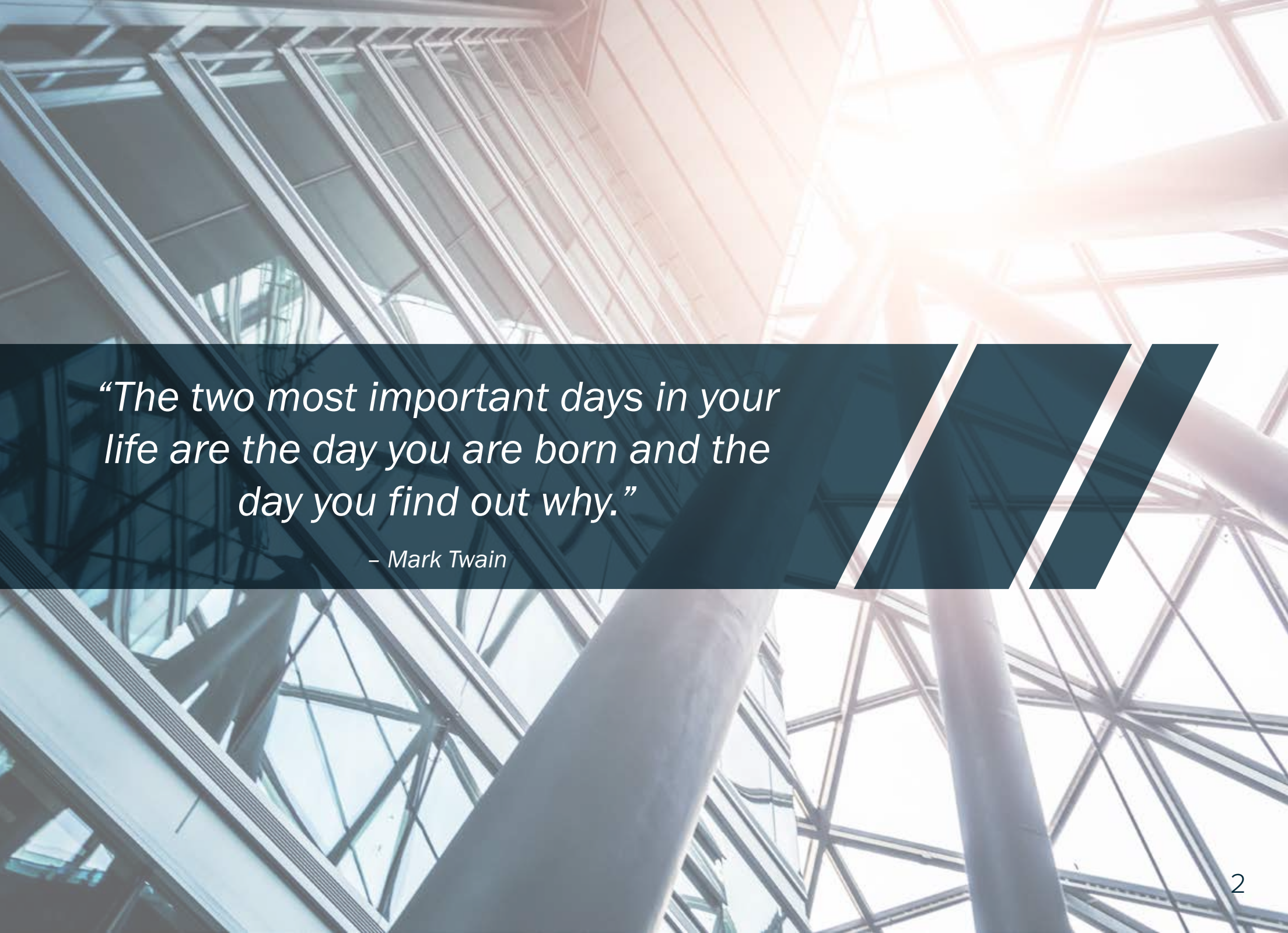


The Power Of Purpose

Finding Your Purpose At Work





“The two most important days in your life are the day you are born and the day you find out why.”

