



Finding Your Purpose & Putting it to Work

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From Purpose to Impact

Figure out your passion and put it to work.
by Nick Craig and Scott Snook

pur·pose

/ˈpərpəs/

Noun

The reason for which something is done or created or for which something exists.

“ CLARIFY YOUR PURPOSE

What is the *why* behind everything you do?
When we know this in life or design
it is very empowering
and the path is clear.”

— Jack Canfield

☞ Pas'sion *noun* \ 'pa-shən\ a strong liking or desire for or devotion to some activity, object, or concept

☞ Strong and barely controllable emotion.

☞ Boundless enthusiasm.



Meaning in Work is at the Core of it All

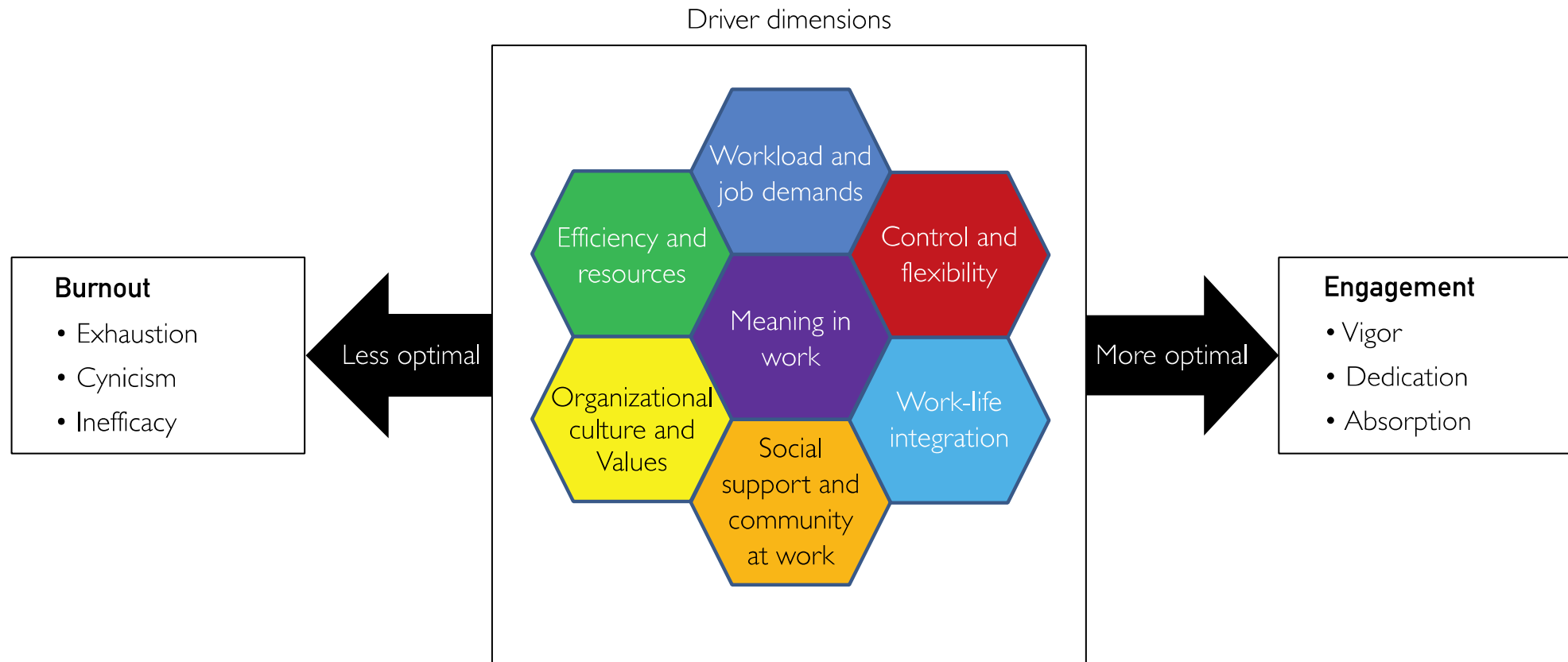
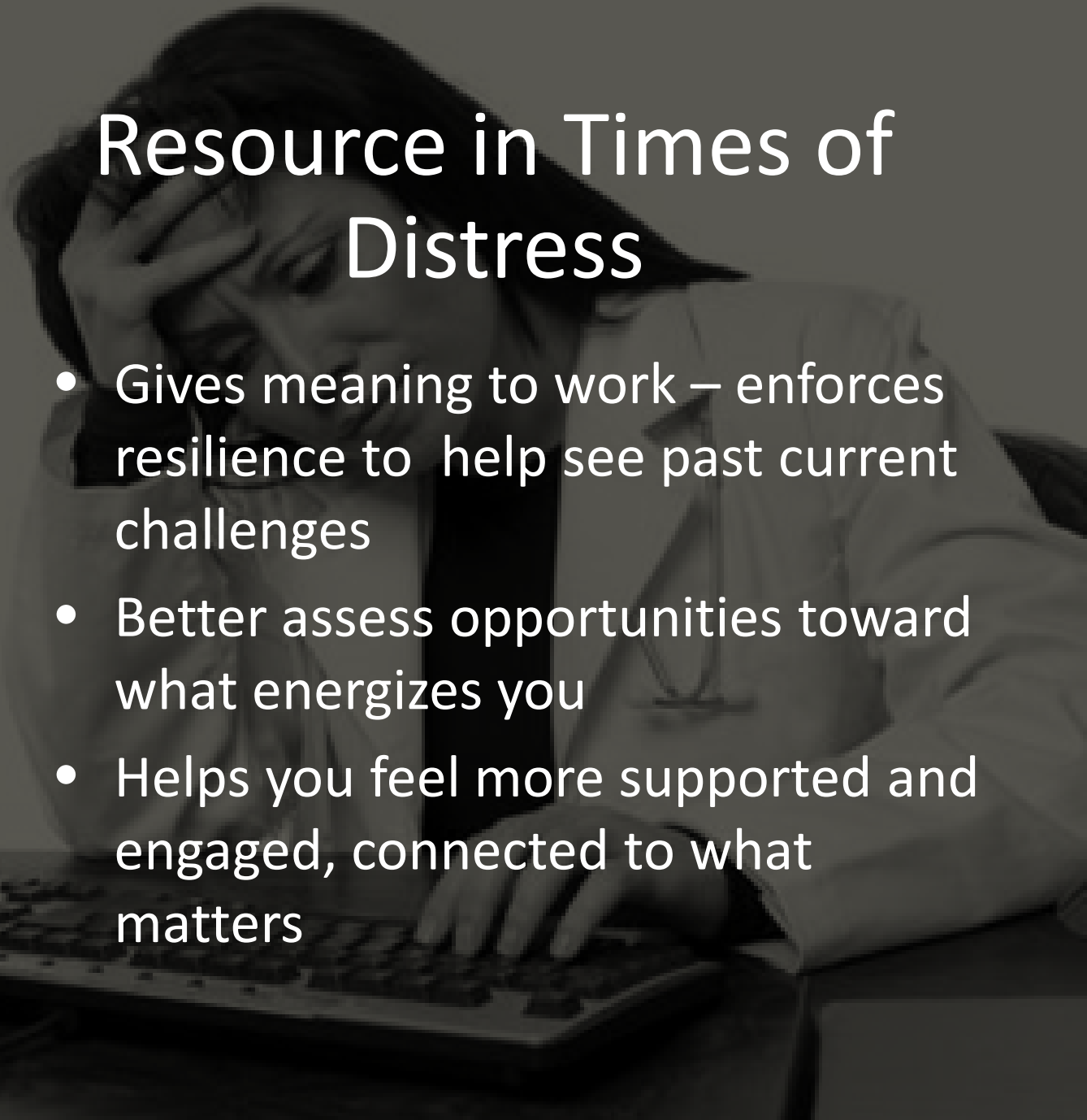


FIGURE 2. Key drivers of burnout and engagement in physicians.



