

# AX·I·OM

/ˈaksēəm/

a statement or proposition which is regarded as being established, accepted, or self-evidently true



## Purpose

In life, we will face volatile, uncertain, complex, ambiguous (VUCA) problems. These problems need skill, patience and understanding. In attempting to solve them, breathlessness and impetuousness and franticness are poor substitutes for discipline, mastery, strength and perseverance. What we really require in our ascent is purpose.

“Anyone who has a why to live can bear almost any what.” — Nietzsche

Purpose is about pursuing something outside yourself as opposed to pleasuring yourself. It deemphasizes the I. It isn't comparative or competitive. Purpose, you could say, is like passion with boundaries. It doesn't need to be cool or cute. It's a compass for you and you alone. You'll know you're on the right track when reading it fills you with emotion.<sup>1</sup>

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<sup>1</sup>UJ Ramdas, 'It's Not About Passion, It's About Your Purpose in Life', [www.intelligentchange.com](http://www.intelligentchange.com), <https://www.intelligentchange.com/blogs/news/its-not-about-passion-its-about-your-purpose-in-life>, (Accessed 1 November 2020)

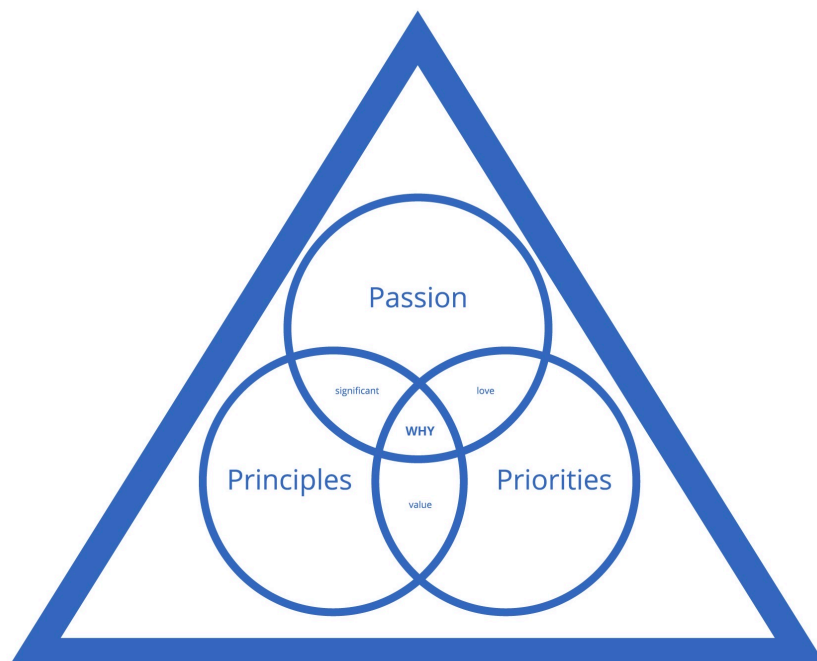
## Real Purpose

You may already know from experience that lasting happiness is not found in a specific accomplishment. Maybe you've wanted something, but when you achieved it, the thrill from the accomplishment faded fairly quickly. The achievement may have given you a buzz of joy, but it wasn't lasting happiness.

Lasting happiness is found in a journey—with its accomplishments and occasional failures—that has meaning, because the journey resonates with your purpose.

Even without stating your purpose, your unconscious thinking has been pulling you in the direction of a journey that matters to you.

To use the metaphor of a rider on an elephant, your emotional, automatic elephant makes decisions that your rational rider may later justify in different ways. Ultimately, the elephant is always in control even if the rider doesn't know it. If an elephant goes where the rider directs it, it's because the elephant wants to go there.



To uncover your purpose, we're first going to give your rational rider a break. Once you know what your purpose is, your rider can get back on and work with your elephant to barrel down the path that matters to you.

## Power Source

Knowing your purpose is energizing—it provides you with the clarity to make quick decisions and the tenacity to stay motivated. It is also the key to experiencing lasting happiness in your life. That's the power source you're looking for.