– Mark Twain



Working On Purpose

Why Purpose Matters

Consider This...

We believe that a job should be more than just a paycheck. In fact, if that's all you're getting from work, then we believe you're getting far too little.

This simple inventory has been designed to help you capture and better understand your purpose at work. As a result of completing this inventory, not only will you be able to name and categorize your purpose but you'll also have at your disposal important insights as to how you can leverage your purpose and put it to good use as well.

A Quick Word About This Inventory

Remember, this inventory has been designed to help you identify and capture your purpose at work. And while it does incorporate some of the best new science-based insights available, this inventory and report should be considered just the initial step when it comes to helping you live your life on purpose.

That said, on the following pages, you will be asked to enter the score you received via email shortly after you completed the P5 Purpose Inventory. Once you enter your score, you will then be given important information that will better illuminate your individual purpose at work.

The Road Ahead...

In closing, we'd like to thank you for completing the P5 Purpose Inventory. Armed with this information, we believe that there are exciting opportunities that await you. Good luck and we wish you the best in your quest to live your life on purpose.

Capturing Your Purpose

Four Possibilities; Four Potentials

Based upon our interpretation of the most current science, there are—broadly speaking—four potential possibilities when it comes to purpose.

First, there are the **CLOSERS**. CLOSERS are those gifted-individuals who have an uncanny knack for making things happen and getting things done. Armed with their daily checklists, CLOSERS are driven to achieve.

Then there are the **COLLABORATORS**. COLLABORATORS are “people people.” Not only do COLLABORATORS need human-contact to thrive (and lots of it) but they have a stellar reputation for bringing out the very best in those around them—co-workers, colleagues and customers.

Up next are the **CONDUCTORS**. Just like the name implies, CONDUCTORS are those remarkable individuals who have the natural and acquired abilities to lead and manage others. To be sure, no great orchestra functions without a CONDUCTOR. Fortunately, there are those who were born to lead.

Last but not least, there are the **CATALYSTS**. In a nutshell, CATALYSTS are spark plugs. They see endless opportunities and possibilities in virtually every situation—and their energy and enthusiasm inspires those around them to take things to an entirely new level.

CLOSERS

CLOSERS are doers. They are focused, high-energy and zeroed-in. CLOSERS love to get things done. By living their purpose at work, everyone benefits because deadlines are met, promises are kept and consistency is maintained. CLOSERS are invaluable because they keep the organization moving forward.

COLLABORATORS

COLLABORATORS are relators. Armed with a large network, they are great with people and find ways to bring out the best in them. When at the top of their game, COLLABORATORS’ purpose is extremely powerful because people feel connected and needed.

CONDUCTORS

CONDUCTORS are natural-born leaders. As such, they are always looking to find ways to ensure that everyone feels included and that everyone has a role to play. A CONDUCTOR’S purpose is powerful in that they are able to marshal the talents and energies of others—in a way that is fun, meaningful and effective.

CATALYSTS

CATALYSTS are spark plugs. To be sure, CATALYSTS are instrumental in taking things to an entirely new level. They see untapped potential and possibilities in the world around them and they are motivated to try new and exciting things. When zeroed-in, CATALYSTS make everyone—coworkers, colleagues, customers and clients alike—better.

A Quick Note On Interpreting Your Scores!

Be Very Careful When Interpreting Your Point Totals!

Burn this into your brain: it's essential to understand that your overall assessment score does NOT mean that your purpose is better—or worse—than someone else's.

For example, because someone scored 300+ points on this assessment as opposed to 107 does NOT mean that they have a higher, more meaningful purpose than you do—not in the least. It simply means they have a different purpose than you do.

It's kind of like being in a plush resort hotel.

Some people will be staying in the east wing, some in the south. Still others will be lodging in the north portion while some will be staying on the west-side. Every single inch of the property is awesome—it's just that it's divided up for purposes of organization and ease of understanding.

