



Life's Purpose: Find & Live It

By Dr Lynda Wee

"The purpose of life is a life of purpose."

Robert Bryne

In his book, *How will you measure your life?*, Professor Clayton Christensen advises us to invest time to first determine our life's purpose before living it relentlessly.

In reality, most of us reserve our talent, time, and energy for our career and give little thought to what our life's purpose is. Why so? Having grown up in an emerging economy, we differentiate ourselves based on academic or career achievements, believing that these evidences prove that we are moving forward, hence, we can get what we want.

High achievers are motivated by the most tangible and immediate returns. Their mantra: 'Study hard now, play later, and you shall achieve good grades. Work hard now, smell the roses later, and you shall achieve accelerated career progression.'

When they have extra time or resources, they would spend it on

activities that yield the most tangible achievements instead of spending it on building relationships or developing people. The latter takes time to produce results.

In a nutshell, high achievers have the tendency to over-invest in their careers and under-invest in the most powerful and enduring sources of happiness: their health and families.

Having a clear life's purpose is crucial. Without it, we lack a compass to keep us on track on what is truly important to us. Clarity allows us to allocate our limited resources wisely, rise above bad days, give us courage to handle inconvenient truths, and go beyond safe measures that do not add up in our lives.

Ultimately, what we give our talent, time and energy to shapes our life's strategy. Predisposition towards endeavours that offer instant gratification would lead us to under-investing in what matters most to us. There is a compelling need to stop doing this.

Gain deep insights on yourself by conducting a personal SWOT (Strengths-Weaknesses-Opportunities-Threats) Analysis. Map out your personal vision and values to identify what truly matters.

Once we know what our life's purpose is, we can determine meaningful measures that track our progress and help us make improvements. At the end of our lives, the current measures assigned to us at work do not matter. Instead, it is whom have we met and what have we done to make a positive difference to that person that matters more.

"It does not matter how long you are spending on the earth, how much money you have gathered or how much attention you have received. It is the amount of positive vibration you have radiated in life that matters."

Amit Ray