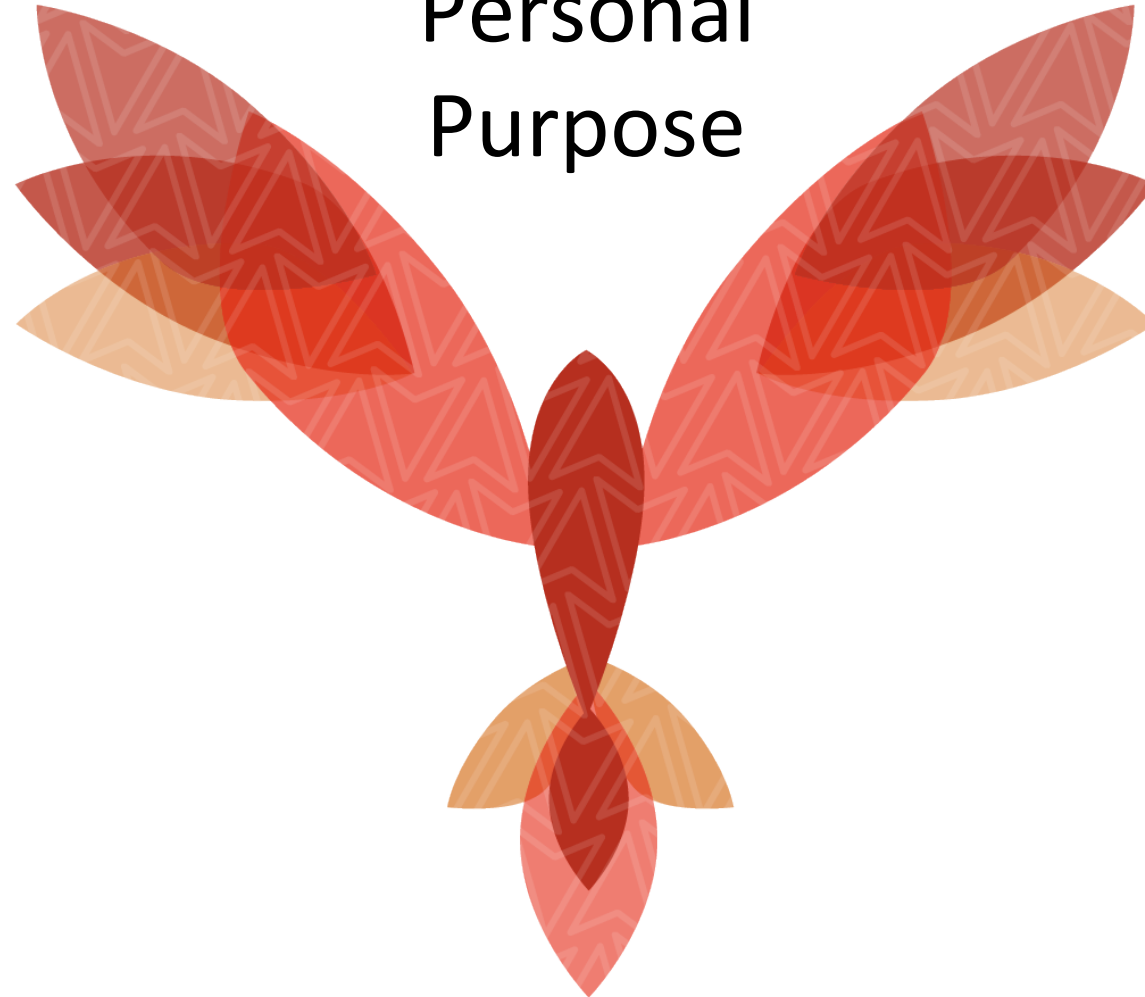


Personal  
Purpose



BFP 2020 Online *Coaching* with Marcus Druen

# What you will get from this session

Me-time

An exciting model

Valuable  
feedback

Your breakthrough question  
for this week – and beyond

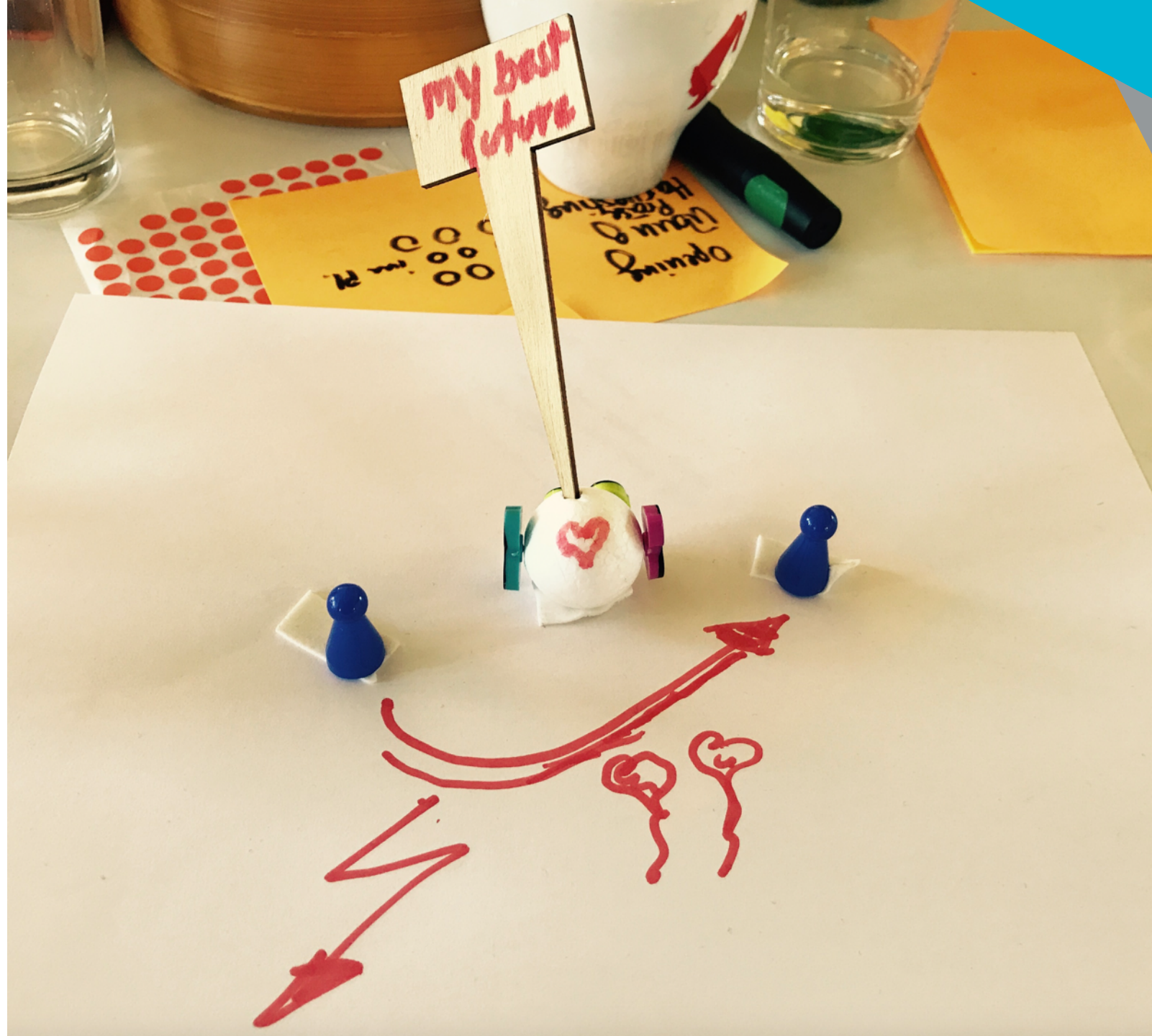
# My 2 cents on purpose in business



Edward Bernays