Remember: The “scores” to the questions you answered in this inventory simply place you in your appropriate purpose “category.” Higher scores are not better—or worse—than lower scores.

And just in case you missed it, let me say this one more time. Overall point totals do NOT mean that one type of purpose is better than another! It just means they are different.

To Be Truly Great, We Need To Surround Ourselves With People Who Have Purposes Of All Types.

Not only is one type of purpose NOT better—or more important—than another, but to be the most effective we can be, it's essential we all surround ourselves with people who have different purposes than we do.

Check this out.

When people only surround themselves with people who have similar purposes, it's easy to fall into what is called “group think.” Said another way, when everyone thinks alike and sees the world pretty much in the same way, life gets pretty drab and dull. This happens because there are no differing viewpoints and everything kind of blends together in a “vanilla” sort of way.

On the other hand, when we surround ourselves with people of different and varying purposes, life becomes very, very interesting since we all bring a unique perspective to the table. Conversations become more interesting. Interactions come alive with energy and intrigue. Indeed, everything takes on a brilliant color of its own.

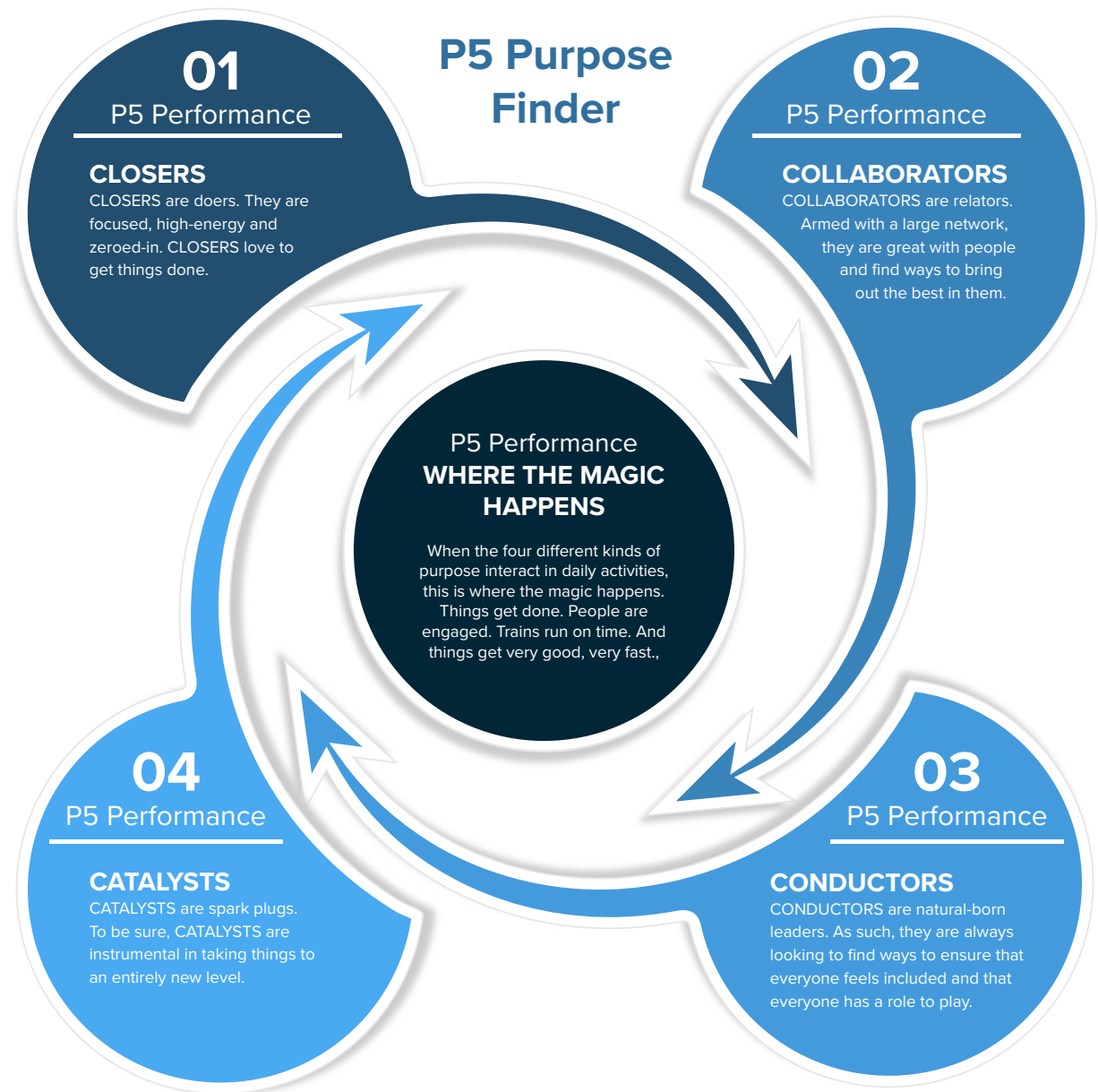
A Quick Note On Interpreting Your Scores Cont.

