitko

Executive Self-Mastery Coach,  
Business Advisor, Speaker,  
Author

[www.mikekitko.com](http://www.mikekitko.com)

[mike@mikekitko.com](mailto:mike@mikekitko.com)

*Mike Kitko is an Executive Self-Mastery Coach, Business Advisor, Speaker and Author. He found external success in the world through attaining powerful titles, incomes, and material possessions. He ultimately fell into depression, alcoholism, and the near collapse of his family before he began a journey of internal happiness. Mike now coaches Executive Leaders to feel as powerful on the inside as they appear to those they lead.*