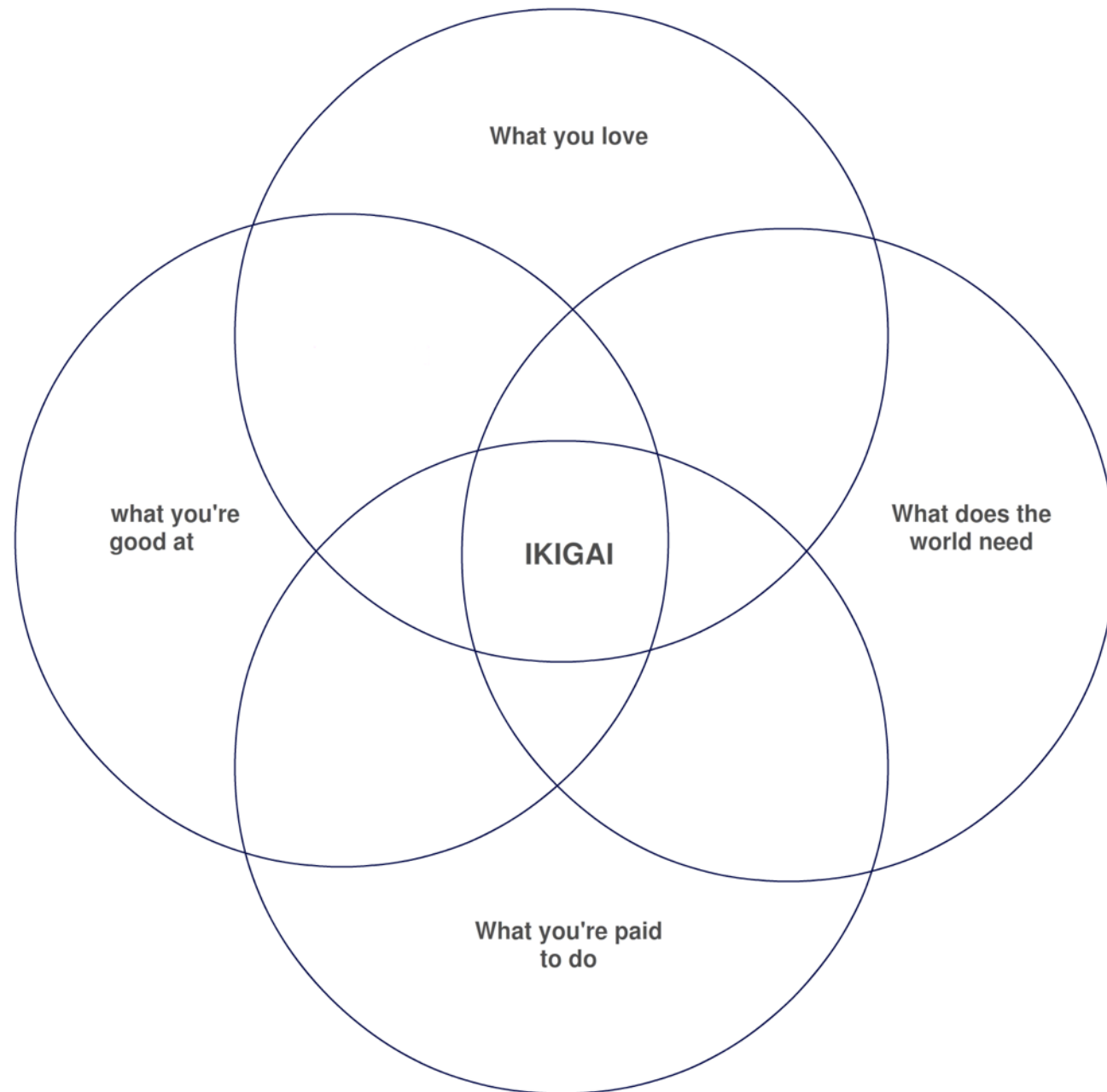
My personal  
purpose:

*Continue to  
transform myself,  
to help others  
transform  
themselves and  
their organisations*



生き甲斐

IKIGAI



# When are you in a flow state?

What are the activities, circumstances, environments, when everything is easy for you and effortless, when you lose track of time, when you are in peak performance?