And this, honestly, is the spice of life. Remember, your purpose matters—and so does everyone else's. The collective challenge is to effectively blend our purposes together to create something special and unique!

Let's Get Started!

To quantify your category of purpose, simply turn the page and fill in the score that you received via email. Once completed, simply jump ahead to the appropriate pages to learn more about your purpose—and how you can put it to good use.

Thanks again for taking the assessment. Good luck on your road ahead!





Closers

Your Score:

If your score falls between 100 and 199 then you are a CLOSER

100 - 199

For more information about how you can leverage this purpose at work, please turn to page 8.

Collaborators

Your Score:

If your score falls between 200 and 299 then you are a COLLABORATOR

200 - 299

For more information about how you can leverage this purpose at work, please turn to page 11.

Conductors

Your Score:

If your score falls between 300 and 399 then you are a CONDUCTOR

300 - 399

For more information about how you can leverage this purpose at work, please turn to page 14

Catalysts

Your Score:

If your score falls between 400 and 499 then you are a CATALYST

400 - 499

For more information about how you can leverage this purpose at work, please turn to page 17

SECTION 1:

CLOSERS



When it comes to capturing your purpose at work, your answers suggest that you might be a CLOSER.

By definition, a CLOSER is someone who is naturally-wired to “get things done.”

Make no mistake, CLOSERS are very special people and their purpose plays an essential role in moving people—and organizations—forward.

In the paragraphs that follow, you’ll find important information and insights about CLOSERS—and their purpose in an organization.

The Characteristics of CLOSERS

As mentioned earlier, CLOSERS are naturally-wired to “get things done.” They see the world—and especially their work—as an opportunity to accomplish both big and little things. CLOSERS are goal-oriented and deadline-driven.

For CLOSERS, everything is right with the world when a master list of ‘to-do’s’ has been formulated and progress toward the goal is being made.

Instinctively, CLOSERS can naturally see what needs to be done to bring things to a boil—and almost automatically—take the necessary steps to accomplish it. It is widely-known that CLOSERS are notoriously detail-oriented and keep a careful and watchful eye on the status of the items that reside on their daily ‘to-do’ list.

Focused and driven, CLOSERS most often enjoy working independently (or in smaller groups of like-minded people). Time passes quickly for CLOSERS when they are in the zone working on their various and sundry priorities and tasks that need to be accomplished.

When completely dialed-in, CLOSERS are known to put in long, concentrated hours—if it means getting through the items on their list. CLOSERS rarely give-up or give-in. When finished with their tasks, CLOSERS revel in the feeling of accomplishment that goes along with getting things done—it’s the fuel that fills their tank.

This cycle of “challenge and accomplishment” is what gets CLOSERS out of bed each and every morning.

CLOSERS: Good, Better, Best

As a CLOSER, you can get the most out of your purpose in a variety of important ways.

Good

First, you can use your purpose to make sure that everything in your control is organized, systematic and proceeding as planned. With your help, things will run smoothly during the course of the day—thus benefitting everyone. Remember, when you are at your best, things happen.

