

PURPOSE AND MEANING

A Values-Led Path to Purposeful Leadership



WORKBOOK

A practical guide to uncover what matters, create direction, and build a life and leadership that make a difference.



VALUES

The roots.
Tell us what matters.



MEANING

Nourishes.
Tells us why it matters.



PURPOSE

Gives direction
and strength.



GOALS

Turn purpose
into visible
action.



PRACTICES

Keep the whole
thing alive
day by day.

Purpose and Meaning

A Client Workbook for Moving from Values to Lived Direction

This workbook is for the person who has said, quietly or loudly:

“I don’t know my purpose.”

“I feel like something is missing.”

“My life looks fine, but it does not feel mine fully.”

“I want to know what I am here for.”

There is nothing wrong with you for asking those questions. They usually appear when an old way of living has started to feel too small. Sometimes the change is obvious: burnout, grief, a career shift, a relationship ending, children leaving home, a health scare, a quiet loss of motivation. Sometimes nothing visible has happened. You just noticed that the old answers do not land anymore.

This workbook does not try to hand you a purpose. Nobody can do that honestly.

It helps you listen for the roots.

The model is simple:

Values are the roots.

They tell us what matters.

Meaning is the nourishment.

It tells us why it matters.

Purpose is the trunk.

It gives direction and strength.

Goals are the branches.

They turn purpose into visible action.

Practices are the leaves.

They keep the whole thing alive day by day.

Most people try to start with a purpose. They want the trunk before they have met the roots. That is understandable. Purpose sounds solid. It sounds like relief.

But purpose grows from meaning. And meaning grows from what you value.

So we will begin there.

How to Use This Workbook

You do not need to complete this perfectly. In fact, trying to do it perfectly may get in the way.

Work slowly. Let your first answers be messy. Write things down even if they sound too small, too ordinary, or not yet clear. Often the truth first arrives as a half-sentence, a repeated feeling, a memory, an irritation, a longing, or a quiet sense of “yes, that.”

You can use this workbook in three ways:

1. **On your own**, as a reflective process over several days or weeks.
2. **With your coach**, as a companion between sessions.
3. **As a living document** — something you return to when your life is shifting.

There is no prize for rushing. If one question opens something important, stay with it.

A useful rhythm:

- Spend 20–40 minutes on one section at a time.
- Write by hand if possible. It slows the mind down.
- Notice what happens in your body as you answer.
- Do not force insight. Let it gather.

Before you begin, take a moment.

Put both feet on the floor. Let your shoulders drop a little. Look around the room. You are not trying to solve your whole life in one sitting.

You are listening for what is already here.

A Note on Safety and Support

Some questions in this workbook may touch grief, regret, shame, anger, or old wounds. That does not mean you are doing it wrong. It means you are getting close to something real.

Still, go gently.

If you feel flooded, stop. Take a break. Get some water. Step outside. Speak with your coach, therapist, doctor, or another trusted person if you need support.

Purpose work should not be used to push past your limits. Sometimes the most meaningful next step is rest, support, honesty, or a kinder relationship with your own nervous system.

The Tree Model at a Glance

Use this page as a reference as you move through the workbook.

Level	Image	What it asks
Values	Roots	What matters to me?
Meaning	Nourishment	Why does this matter?
Purpose	Trunk	How shall I live in service of this?
Goals	Branches	What visible action follows?
Practices	Leaves	What keeps this alive day by day?

A helpful sentence:

When I know what matters, I can understand why it matters. When I understand why it matters, I can choose a direction. When I choose a direction, I can act. When I act repeatedly, my life begins to take shape around what is true.

Part One: Values — The Roots

What Matters

Values are not just words like freedom, truth, family, beauty, courage or growth.

Those words can be useful, but only if they are connected to lived evidence.

A real value has weight. You feel it when it is honoured. You feel it when it is violated. You notice it in your envy, your admiration, your anger, your grief, your loyalty, your sacrifice, and sometimes in the thing you keep avoiding.

A value is something your life keeps organising around, whether you have named it or not.

This section helps you notice your roots.

Practice 1: Moments of Aliveness

Think of moments when you felt unusually alive. Not necessarily happy. Alive.

Maybe you were making something. Telling the truth. Walking alone somewhere beautiful. Helping someone understand themselves. Leading a difficult conversation. Learning something deeply. Protecting someone. Repairing something. Saying no. Saying yes.

Write 5–10 moments.