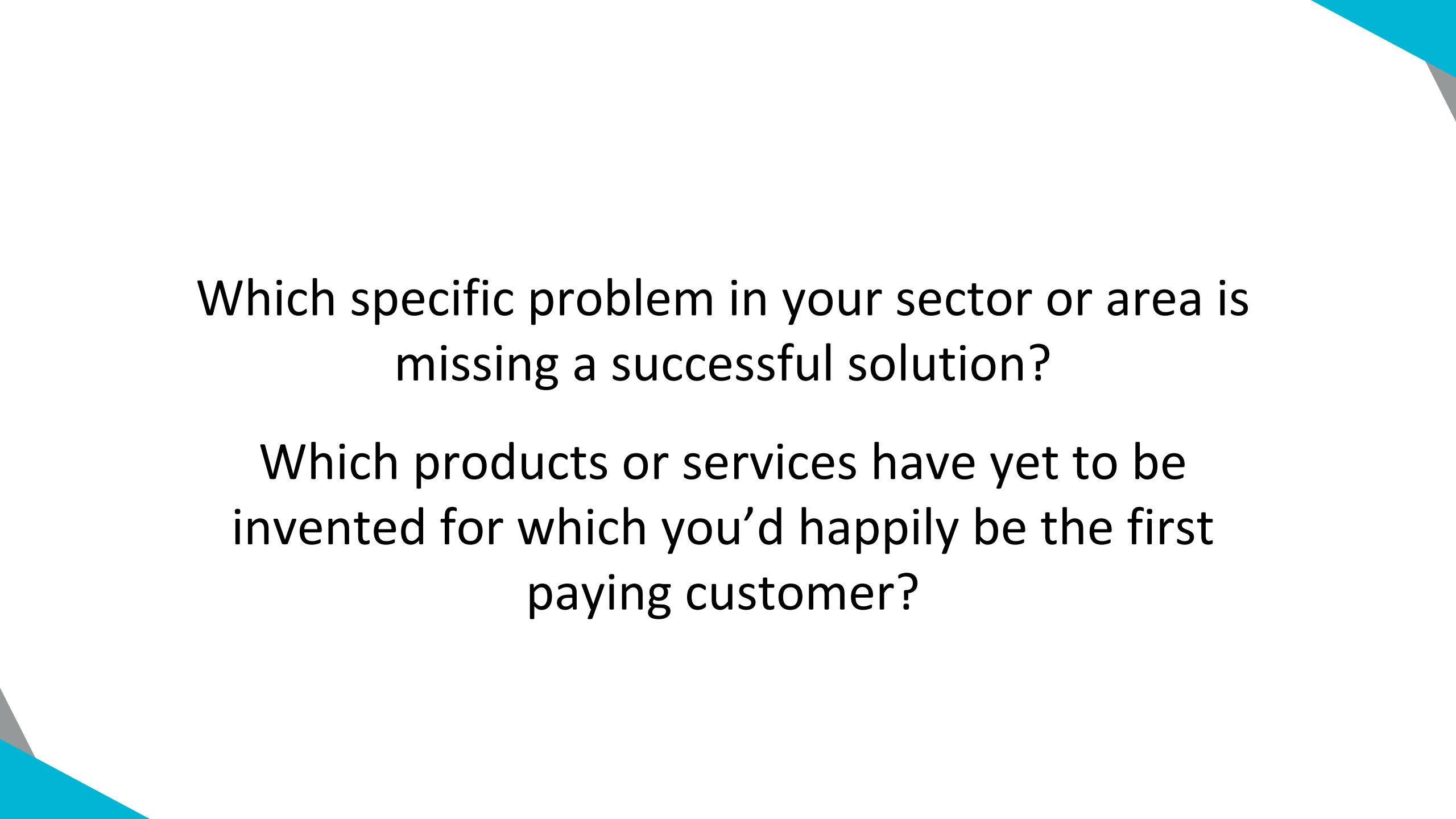
# You are peoples' go-to person for...?

This could be a social situation to be mastered, a problem to solve, a roadblock to clear, a lead domino to kick, a gordian knot to be untied, a genius idea to conceive, a result to be delivered in next to zero time, the impossible made possible.

Or – what do you simply do better than most?