Resource in Times of Distress

- Gives meaning to work – enforces resilience to help see past current challenges
- Better assess opportunities toward what energizes you
- Helps you feel more supported and engaged, connected to what matters





Identify, Articulate, Advocate

- Physicians who spend 20% of their time doing work that is meaningful and aligned with their values and purpose have lower burnout
- We cannot expect leadership to advocate for us if we cannot articulate it!



Got Purpose?

Where Do I Start?

START

LIFE IS A BOOK

with many

Chapters

Goal – Find the Drive That Motivates Your Choices

We Are Bad At This!

- How do you capture why you are on this earth?
- Few know it, even fewer can articulate it
- When in life have you been the most fulfilled? Truly happy?
- Why would someone pay me for this?



Take a moment:
What do you love about
your work?

- Share something about your work that is truly meaningful to you, brings you joy, and/or gives you a reason to get out of bed in the morning
- Switch roles after 2 minutes



Purpose Statement: Key Ingredients



- Concise, specific, personal
- Leaves you emboldened, energized
- Language uniquely meaningful to you
- Not who you think you should be, but who you can't help being
- Words capture your essence and call you to action

It's not **WHAT** you do, it's **HOW** you do it and **WHY**



WHAT IS IT IN
LIFE YOU
LOVE TO DO,
OR JUST
CAN'T STOP
DOING?



WHEN HAVE
YOU BEEN
HAPPIEST?
MOST
FULFILLED?



WHAT DID
YOU LOVE TO
DO AS A
CHILD?



HOW CAN
YOU SEE THAT
IN WHAT YOU
LOVE ABOUT
YOUR JOB
NOW?



WHAT
STRENGTHS
DO YOU
BRING TO THE
TABLE, NO
MATTER
WHERE YOU
ARE SEATED?

Step 1: Take Time to Reflect

Consider your life stories, find the thread, follow it

Craft a clear, concise, declarative statement

My purpose is _____

Write an explanation, emphasizing your strengths

Be holistic – consider life outside of work as well

Purpose Statement: My Process

Love coaching
& teaching

Happiest &
most fulfilled
around family

Child – stories,
sports, friends,
family

Now – PCP,
team approach,
family

Strengths –
perspective,
honesty, humor

To positively impact well-being through
my ears, eyes, heart, and voice.