Moment	What was happening?	What felt alive in me?	Possible value
1			
2			
3			
4			
5			
6			
7			

Now look back over your answers.

What values might be hiding in these moments?

Write any words or phrases that come up.

Practice 2: What Hurts Because It Matters

Pain often points to values.

When something hurts, it may be because something important has been ignored, betrayed, lost or threatened.

Complete these prompts.

I feel angry when...

I feel sad when...

I feel restless when...

I feel smaller when I betray...

I feel more myself when I honour...

Now ask: what values are being violated or honoured here?

Strong feeling What happened? What value may be present?

Anger

Sadness

Restlessness

Envy

Admiration

Relief

Practice 3: Admiration and Envy

Admiration and envy can be uncomfortable, but they are honest messengers.

Admiration says, “Something in this person reflects what I value.”

Envy sometimes says, “Something in this person is living a permission I have not given myself.”

Think of three people you admire. They may be public figures, friends, colleagues, family members, artists, teachers, or even fictional characters.

Person What do I admire? What value does this reveal?

1

2

3

Now think of someone you envy, even a little. Be honest. No one needs to see this page.

Person	What do I envy?	What unlived value or longing may be present?
1		
2		
3		

What do these answers tell you?

Practice 4: The Values Shortlist

Look back over the previous pages. Circle or underline repeated words.

Now choose 8–12 values that seem important in your life right now.

They do not need to be perfect. They are a working list.

Value	What this means to me, in plain language
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	

Now narrow the list to your **top five**.

Do not choose the values you think you should have. Choose the ones that feel most alive, most costly, most true.

My top five values	What life feels like when I honour this value	What life feels like when I betray this value
1		
2		
3		
4		
5		

A Pause Before Moving On

Finish this sentence:

The values I can no longer ignore are...

And this one:

If I lived closer to these values, something that would need to change is...

Part Two: Meaning — The Nourishment

Why It Matters

Meaning is the felt sense that something matters.

It is not only an intellectual answer. It is the quiet recognition that your life, work, relationships, choices, suffering or change are connected to something deeper than the surface event.

Meaning often asks:

“What is this revealing?”

“What is this asking of me?”

“What do I now understand about what matters?”

“What is worth living for, protecting, creating or becoming?”

Values tell you what matters.

Meaning tells you why it matters.

Practice 5: The Why Beneath the Value

Take each of your top five values and ask why it matters.

Try not to stop at the first answer. Keep going a little further.

Value	Why does this matter to me?	What does this value protect?
-------	-----------------------------	-------------------------------

1		
---	--	--

2		
---	--	--

3		
---	--	--

4		
---	--	--

5		
---	--	--

Now choose one value that feels especially strong.

Write it here:

Value: _____

Ask the deeper questions.

This matters to me because...

Without this, my life starts to feel...

When this is present, I become more...

This value may have grown out of...

This value asks me to...

Practice 6: Where Meaning Has Been Present

Think back across your life.

Where have you felt that something mattered, even if it was difficult?

A period of study. A friendship. A piece of work. A family responsibility. A creative project. A loss that changed you. A time when you stood up for something. A place where you felt unusually at home.

Time or situation	What made it meaningful?	What value or deeper thread was present?
1		
2		
3		
4		
5		

Now reflect.

A thread I can see running through these moments is...

Practice 7: The Four Layers of Meaning

Meaning can show up at different levels. You do not need all of these fully formed. This is just a way to listen more carefully.

1. Survival meaning

What helps me feel safe, steady and able to function?

2. Personal meaning

What do I want to create, experience, become or heal?

3. Relational meaning

Who and what do I belong to? Where do I give and receive love, truth and contribution?

4. Larger meaning

What larger purpose, principle, beauty, service, mystery or responsibility does my life feel connected to?

Now, notice which layer needs attention right now.

The layer that feels most alive for me is...

The layer I may have been neglecting is...

Practice 8: From “Why?” to “For What?”

When something painful or confusing happens, “Why did this happen?” can keep us circling. It can be a valid question, but it sometimes traps us in blame, regret or analysis.

“For what?” opens another door.

It does not pretend that the pain was good. It simply asks what the experience may now be asking from you.

Choose one experience you are still making sense of.

The experience:

What did this reveal about what matters to me?

What did this teach me about what I can no longer ignore?

What did this ask me to grieve, release or reclaim?

For what might this experience now be used?

A Pause Before Moving On

Finish these sentences:

My life feels meaningful when...

A deeper thread I am beginning to notice is...