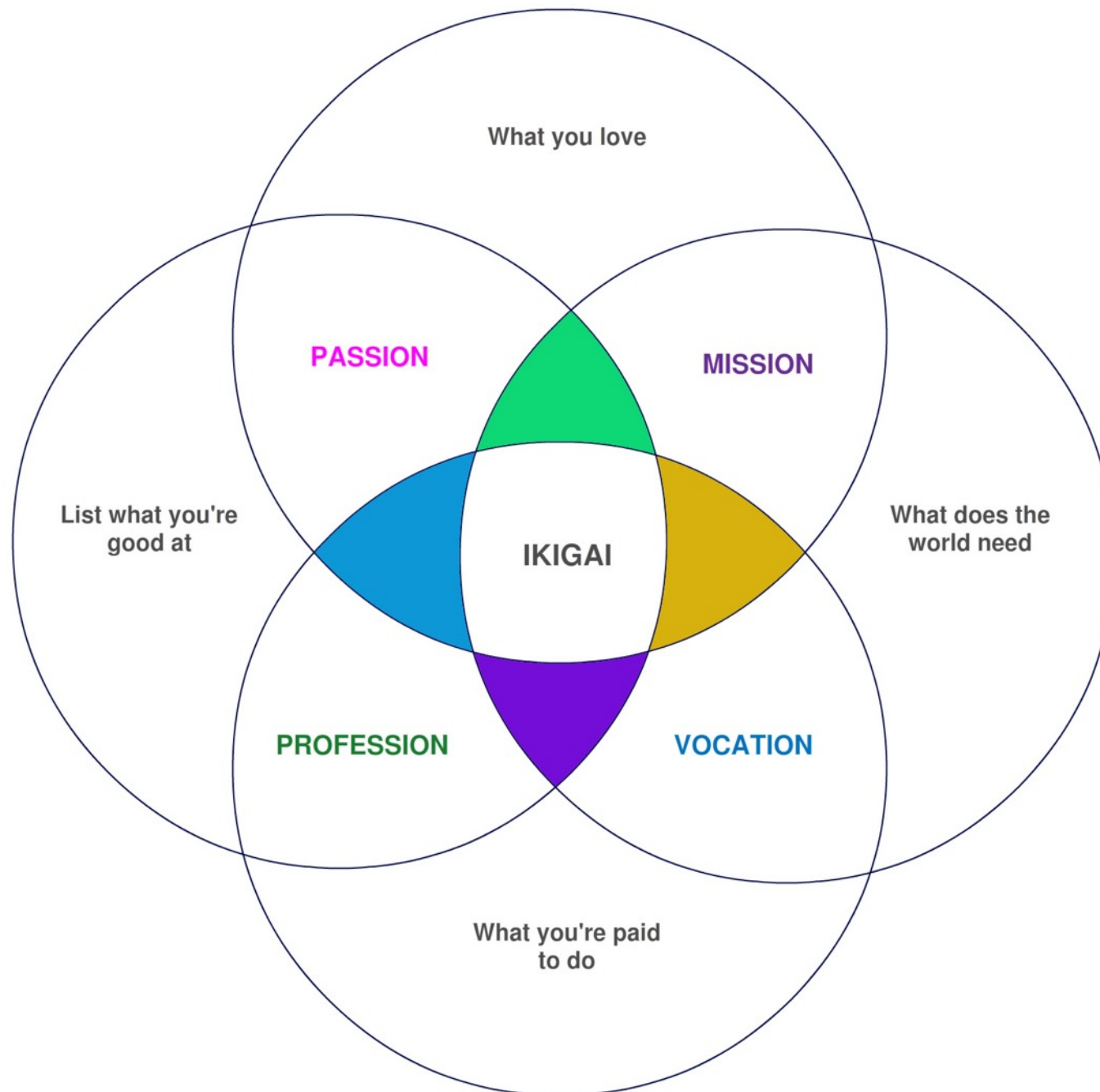


What is your financial runway?



Which specific problem in your sector or area is missing a successful solution?

Which products or services have yet to be invented for which you'd happily be the first paying customer?