Better

Second, you can use your purpose to help your co-workers.

Although you may not see it, many people are naturally a bit envious of your purpose. Indeed, for some, getting things done just doesn't come naturally—not like it does for you.

With this in mind, you can put your purpose to better and higher use by offering assistance when others are struggling with execution and are having a difficult time in bringing priorities to a boil. Indeed, not only will others be grateful for your assistance and insight, but you'll get an added sense of accomplishment. In fact, by helping someone else, not only will you be able to accomplish more but you will be able to help your teammates along the way.

Best

Last but not least, you can put your purpose to best use by making sure your priorities align with those of the organization's clients, customers, vendors and other organizational partners. Remember, no one is happier than a client, a customer and/or a vendor when things are getting done (and done right)—especially when it benefits them. As a CLOSER, this is in your wheelhouse—and those around you will be overtly grateful; not only for your efforts and persistence but that you are on their team.

A Word of Caution

Before proceeding, a quick word of caution is necessary.

When unable to work on important priorities because of the actions of others (e.g. meetings run egregiously long; others aren't sufficiently prepared or lack motivation, etc.) CLOSERS can become agitated and irritated very quickly.

Fortunately, CLOSERS who are at the top of their games are able to temper their emotions and can get re-focused without alienating or offending others. This will be key for you in your ongoing journey of putting your purpose to good use at work.

Summary

In summary, as a CLOSER you play a very, very important role within the organization as you are driven by your purpose to keep things on track by getting things done, meeting goals and achieving important outcomes. By putting your purpose to good work, not only will you be happier, healthier and higher-performing; but you'll make everybody around you better as well.

7 Characteristics Of CLOSERS

- Focused
- Hard-Working
- Driven To Get Things Done
- Able To Zero-In On What Matters
- Very Detail-Oriented
- Responsible
- Overjoyed When Goals Are Met

8 Famous People Who Are CLOSERS

- Walt Disney
- Michael Jordan
- JK Rowling
- Oprah Winfrey
- Mark Cuban
- Mark Zuckerberg
- Beyonce'
- Steve Jobs

SECTION 2:

COLLABORATORS



When it comes to capturing your purpose at work, your answers suggest that you might be a COLLABORATOR.

By definition, a COLLABORATOR is someone who is naturally-wired to work closely with others.

Interestingly, COLLABORATORS draw energy from the deep relationships they establish with those around them. Said another way, COLLABORATORS are a very special group of people who revel in working together by demonstrating high-levels of cooperation, communication and coordination to openly achieve a shared goal.

Specifically, COLLABORATORS are easy people to be around at work because they bring out the best in others by building and maintaining strong relationships.

In the paragraphs that follow, you'll find important information and insights about COLLABORATORS—and their purpose in an organization.


The Characteristics of COLLABORATORS

As mentioned earlier, COLLABORATORS are “people people.” As such, they see the world—and especially their work—in terms of relationships. To COLLABORATORS there is nothing more exciting and fulfilling than having the opportunity to work with others. When COLLABORATORS are in their element, time flies, the group's energy is high and a lot of work gets done.

What makes a COLLABORATOR so special? Great question.

First, true COLLABORATORS are excellent communicators—they know how to genuinely connect with others. As a result, they have the ability to build high-levels of trust with those around them. This is essential because when difficult issues emerge and need to be addressed, a strong relationship has to be in place. This is where true COLLABORATORS shine.

What's more, because COLLABORATORS are always looking to meaningfully connect with others, those around them are eager and excited to partner because of the good feelings that come from working with them.



It's hard to understate the value of COLLABORATORS within an organization. In fact, it goes without saying; when COLLABORATORS are zeroed-in people have fun, things get done and there is an overwhelming desire to do it again and again.

COLLABORATORS: Good, Better, Best

As a COLLABORATOR, you can get the most out of your purpose in a variety of important ways.

