



# character

a 52-week series about amplifying your  
management & leadership skillset

create

# Purpose

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## Overview

If there was one thing I would share about management & leadership...

It would be about **purpose**. At some point in our professional journey, we will say, "This is what I get to do." Now, say it again placing emphasis on a different word. Repeat with another word. Notice how each inflection changes the meaning. How do you feel about your management and leadership journey right now?

*"I never wanted to be the next Bruce Lee.  
I just wanted to be the first Jackie Chan."*

*Jackie Chan*

### For the week...

- Reflect: Are you just starting, almost there, definitely there or missed it? Each one sparks a next step.
- Act: When was the last time you asked your team members about their purpose, or what matters, or where they want to go in life? How will you help get them there?
- And remember, it may not be obvious: Purpose can trump knowledge and logic.

Let's be real, the world can be right in our ear telling us we aren't good enough, smart enough or strong enough. Distraction coming in from all sides. Static and noise can hinder our belief and faith that we have been designed for a purpose. Stay resolute - your purpose is bigger than your obstacles



To learn more about this series, contact Kurt Reinhart.  
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