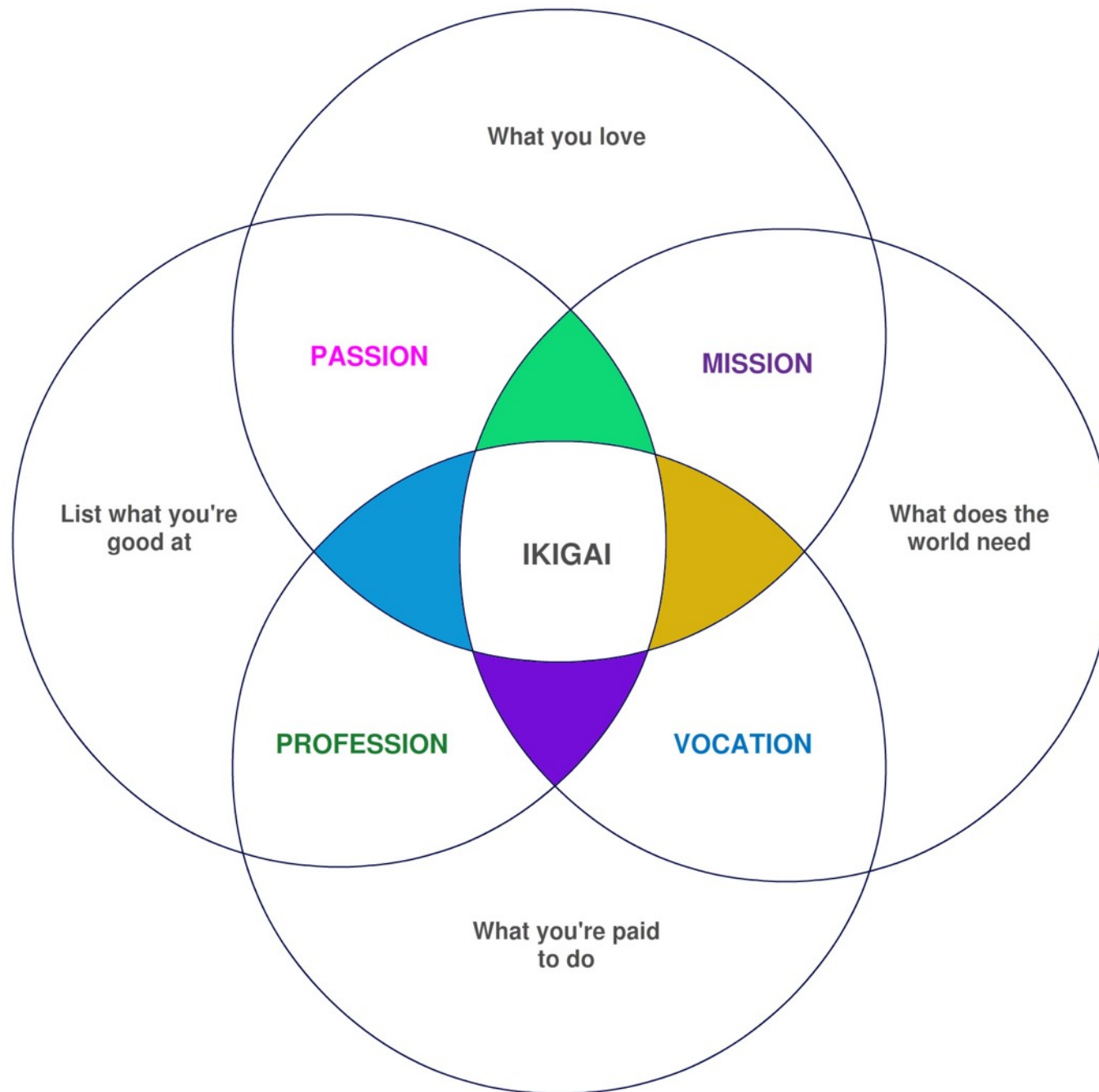
Please explore the following in your 20 Minutes breakout session in trios:

**Passion:** What do you want to pass on to others?

