A few years back, researchers conducted a major study on Americans' well-being. When asked if their lives have a clear sense of purpose, only one in five Americans strongly agreed. When asked if they have a good sense of what makes their lives meaningful, only one in three strongly agreed.

And when the researchers asked participants if they've discovered a satisfying life purpose, nearly 40% of people reported that they hadn't. In this deep dive, we'll explore the disconnection between meaning and purpose and what we can do to find purpose naturally rather than trying to force it from a distorted perspective.
Purpose vs. Meaning

Before reading any further, write down your definitions of purpose and meaning.

Did you do it?

Are you sure?

Okay, I believe you. You may proceed...

Purpose and meaning are complements, though they are similar. Let’s break it down.

**Meaning** is what we find worthwhile in life.

**Purpose** is the way we explore that significance. That allows us to discover a deeper sense of meaning and expand it through action.

Think of *meaning* as “the what” and *purpose* as “the how.”
Three Myths to Ignore

Gabriel and I discussed purpose and meaning, but we also discussed what is not purpose and meaning. Let’s start there.

Here are three common thoughts about purpose and meaning that are nothing more than myths:

- A basic requirement for your happiness is having a big, fancy purpose around which your world revolves.
- If you haven’t done this, you have failed at life.
- Your purpose has to be your job.

Whenever you run into one of those myths, you will have your first worksheet assignment: forget it. Forget them all. After all, they are myths.
The Cult of Purpose

The three myths form the foundation of a deeper system of (false) beliefs that we like to call The Cult of Purpose. Like many cults, this one seems to start with a few ideas: first, it seems to value that everyone finds their purpose; second, it seems to want the world to be a better place; and, third, it definitely wants your money.

- Do you need a very clearly defined external purpose in order to be happy/fulfilled/successful/grounded? No.
- Does your professional life have to be 100% aligned with this deep-rooted purpose? Again, nope.
- If you don’t experience supreme meaning from 9 to 5, are you doing something wrong? Still no.

It’s great if you are fortunate to have meaning, purpose, and profession all in perfect alignment, but for most of us, life doesn’t work that way. The Cult of Purpose wants to sell you on these myths and they probably want to sell you something else, too.

How do we avoid this Cult’s strong messaging? First, if you ever meet someone who says something like: “Until you find this magic thing that doesn’t feel like work, you’ve been an utter failure,” you are to run away from them. And definitely don’t sign up for their webinar.

On a daily basis, you need to be willing to be a little lost. The journey of life is an ongoing process. If you’re afraid to be lost -- or if you are made to feel shamed for feeling lost -- you’re going to have a harder time finding your purpose. Whatever you are doing now is not a waste of time.

If you don’t go through ups and downs, you’ll never find out what really matters to you. And if you don’t find out what really matters to you, you’re probably ignoring the meaning that’s right in front of you, ready to be embraced.
Seeking Meaning

It’s much more practical to follow meaning to purpose instead of picking a purpose and hoping it’s full of meaning.

Hopefully that doesn’t make your head spin.

The point is that we can connect to meaning no matter where we are or what we’re doing.

In all aspects of life we can find meaning in these areas: relationships, beauty, suffering, service, creativity, and growth. We can then connect to that larger meaning and we can tap into purpose.

Find a part of your day that you aren’t looking forward to. Can you find any meaning from the above list? What is it and how can you focus on it?

Full show notes and resources for this episode can be found here.
Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.
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