

# The Power of Purpose

***The Power of Purpose* is one of the most innovative and radical personal effectiveness programmes ever developed. Unlike conventional goal-setting or time-management courses, it offers a unique experiential learning process that allows you to grasp the underlying purposes that either limit or enhance your effectiveness, throughout your personal and professional life.**

**You find out what is actually happening inside of you when you set out to achieve your goals, and you uncover the hidden agendas that stop you from achieving all you seek to create.**

**You will learn how to define and express your own deepest life purposes, and bring these to bear on ordinary everyday tasks.**

**You gain a new grasp of what lies behind your power to create, envision, and achieve results that transforms your productivity and galvanises your ability to generate the results you want.**

**The Power of Purpose shows you how results are actually created, and gives you the power to get on purpose, and stay on purpose, every day of your life.**

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What makes  
the difference  
is not what you do,  
or when or where  
you do it, it's *why*.

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## Focused

People on purpose are people who are focusing on specific, concrete results. They know how to connect their results with a personal vision that empowers them to maintain their focus over time.

You learn how to identify the particular issues and goals that are of significance to you, and also how to sustain your focus, no matter what happens along the way.

## Aware

People on purpose are aware of their inner motives, as well as their resistances and their limitations, and they know how to include this awareness in their response to new situations.

You discover how to deepen your personal awareness and apply it in action, so that the approach you use to achieve your results is constantly being sharpened by events.

## Correctable

People on purpose are not inflexible or rigid, nor do they rely on formulas to try and deal with unexpected or unwanted developments.

You learn to practice a willingness to let go of strategies that are not working, and include the contributions of all your partners and colleagues in creating what you set out to achieve.

## Creative

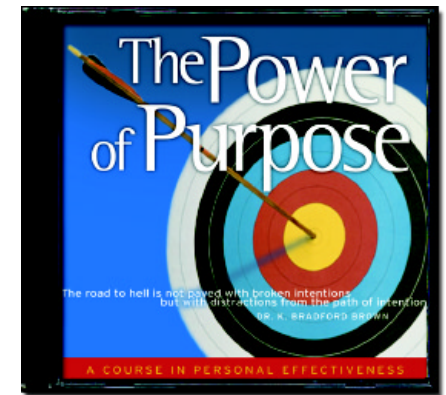
People on purpose turn problems into opportunities. They do not get caught in drivenness or stress, but generate creative responses to the actual conditions they are dealing with.

You learn to recognise the signs of uncreative thinking, and you will practice the skill of developing spontaneous, unexpected solutions.

## Fulfilled

People on purpose enjoy what they do. Their work is a profound source of satisfaction, and as a result they manifest a powerful determination that nourishes their lives, and inspires those they connect with.

You find out how to ground all your projects in a sense of purpose that is meaningful to you, and experience a completely new kind of fulfilment from everything you undertake.



**FREE AUDIO MATERIAL  
SUMMARISES THE COURSE.**

## Getting on Purpose

*The Power of Purpose* is a course based on the principles of the Life Training Programme, through which many thousands of people have learned to develop their creativity and increase their effectiveness over the past twenty years.

Administered by a non-profit educational foundation, the course is taught both in businesses and private groups by licenced instructors on four continents of the world.

The cost of the course varies with the location. For more information speak to the person who gave you this leaflet. Alternatively visit our website for full programme details at **[www.lifetraining.org](http://www.lifetraining.org)**

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The road to hell is not paved with broken intentions  
but with distractions from the path of intention.

DR. K. BRADFORD BROWN

A COURSE IN PERSONAL EFFECTIVENESS