Good

First, you can use your purpose to bring life and laughter to those around you. Because of your ability to connect in meaningful ways, people will be looking to you to keep things moving forward in a way that's energizing and exciting. Few people have this kind of influence in any group setting.

Better

Secondly, because COLLABORATORS are able to develop high-levels of trust, you can use your purpose to genuinely bring out the best behavior and performance in those around you. Indeed, since others naturally put their trust and faith in you, they will follow your lead when it comes to conquering and overcoming challenging circumstances.

As a COLLABORATOR, it is important to understand that you can use your purpose for great good by encouraging and supporting those around you to help them get to places that they've not been before. In this respect, COLLABORATORS are force-multipliers.

Best

Last but not least, you can put your COLLABORATOR purpose to best use by channeling your energies into assisting those clients, customers and constituents you serve. Put simply, people love to be around COLLABORATORS. By making yourself visible and available, you can help to move the organization forward by building strong relationships that endure over long periods of time.

A Word of Caution

Before proceeding, a quick word of caution is necessary.

Because COLLABORATORS connect and engage with others easily, it is sometimes possible to slip into a perpetual "socializing" mode.

Fortunately, COLLABORATORS who are at the top of their games are able to balance relationships with getting things done. Hold this piece of advice close as it will be useful for you in your ongoing journey of putting your purpose to good use.

Summary

In summary, as a COLLABORATOR you play an essential role within the organization as you are the kind of person that can meaningfully connect with others—in a way that’s fun, energizing and exciting. Because of your unique purpose, you are the type of person that can make a huge difference in any setting. By consciously putting your purpose to good work, not only will you be happier, healthier and higher-performing; but you’ll make everybody around you better as well.

7 Characteristics of COLLABORATORS

- High-Energy
- Charismatic
- Positive
- Other-Oriented
- Self-Aware
- Low Tolerance When Others Are Treated Poorly
- Uncanny Ability To Read Behavior

7 Famous People Who Are COLLABORATORS

- Nelson Mandela
- Maya Angelou
- Mother Theresa
- Magic Johnson
- Jimmy Fallon
- Ariana Huffington
- Dave Matthews



SECTION 3:

CONDUCTORS



When it comes to capturing your purpose at work, your answers suggest that you might be a CONDUCTOR.

By definition, a CONDUCTOR is someone who is a natural-born leader.

Just like the actual conductor of an orchestra, CONDUCTORS are those special people who have the uncanny ability to see the talents of everyone—and to expertly match those talents with the specific tasks that need to be accomplished. In this way, CONDUCTORS are very much like their symphonic counterparts in that people will be relying on you to keep the group together and on track when it comes to completing the actual score.

CONDUCTORS are both forward-thinking and inclusive by nature. And when zeroed-in, they are extremely effective at getting things done by engaging the talents and efforts of others.

In the paragraphs that follow, you'll find important information and insights about CONDUCTORS—and their purpose in an organization.

The Characteristics of CONDUCTORS

As mentioned earlier, CONDUCTORS are natural-born leaders. Specifically, CONDUCTORS have the potential to be commanding in their presence and people will follow them great distances because they have faith that they will help them to get to the desired destination safely.

As a leader, CONDUCTORS have a great passion for work and for life. Indeed, their energy is hard to match. Because they see opportunities in the gifts and talents of others, they are eager to get people engaged and to start making things happen.

In addition, CONDUCTORS are honest and open. They are comfortable in speaking their minds because it is their altruistic, inner vision that is driving them. Admirably, they are also excellent listeners. Great CONDUCTORS do not simply impose their strong will on others. Rather, they are open to hearing the feedback of others—and then incorporate it to give their team members the latitude they need to be successful.

Last but certainly not least, CONDUCTORS are calm, cool and even-tempered. But perhaps even more importantly, they are overjoyed when others succeed—especially when they accomplish something they thought couldn't be done.

CONDUCTORS: Good, Better, Best

As a CONDUCTOR, you can get the most out of your purpose in a variety of important ways.