What feels worth serving, protecting or creating is...

Part Three: Purpose — The Trunk

Direction and Strength

Purpose is not a slogan. It is not a job title. It is not something you need to package beautifully before you are allowed to live it.

Purpose is the direction your life takes when you choose to serve what matters.

If meaning says, “This matters,” purpose says, “Then this is how I will live.”

Your purpose may be quiet. It may be ordinary-looking. It may show up in how you listen, lead, parent, build, repair, create, teach, protect, simplify, tell the truth, or help others feel less alone.

Practice 9: Purpose Clues

Look over your values and meaning notes.

Now complete these prompts quickly, without trying to sound impressive.

I keep being drawn to...

People often come to me for...

I feel most useful when...

I feel most false when...

Something I seem unable to stop caring about is...

A kind of suffering I am strangely willing to help reduce is...

A kind of beauty, truth or possibility I want to bring into the world is...

Practice 10: The “How Shall I Live?” Question

Choose one meaning thread from the previous section.

Write it here:

This matters to me:

Now ask:

If this matters, how shall I live?

Let yourself write several answers.

Now look at your answers.

Which ones feel like performance?

Which ones feel simple and true?

Which ones scare you a little because they ask for honesty?

Practice 11: Purpose Drafts

Now begin drafting purpose language.

Keep it rough. You are not writing a final statement. You are listening.

Complete each sentence.

I am here to...

I feel called to...

I want my life to stand for...

I serve...

I protect...

I create...

I refuse to keep...

Now choose the 2–3 sentences that feel most honest.

Write them here:

Read them aloud.

Notice your body.

Where do you feel energy?

Where do you feel resistance?

Where does the language sound too polished or false?

Practice 12: Purpose Is Not a Job Title

Purpose can express itself through many forms.

A person who is here to help people understand themselves might do that as a coach, writer, teacher, parent, leader, therapist, artist, researcher, friend or founder.

The role changes. The deeper pattern continues.

Use the table below to separate your deeper purpose from possible forms.

Deeper purpose or direction	Possible forms it could take
-----------------------------	------------------------------

Now answer:

If I stopped confusing purpose with job title, I would give myself permission to...

A Pause Before Moving On

Try this working purpose sentence:

My purpose is to...

...in service of...

...so that...

Now rewrite it in plain, human language. No performance. No grandiosity.

Part Four: Goals — The Branches

Visible Action

Goals turn purpose into something visible.

Without goals, purpose can stay warm and inspiring but vague. You may feel moved after a session or reflection, then return to the same patterns because nothing in the structure of your life has changed.

Goals do not have to be huge.

A meaningful goal might be:

- Have one honest conversation.
- Create a weekly writing rhythm.
- Leave a role that keeps asking you to betray yourself.
- Build a body of work.
- Repair a relationship.
- Protect one morning a week for deep work.
- Stop saying yes out of fear.
- Apply for something you keep postponing.
- Reclaim a creative practice.

Goals are branches. They reach outward from the trunk.

They should make your purpose visible in life.

Practice 13: Purpose Into Action

Write your current purpose direction here:

Now ask what this would change.

Area of life	What would change if I lived closer to this purpose?
--------------	--

Work	
------	--

Relationships	
---------------	--

Area of life	What would change if I lived closer to this purpose?
--------------	--

Time	
------	--

Health and energy	
-------------------	--

Money	
-------	--

Home	
------	--

Creativity	
------------	--

Spiritual life or inner life	
------------------------------	--

Leadership or contribution	
----------------------------	--

Which area feels most important right now?

Why this one?

Practice 14: The Next 90 Days

Purpose becomes more real when it asks something of your calendar.

Choose up to three meaningful commitments for the next 90 days.

These should be specific enough to act on, but not so heavy that they become another burden.

Commitment 1

What I will do:

Why this matters:

What value does this honour:

First visible step:

By when: _____

Commitment 2

What I will do:

Why this matters:

What value does this honour:

First visible step:

By when: _____

Commitment 3

What I will do:

Why this matters:

What value does this honour:

First visible step:

By when: _____

Practice 15: The Honest Yes and No

Purpose gives direction partly by helping you say yes and no.

Complete the following.

To live closer to my values, I need to say yes to...

To live closer to my values, I need to say no to...

Now choose one yes and one no that matter most right now.

My important yes:

My important no:

Practice 16: Obstacles Without Drama

Every meaningful goal will meet resistance.

