



JANE SOUTHREN
CONSULTING

Engage • Inspire • Empower

Path to Equity

Self-Directed Learning Guide

Module 5: Your Unique Value and Purpose

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Mastery Wheel™

Context ::

Purpose and **Unique Value** are key elements of the **Purpose Mastery** domain.



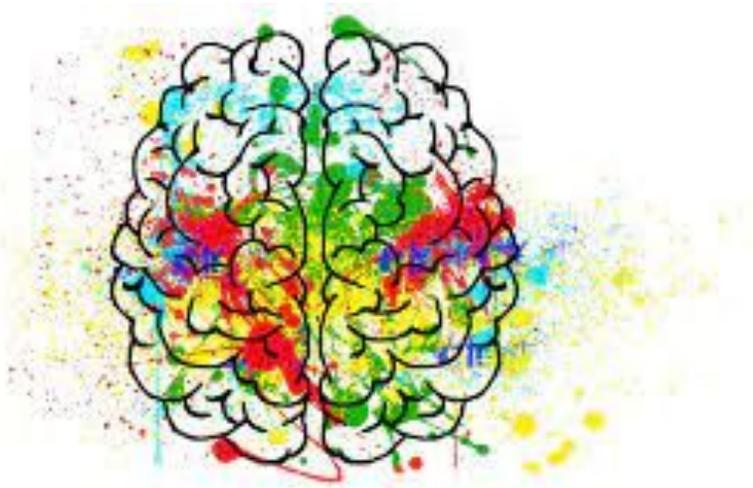
Defining Purpose

Purpose is both *that which we hold higher in the hierarchy of the things that are important to us, and those things which motivate us.*

There are two main types of purpose:

‘Big P’ Purpose: singular, something that inherently and foundationally matters to you, that’s baked in to who you are and is inextricable from you, as an individual. And while it likely has different expressions over time, the root remains fairly constant. Your Big P Purpose might find expression through your work, or it might not. But it is always a part of who you are. As an example, if you are compelled by socially and politically charged issues, your ‘Big P’ purpose may be something around social justice or fairness, which can find expression in all sorts of ways.

‘Small p’ Purpose(s): something that is larger than you, outside of yourself, something that you can connect with and through, but that is more time-bound and based in opportunity. It can be as simple as wanting to contribute to a person or a cause in the moment. As an example, you may find purpose in supporting climate change, cancer research or resources for schools. A ‘small p’ purpose may or may not speak to YOUR big P Purpose, but it is something that you can genuinely share as a higher order priority with others on ***at a point in time.***



Why Purpose Matters

Within Us:

The most often repeated results in research on human well-being tell us of the human need for a **sense of purpose** in everything we do - that thing that makes work and life **meaningful**. Having and understanding your purpose, and living in alignment with that purpose it is **fundamental to your sense of professional success and well-being**.

“The most deeply motivated, productive and satisfied people hitch their desires to a cause larger than themselves.” (Daniel Pink, Drive)

As Simon Sinek says, “this isn’t philosophy, it’s biology”. Human beings are **neurologically wired** to seek to contribute to something larger than just our own interests. First we seek to survive - provide ourselves with food, water, shelter, personal safety. Second, we seek to optimize - create systems, processes and habits that make our lives logistically easier and better. But once we have achieved those foundational hallmarks of security and sustainability in our lives, we are compelled to pursue the highest levels of success - the feeling that we are thriving. Perceiving that there is purpose and meaning in what we do is critical to our ability to flourish - to enjoy a deep sense of fulfillment. To thrive.

Purpose acts as a personal driver - it motivates us to try, to grow, to aspire to more and better, and it sustains us through the ups and downs and even plateaus involved in all that trying and growing and aspiring. **It’s critical to find meaning in your practice or you either won’t stay in it, or you’ll achieve a version of success that you don’t find aspirational or sustainable - that version of ‘success’ where you’ll feel ground down rather than lifted up.**

Shared with Others:

Purpose works in a similar fashion in our relationships with others - creating the circumstances that foster the highest levels of success and fulfillment in relationships. In our relationships, we first seek trust - to determine if we are friend or foe to one another. Second, we seek a sense of belonging together - common interests and some shared identity that knit us together. Once we have achieved those foundational hallmarks of connection, we are compelled to seek a deeper sense of alignment and connection. Identifying and connecting around a shared purpose - something that creates a sense of meaning for you and others - acts as a kind of social glue.