**Mission:** What do you want your professional legacy to be?

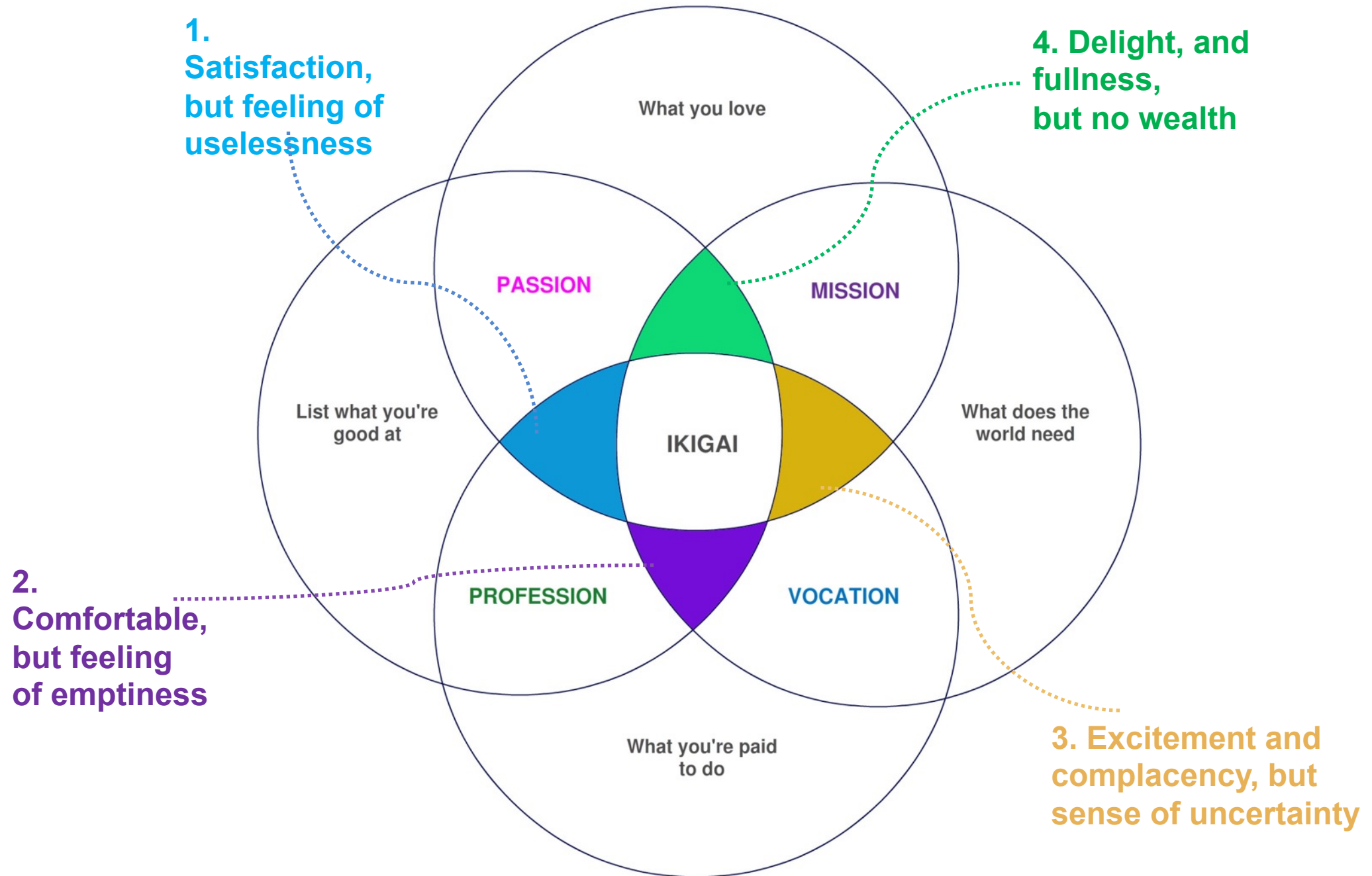
**Profession:** what is the actual craft you are performing? What do you really get paid for?