Resistance does not mean the goal is wrong. It may mean the goal is touching an old pattern, fear, loyalty, comfort zone, or identity.

Choose one of your 90-day commitments.

Commitment:

Now map the likely obstacles.

Possible obstacle	What I usually do	What I will try instead
Fear		
Lack of time		
Other people's expectations		
Perfectionism		
Tiredness		
Doubt		
What support do you need?		
Who could help you stay honest?		

A Pause Before Moving On

Finish this sentence:

The branch I am ready to grow now is...

The first visible action I will take is...

Part Five: Practices — The Leaves

Keep It Alive Day by Day

Practices are the leaves.

They are the small, repeated things that keep the whole tree alive.

A purpose that does not touch your Tuesday morning is still too abstract.

You do not need a heroic routine. You need practices that help you return to what matters when life gets noisy.

Small is not weak here.

Small is how a life changes.

Practice 17: What Helps Me Return

Think of times when you feel more grounded, honest, clear or connected.

What helps you return to yourself?

Practice or condition	What it gives me	How often I need it
Quiet		
Movement		
Honest conversation		
Creativity		
Nature		
Prayer, meditation or reflection		
Reading or learning		
Time alone		
Time with others		

Practice or condition	What it gives me	How often I need it
Sleep or rest		
Boundaries		
What do you notice?		

Practice 18: Design Your Leaves

Choose practices that match your values and purpose.

A practice should be small enough that you can actually do it.

Not “change my whole life.”

More like:

- Write honestly for five minutes.
- Begin the day by asking, “What matters today?”
- Take a walk without headphones.
- End each Friday by reviewing where I honoured or betrayed my values.
- Spend one hour a week on meaningful work before other people’s demands take over.
- Ask one real question in a conversation instead of performing competence.
- Say no once a week, where I would usually say yes from fear.

Now create your own.

Value or purpose thread	Small practice that keeps it alive	Frequency
		Daily / Weekly / Monthly
		Daily / Weekly / Monthly
		Daily / Weekly / Monthly
		Daily / Weekly / Monthly

Value or purpose thread	Small practice that keeps it alive	Frequency
		Daily / Weekly / Monthly

Choose three core practices for the next month.

Practice 1

I will:

When:

Why it matters:

Practice 2

I will:

When:

Why it matters:

Practice 3

I will:

When:

Why it matters:

Practice 19: The Daily Purpose Check-In

Use this once or twice a day for one week.

Pause. Breathe. Ask:

What is my purpose asking me to do right now?

Not next year. Not once is everything sorted.

Right now.

It might ask you to rest. To send the message. To tell the truth. To stop performing. To make the thing. To apologise. To close the laptop. To listen. To say no. To begin.

Seven-day check-in

Day	What is my purpose asking me to do right now?	Did I listen? What happened?
Day 1		
Day 2		
Day 3		
Day 4		
Day 5		
Day 6		
Day 7		

What did you learn from this practice?

Practice 20: What I Need to Stop Doing

Sometimes, purpose is less about adding and more about stopping.

Stopping the performance.

Stopping the self-betrayal.

Stopping the constant availability.

Stopping the habit of shrinking before you even speak.

Stopping the chase for approval from people who do not share your values.

Complete the prompts.

One thing that quietly pulls me away from myself is...

One behaviour I use to avoid what matters is...

One commitment I keep making from fear is...

One practice of self-betrayal I am ready to interrupt is...

The smallest interruption I can make is...

A Pause Before Moving On

Finish this sentence:

The leaves that will keep my tree alive are...

When I drift, I will return by...

Part Six: Your Personal Positioning Statement

A Guide, Not a Rigid Identity

A personal positioning statement is not a brand tagline.

It is not meant to trap you in one version of yourself.

It is a guide. A compass. A way to remember what you stand for when life gets loud.

It grows from everything you have explored:

- Your values
- Your sources of meaning
- Your purpose direction
- Your goals
- Your practices
- Your honest yes and no

Do not make it too polished. If it starts sounding like something you would post to impress people, bring it back down to earth.

Plain language is allowed.

Truth often prefers it.

Practice 21: Gather the Raw Material

My core values are:

These matter to me because:

I feel most alive when:

I feel false when:

I am here to serve, create or protect:

I need to say yes to:

I need to say no to:

Practice 22: Draft the Statement

Use this structure:

I stand for _____ **because** _____.

I am here to _____ **through** _____.

I say yes to _____ **and no to** _____ **so that** _____.

