Finding Your Purpose & Putting it to Work

ACP Massachusetts
Chapter 2019 Meeting
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From Purpose to Impact

Figure out your passion and put it to work.

by Nick Craig and Scott Snook
purpose

/ˈpɜrˌpoʊs/  

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
Passion noun  
\( 'pā-shən \) 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

Driver dimensions

Burnout
- Exhaustion
- Cynicism
- Inefficacy

Less optimal

Efficiency and resources

Meaning in work

Control and flexibility

Organizational culture and Values

Meaning in work

Social support and community at work

Work-life integration

Workload and job demands

Engagement
- Vigor
- Dedication
- Absorption

More optimal

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

Shanafelt & Noseworthy 2016
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
• 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!

Identify, Articulate, Advocate
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

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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**
  - **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?

- **Present**

- **Specific**
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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