**Vocation:** What is strongly pulling you professionally? What *calls* are becoming deafening in your ears?



Please rate these four statements, on a scale from 1-10, where 10 is maximum agreement:

1. I feel generally satisfied with my life, but there is a lingering feeling of uselessness
2. I live an overall comfortable life, but have a feeling of emptiness
3. I feel excited and complacent, but there is a volatile sense of uncertainty
4. My life is full of delight, meaning and joy, but I am financially pretty tight



# Formulate your breakthrough question

A breakthrough question should lead you into the unknown. It should puzzle you and open the door to your quest. It is more important to hold the question, rather than to answer it (too early).

A breakthrough question creates a sense of excitement, enthusiasm and momentum, yet at the same time it leaves you a bit daunted.

Answering it might require other dimensions of knowing (intuition, emotions, embodiment) as well.

Task: using your intuition, write a few possible breakthrough questions. Go further, go wild, be provocative, create at least 3-4 questions.

What is the ONE question which most opens up your mind, heart and soul?

Optional: share your questions with everyone in the chat box – it might stimulate the thinking of others



# Holding the question

Holding the question means expanding the space between question and answer, not collapsing this too early.

Ask yourself every day, ideally after every session you attend, how your breakthrough question relates to what you just heard, learned or experienced. Make quick notes.

Place your question next to your bed, and write down some instant thoughts when you wake up.

Pay also special attention in the next few days to how your question makes you feel, especially when you notice difficult emotions, or just a general unease, an undefinable inner struggle. Why? Emotions enormously influence our thoughts, our behaviour, our actions and, of course, our capacity to change.

# Optional steps between now and Wednesday 5.30pm

## Fire ceremony (10-15 Minutes):

- Loosely or tightly related to your breakthrough question, write down beliefs, views, behaviours, that seem to be in the way of achieving your full potential, your best version of yourself
- Use one piece of paper for each thing you want to let go of
- Read out one item at a time, throw it in the (safe) fire, watch it burn in silence