Good

First, because you don't settle for mediocrity, you want the best—and only the best—for your team members; for their projects and for their lives. Because of this, people will be drawn to you and you will have the ability to accomplish much in your role as a leader and/or manager.

Better

Secondly, you can leverage your purpose as a CONDUCTOR by making a concerted effort to regularly and consistently recognize the efforts of those around you. By providing your teammates with praise and appreciation for their contributions you will boost their spirits and fill their hearts.

In this respect, you have one of the most important and unique opportunities available to you—and by harnessing this power you can help to take your organization from good to great.

Best

Last but not least, you can put your CONDUCTOR purpose to best use by channeling your energies into serving all those around you. By definition, “servant leadership” is a mindset and it centers around the idea of putting the needs of others first—in all circumstances. Without question, the servant-leader is a special breed—and one that can leave an indelible legacy in any organization in which they find themselves

A Word of Caution

Before proceeding, a quick word of caution is necessary.

Because CONDUCTORS are comfortable with taking the lead, it is important for you to be aware that there may be times when you are better served by stepping back a bit and letting others take the lead. Not only does this demonstrate confidence in your teammates, but it helps you to see where they are in their overall development.

Remember, true leaders don't create more followers; they create more leaders.

Summary

In summary, as a CONDUCTOR you play an integral role within the organization as people will faithfully follow your lead. Because of this, you are the type of person that—by perfecting their purpose—can have an enormous impact. By consciously putting your purpose to good work, you have the power to groom and grow people. Because of you, people will look back years from now and be reminded of what an extraordinary experience they had under your leadership.

7 Characteristics Of CONDUCTORS

- Passionate
- Open and Honest
- Other-Oriented
- Appreciative
- Self-Aware and Observant
- Calm, Cool and Collected
- Confident

7 Famous People Who Are CONDUCTORS

- Margaret Thatcher
- Phil Jackson
- Condoleezza Rice
- Warren Buffett
- Melinda Gates
- Abraham Lincoln
- Martin Luther King



SECTION 4:

CATALYSTS



When it comes to capturing your purpose at work, your answers suggest that you might be a CATALYST.

By definition, a CATALYST is someone who is always looking to take things to the next level. No doubt about it, CATALYSTS see the world differently—they see the potential; they see the opportunities; and, most of all, they see the possibilities.

CATALYSTS have a keen understanding of current priorities—but something in you finds a way to kick things up a notch and take things to the next level. As a result, CATALYSTS are people who routinely exceed expectations—and that feeling of maximizing opportunities is what fills their bucket.

In the paragraphs that follow, you'll find important information and insights about CATALYSTS—and their purpose in an organization.

The Characteristics of CATALYSTS

As mentioned earlier, CATALYSTS are dreamers AND doers. Specifically, CATALYSTS are highly-intuitive in that they can sense things others can't—especially when it comes to potential and untapped opportunities. And when CATALYSTS

see opportunities, they act on them—there's no hesitation, no questioning and no second-guessing. These characteristics make CATALYSTS exciting to be around; their self-assurance provides a lot of dynamic energy for their teammates.

Interestingly, it always seems like people are drawn to the energy and ideas that are swirling around CATALYSTS. Because of this, CATALYSTS rarely have to try to persuade others to get on board with an idea or an initiative. In this way, CATALYSTS create movement—and movement creates results.

By nature, CATALYSTS can process a lot of information in a very short period of time and routinely come to some pretty exciting conclusions. Driven by a desire to make things better, CATALYSTS are change-agents extraordinaire. Their ideas are endless. Their energy is indefatigable. Their drive for doing is impressive.

Last but certainly not least, CATALYSTS have a penchant for learning. With each new action they take, they monitor the results and re-establish their path forward. Impressively, CATALYSTS are highly-resilient and generally bounce back with little energy-expenditure.

CATALYSTS: Good, Better, Best

As a CATALYST, you can get the most out of your purpose in a variety of important ways.

