

PURPOSE DISCOVERY

Anchor your career in what truly matters

Many professionals reach a point where things look fine on paper, but feel flat on the inside. The work is busy. The responsibilities are real. Yet motivation has faded, energy is inconsistent, and it's hard to explain what you are actually aiming for next.

Purpose Discovery helps you reconnect with the deeper thread running through your work and life. Not a job title. Not a role. But the contribution you are wired to make, and the impact that matters most to you.

This is not about writing a slogan or finding the perfect words.

It is about naming something real, so you can make decisions with more confidence, energy, and intention.

When purpose is clear, direction stops feeling forced. Choices become cleaner. Work feels more grounded and meaningful again.

Your journey will help you to

- Articulate your personal purpose in clear, human language
- Reconnect with meaning when work feels draining or directionless
- Create a personal compass you can use at every career crossroads
- Make decisions that feel aligned, not just sensible on paper
- Move from drifting to choosing with intention
- Feel more motivated and energised by the work you do

Purpose Discovery is ideal if you feel uninspired, disconnected, or unsure how to align your next move with what actually matters to you.

What's Included

✓ **Purpose Discovery video series**

A short, guided set of videos you can watch at your own pace. Each one introduces a simple idea or reflection, without overwhelm.

✓ **Purpose Discovery workbook**

A practical, step-by-step guide that helps you uncover your purpose from real moments in your life.

✓ **Your personal Purpose statement**

You'll walk away with a working draft of your personal purpose. This becomes a tool, not a slogan. Something you can return to when making career decisions, evaluating opportunities, or explaining what you bring.

✓ **Clarity on your Guiding Principles**

You'll identify the consistent ways you naturally bring your purpose to life, your strengths, values, and ways of showing up when you are at your best.

✓ **Insight into your Expressions of Purpose**

You'll see how your purpose already shows up in your work and life, and how it could be expressed more intentionally going forward.

✓ **1:1 Purpose Refinement Coaching Session**

A dedicated coaching conversation where I act as a sounding board as you sense-check your purpose statement. We'll pressure-test the wording, look for integrity and clarity, and refine it based on patterns I've seen from helping hundreds of professionals articulate their purpose in a way that feels true, usable, and steady over time.

✓ **And some additional FREE bonuses:**

- Action Planning Workbook (\$27 value)
- 30-Day Access To MyGrow EQ Learning Platform (\$30 value)

Purpose Discovery is self-paced and designed to fit into real life. You do not need to do everything in one sitting. Even small pockets of reflection can create meaningful clarity.

How This Fits with the Life by Design Toolkit

If you are completing Purpose Discovery as part of the [Life by Design Toolkit](#), this work builds directly on Design Discovery and Strengths Discovery.

- Design Discovery clarifies **where you thrive**
- Strengths Discovery clarifies **how you do your best work**
- Purpose Discovery clarifies **why it matters, and what you are here to contribute**

Together, they give you a strong foundation for aligned decisions, confident communication, and purposeful momentum.

What Clients Often Experience

- ★ A renewed sense of motivation and direction
- ★ Clearer language for what they want and why
- ★ More confidence saying yes and no
- ★ Less guilt about outgrowing roles that no longer fit
- ★ A feeling of being anchored, rather than pulled in different directions

Get Started Today

If you're ready to reconnect with meaning and create a clearer sense of direction, send me a message and I'll help you get started.

Still have some questions? Book a Discovery Call and we'll talk it through.

👉 <https://wecanbefullyalive.com/nextstep>

(Take a look at what past clients have said about the journey on the next page)

What Clients Say

"I walked away with far more clarity on who I am and what I want to do with my life."

— Lorna Sibanda | Marketing Manager | Dubai, UAE

"I've used the tools again and again for every big career decision. They help me stay aligned and purposeful."

— Sphamandla Luthuli | Geomatics Professional, MBA Candidate | Cape Town, SA

"I'd been in a job where I felt undervalued and unseen. Through Meg's coaching, I gained clarity on my strengths, values, & blind spots in a safe, supportive space. It gave me the confidence to recognise my unique skills, refine my job search, & strengthen my CV and cover letters. Learning to say 'no' to roles misaligned with my values was empowering. Meg's process was thoughtful, professional, and deeply grounding. I now feel confident, clear on my career direction, & ready for what's next."

— Joy Waddel | Programme Coordinator | London, UK

"It helped me make career choices that fit not just my skills, but my values & personality too."

— Emily Mudzingwa, PhD | Consultant | Minneapolis, USA

"This experience gave me hope, a renewed sense of purpose and direction, and cleared the doubts I had about myself and my capabilities."

— Bianca Maleking | Proposal Engineer | Johannesburg, SA

"Before my Design Discovery, I was deciding between 2 career opportunities and I couldn't see which was better. Discussing the detailed report with Meg was when I started to feel that it was helping me to know which path to take. I then felt much more relaxed and free to pursue my chosen path happily."

— Farai Mbumbwa | Actuary | Cape Town, SA