Kerri Palamara, MD
2019

Step 1, Your Turn! Time to Reflect

Consider your life stories, find the thread, follow it

Craft a clear, concise, declarative statement

My purpose is _____

Write an explanation, emphasizing your strengths

Be holistic – think of life outside of work as well



Time to Share

Put Your Passion & Purpose to Work



PASSION



PURPOSE

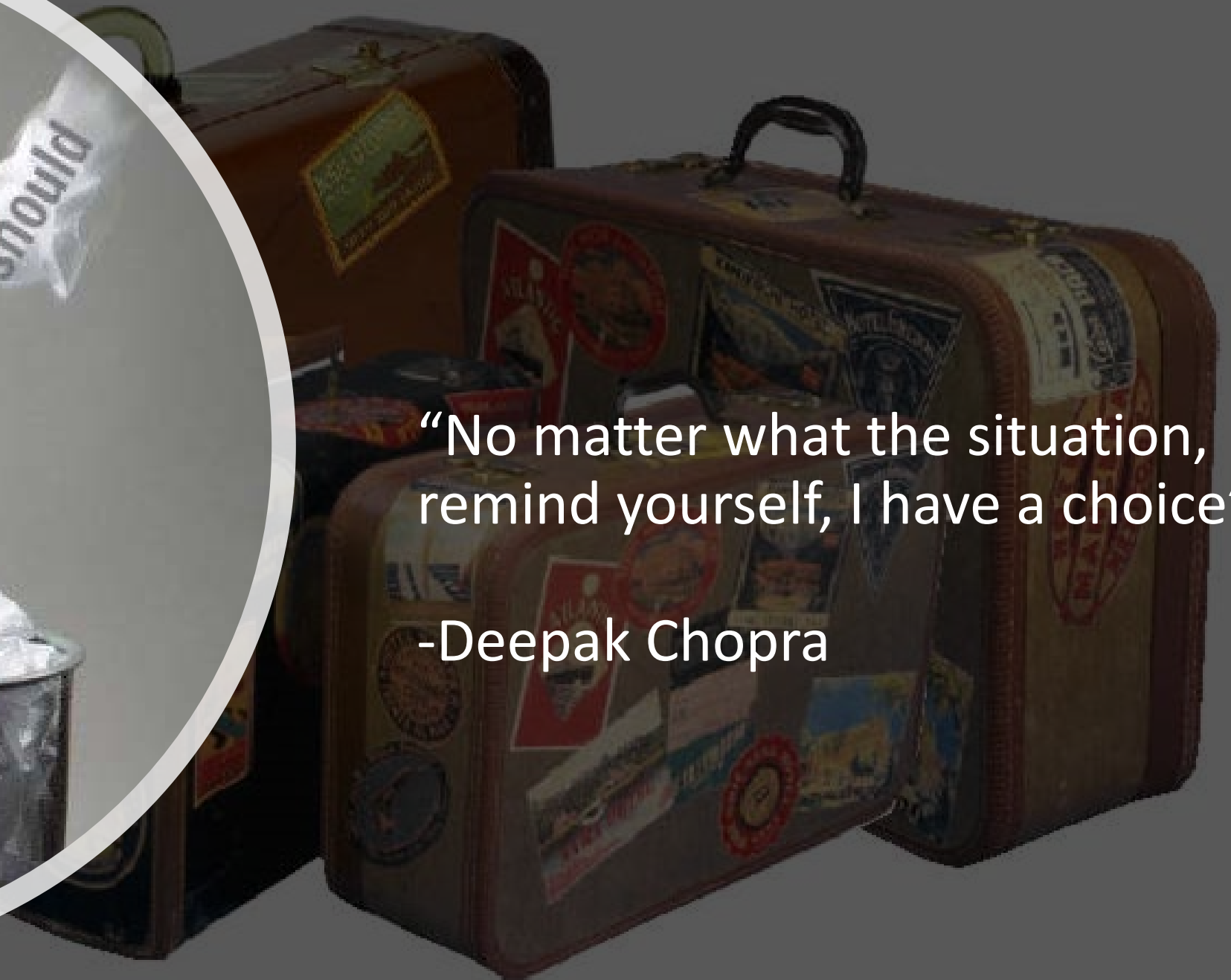


PLAN



“No matter what the situation,
remind yourself, I have a choice”

-Deepak Chopra



Step 2: Create the Plan to Live It

Future
Broad



Specific
Present

3-5 years

- What are your big picture goals?

2 years

- What are the steps you need to take to set yourself up long-term?

1 year

- Align current tasks with your statement and future goals
- Can you add something to your day to day that is 100% in line with your statement?

Next 3
months

- What are the CRITICAL NEXT STEPS? Small wins?
- What are the key relationships you need to help you succeed?

A grayscale photograph of a person standing with their arms outstretched horizontally, looking upwards. The person is wearing a long-sleeved shirt and pants. The background is a cloudy sky. The image is used as a background for the text.

Communicating Your Purpose Action Plan

- How can you communicate this plan with leadership?
- When will you do it? How do you set that up?
- How can you align your values with theirs?
- What are you willing to commit to today?

Coaching Yourself and Coaching Up



If this went perfectly, what will have happened?



What does this person care about? What do they want/need to see happen?