Good

First, because you have boundless energy, you can inspire people to do more; to be more. Remember, CATALYSTS can see things others can't. As a result, your teammates will not only be grateful for what you bring to the table but they'll be energized and will want to get in lock-step with you as well. As a CATALYST, you can use your purpose to inject energy into any group.

Better

Secondly, you can leverage your purpose as a CATALYST by helping other people to see those opportunities that may be hiding in plain sight. Because you can see possibilities and potential, you can use your purpose to nudge others in a direction that can take them to the next level—and they'll be grateful that you did.

Best

Last but not least, you can put your CATALYST purpose to good use to kick over the dominoes when it comes to helping others who are less fortunate than you. One great way is by getting involved in a not-for-profit organization. By bringing your gifts and talents to the table, you can help these organizations do great good—things that they probably would not have been able to do if you weren't in the picture.

A Word of Caution

Before proceeding, a quick word of caution is necessary.

Because CATALYSTS are self-assured dreamers and doers, it is important for you to be aware that you won't always be right. Like everyone; you are human—and your ideas won't always pan out. With this in mind, it is important that you routinely seek the input of your teammates to help to refine and strengthen your vision and insights. What's more, because you bounce back quickly, it's important to realize that not everyone will share your sense of optimism and enthusiasm.

As a result, you'll need to proceed a bit more methodically when it comes to helping others getting over setbacks.

Summary

In summary, as a CATALYST you play a significant role within the organization as you are the kind of person that naturally makes things better and more impactful. Because of your unique purpose, you are the type of person that can take people, projects and organizations from good to great. By consciously putting your purpose to good work, not only will you be operating on all cylinders; but everyone around will be more engaged and prosperous as well.

7 Characteristics Of CATALYSTS

- Driven To Make Things Great
- Vision and Insight
- Endless Ideas
- Ability To Process A Lot Of Information
- Highly-Resilient
- Comfortable In Times Of Uncertainty
- Self-Assured

7 Famous People Who Are CATALYSTS

- Richard Branson
- Elon Musk
- Sally Ride
- LeBron James
- Amelia Earhart
- Chuck Berry
- Boyan Slot



Parting Thoughts And Next Steps

Thank you for completing the P5 Performance 'Purpose Finder' Inventory. We hope that you found the exercise useful and thought-provoking.

Here are some parting thoughts to ponder as you work to put your purpose to good use in the days and weeks ahead.

First, your purpose matters. This exercise is designed to help you better quantify and capture your purpose at work. To be sure, this inventory is just one perspective on conceptualizing purpose. However, if you've been struggling with finding your purpose at work, the results from this inventory can help you to take important steps forward.

Second, read your report. This report is packed with important thoughts, perspectives and ideas as it relates to your personal purpose at work. Take time each day to read your report. By digging deeper, you may stimulate some small idea or concept that can propel you forward. Remember, understanding the true meaning of your purpose is essential to your growth.

Third, reflect on the findings. Do you agree with the results? Why or why not? Are there aspects that capture your true essence? What parts are a bit of a departure? Certainly, these are not easy questions and there are no right or wrong answers. The most important part is that you address the questions with honesty and energy.

Fourth, work toward putting your purpose to work. It is one thing to find your purpose and it's entirely another to put it to good use. Too often people work hard to discover their true purpose and then fail to roll up their sleeves and put it to work. There is the illusion that, when it's your purpose, everything will effortlessly fall into place, that never really happens—if only it were so easy.

To be patently honest, putting your purpose to work takes effort, careful attention and diligence. But if you take the first steps, you'll find it will be among some of the most gratifying things you've ever done.

Fifth, keep searching; keep pursuing. It's important to understand that your purpose can change over time depending on the situation you are in and where you are at in your life. That said, keep pushing the ball up the court. Ask anyone who's ever locked on to their purpose and they'll tell you it requires constant attention. Again, it will be time well spent and you'll get far more out of it than the effort that you put in.

Last but not least, take the inventory again. It's kind of enlightening to retake the inventory multiple times—every change in an answer may unearth something new. So if you've got the time, take it again and see what transpires—it's all part of the journey.