Draft 1

I stand for _____

because _____.

I am here to _____

through _____.

I say yes to _____
and no to _____
so that _____.

Draft 2

I stand for _____
because _____.
I am here to _____
through _____.
I say yes to _____
and no to _____
so that _____.

Draft 3 — simpler, plainer, more honest

I stand for _____
because _____.
I am here to _____
through _____.
I say yes to _____
and no to _____
so that _____.

Practice 23: Test It in the Body

Read your statement aloud.

Do not analyse it yet. Listen to your body.

Where does it feel true?

Where does it feel too big, too polished or too vague?

Which word or phrase has energy?

Which word or phrase needs to be changed?

What would make this statement more honest?

Now write the current version of your personal positioning statement.

My Personal Positioning Statement

Date: _____

I will review this again on: _____

Part Seven: Integration

From Insight to Life

Insight matters, but it is not the end of the work.

The point is not to have a beautiful workbook.

The point is to live a little closer to what is true.

You will drift. Everyone does. The question is not whether you drift. The question is whether you notice and return.

This final section helps you turn the work into a simple living plan.

Practice 24: My 30-Day Integration Plan

For the next 30 days, I will focus on:

My three commitments

Commitment	First step	Date
1		
2		
3		

My three practices

Practice	Rhythm	How I will remember
1		
2		
3		

My support

The person I will tell about this is:

The support I need is:

The conversation I may need to have is:

Practice 25: Weekly Review

Use this once a week for the next four weeks.

Week 1

Where did I honour my values this week?

Where did I betray them?

What felt meaningful?

What is one small adjustment for next week?

Week 2

Where did I honour my values this week?

Where did I betray them?

What felt meaningful?

What is one small adjustment for next week?

Week 3

Where did I honour my values this week?

Where did I betray them?

What felt meaningful?

What is one small adjustment for next week?

Week 4

Where did I honour my values this week?

Where did I betray them?

What felt meaningful?

What is one small adjustment for next week?

Practice 26: When I Lose the Thread

You will lose the thread at times.

You may get busy. Scared. Tired. Over-responsible. Pulled into old habits. Seduced by approval. Numb from too much noise.

That does not mean the work has failed.

It means you are human.

Create a return plan.

Signs I am losing the thread:

What usually pulls me away:

What helps me return:

The first small thing I will do when I notice I am drifting:

A sentence I can say to myself:

Closing Reflection

You may have started this workbook seeking your purpose.

Maybe you found a sentence. Maybe you did not. Either is okay.

The deeper work is learning to notice what matters, why it matters, and how your life wants to move in response.

Purpose is not always a lightning bolt.

Sometimes it is the quiet relief of telling the truth.

Sometimes it is the ache of realising you can no longer live the old way.

Sometimes it is a small repeated act that slowly changes the shape of your days.

Sometimes it is a sentence that feels too simple at first:

“I am here to help people feel less alone.”

“I am here to make things beautiful.”

“I am here to tell the truth.”

“I am here to protect what is tender.”

“I am here to build spaces where people can become more themselves.”

You do not need to force it.

Go back to the roots.

Ask what matters.

Ask why it matters.

Let direction grow from there.

Then take one honest step.

Final Notes to Myself

What I want to remember from this workbook:

What I am no longer willing to betray:

The next honest step:

Optional One-Page Summary

My Tree

Roots — My values:

Nourishment — Why they matter:

Trunk — My purpose direction:

Branches — My current goals:

Leaves — My daily or weekly practices:

My personal positioning statement:

My next step:

Need assistance:

1. Share Your Workbook. Please forward your assessment scores to me at pietro@pietropazzi.com . Then, if you do not already have a session booked, please do so.

2. Book an Exploratory Session. If you are not a coaching client, send me your workbook, and book a complimentary 30-minute conversation. It is not a sales pitch but a focused exploration to determine whether we are the right fit to do this work together. [Book a 30min No-Obligation Exploratory chat](#)

Pietro Pazzi

Psychosynthesis | MBA | CM | LSS MBB | Cert. Coach

Leadership Depth Coach & Mentor

I help senior executives transform their leadership from the inside out—so they can navigate complexity with clarity, lead with authentic impact, and build the inner capacity their next level demands.

Get In Touch

+49 1523 706 6248

pietropazzi.com

pietro@pietropazzi.com



PIETRO PAZZI
depth coach-mentor



EMCC member



PIETRO PAZZI
depth coach-mentor

pietropazzi.com