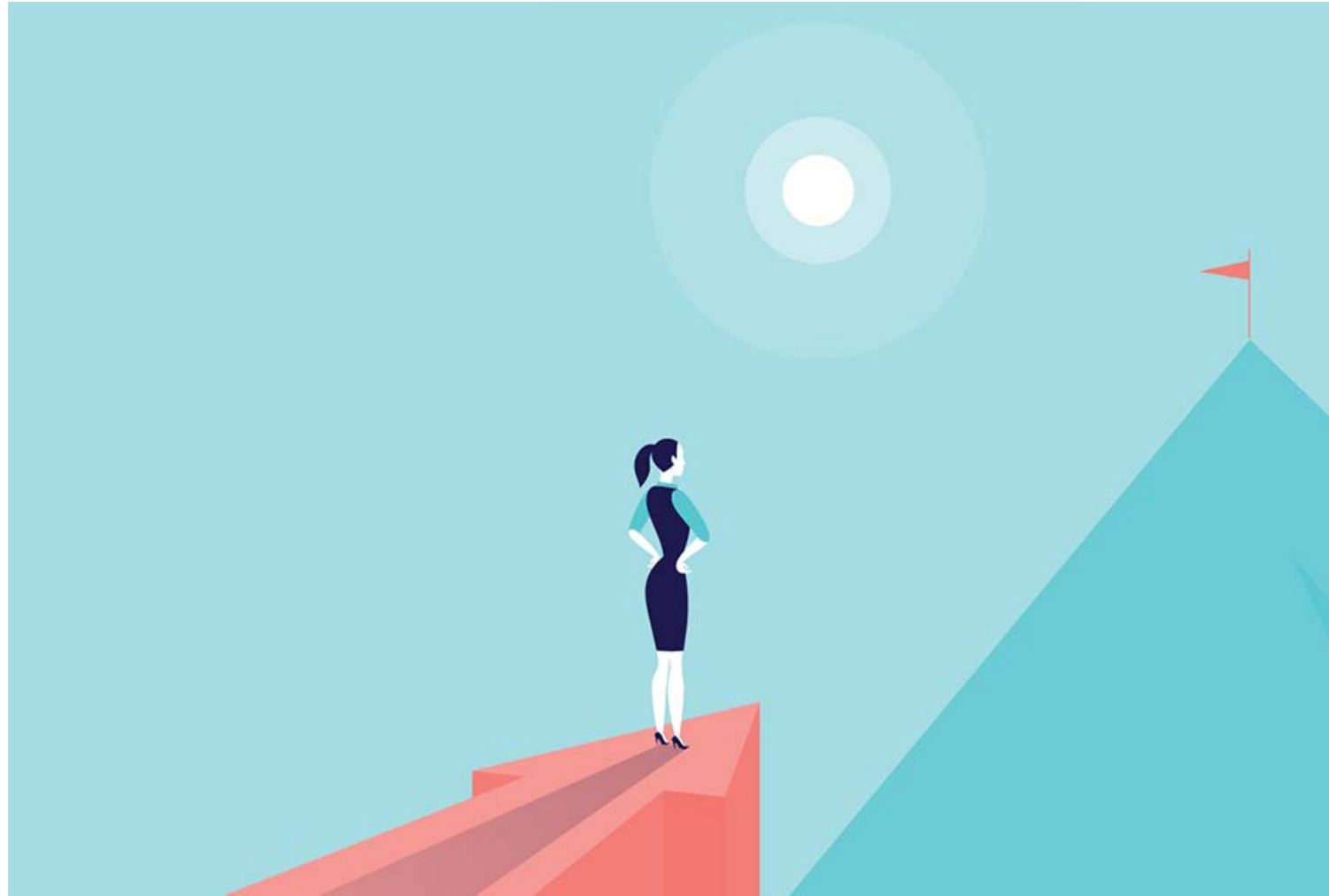
How can I tailor my comments based on this to meet their needs and mine?



How do I keep this in sight as the conversation evolves?



How do I close to ensure commitment or confirm next steps?



Questions &
Thoughts



Questions?

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