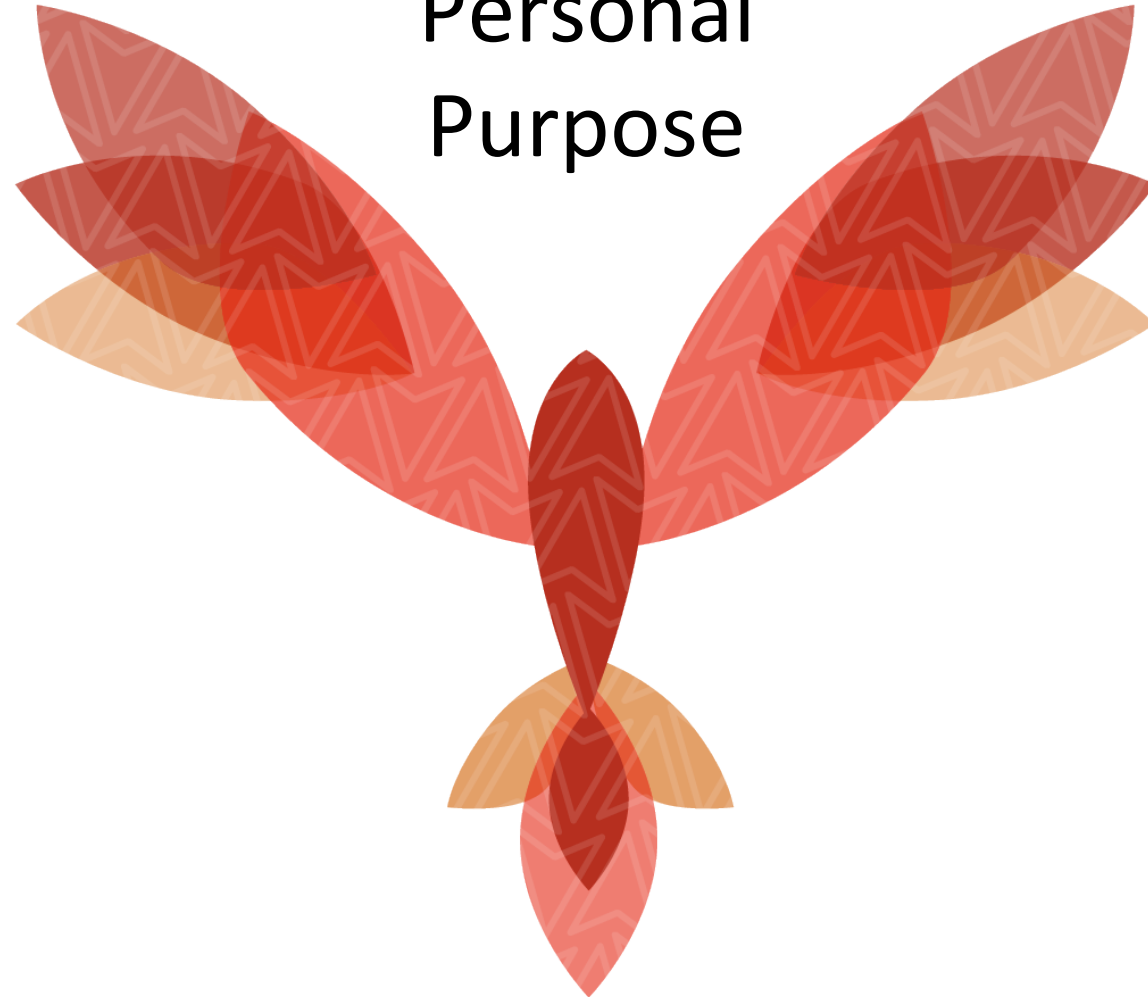


## Silent intuition walk (1.5 to 2.5 hours):

- Go for an early walk, ideally at dawn and in nature, but a city with green spaces will also do
- Between the place where you sleep and where you'll walk, pause for a moment, now mentally mark an invisible threshold, this could be on the ground, or simply in the air; then step over this threshold with the intention to hold your breakthrough question as long as possible... Try to not use your phone!
- Don't search for answers, just walk and notice, let everything just emerge in your senses
  - What do you notice around you? Events, patterns, synchronicity, surprises?
  - What do you notice inside you? Thoughts, emotions, body sensations, shifts in energy?
- Allow yourself to be drawn into different directions, speeds and sensations. Sit down if you like. Do not interact with others. Try to not answer your question for as long as possible!
- When you are back, immediately write down your thoughts, or make a voice recording
- Optional: Ideally share this with someone if at hand and simply ask them to play back what they heard
- If you attend the Coaching session on Wednesday at 5.30, try to hold the question until then
- If you don't then now, FINALLY, write down your answers to your breakthrough question



Personal  
Purpose



Final reflections

How to get in touch:

Marcus Druen

[marcus@audacity.co](mailto:marcus@audacity.co)

+44 7947 484 882