It tells others what we care about and how they can connect with us, and it tells us what others care about and how we can support them. When we share our purpose with others or connect with theirs, it helps to attract the people and opportunities to us that are aligned with what we value and to cement those relationships at the highest levels of loyalty.

Defining Unique Value

Unique Value is *how we do what we do*, in a *unique-to-us* kind of way that brings *specific value to others*.

Your Unique Value is how you show up in the world with your natural and curated gifts, doing things that are aligned with what is most important to you - your purpose and values - in a way that brings specific value to others. It is made up of your values (what you believe in) and “your value” (the special sauce of what you bring to the world).

Your ‘Unique Value’ is not your practice area or year of call - those things are not unique to you. It is what differentiates you from others who do the same thing as you. It is the reason that people want to be around *you*, work with *you*, give *you* work, rather than someone else with the same competencies and credentials.

Why Unique Value Matters

Your Unique Value acts as both *magnet* and a *filter* - it both attracts people and opportunities to you based on their alignment with you, and filters out those who aren’t compelled by you.

It also serves as a *mirror*, a *spotlight*, and a *megaphone*.

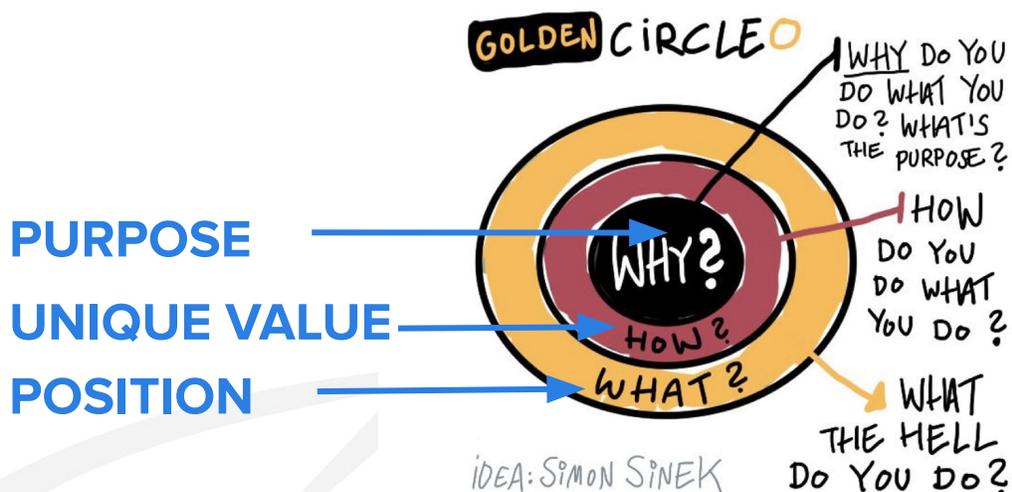
Mirror: Seeing your unique value in yourself allows you to make choices for your life and career. It reflects back to you your values, your inherent strengths and gifts, and it offers a clear way to see your identity.

Spotlight: When others are able to see your unique value, they know who you are and what you offer and what to expect from you in a clear and repeatable way.

Megaphone: When you are able to see your unique value, you’ll be able to communicate it out to others and to advocate for the opportunities that are right for you. When others are able to communicate your unique value back to you, they will be able to advocate for you, and to flow the ‘right’ work your way.

How Purpose + Unique Value Fit Together

We love Simon Sinek's Golden Circle as a way to explain why your why or your purpose is at the core of everything you do, and to visualize the relationship between your purpose (why), your unique value (how), and your profession (what).



At the centre of the circle is your **why**, your **purpose**. It sits at the centre because it is the thing that is most compelling to you and about you. Your core values drive and motivate you in your business - you do what you do because it has meaning and purpose. And others are compelled to you because of why you do what you do.

The second ring is **how** you do what you do - or your Unique Value. You drive your purpose into a unique value set that is different from what other lawyers do. This sits as second most important because it is the reason why people want YOU specifically to do what you do.

The final ring is **what** you do - and this is the thing that is most widely shared amongst a large number of people and therefore the least differentiating and motivating - it's the price of entry to being considered for something. If people are looking for a commercial litigator, that's the entry point, but why they choose you over and over again involves the other rings - those things that are **specific to you**.

Neuroscience Corner :: “The middle two sections of the Golden Circle — the WHY and HOW — correspond to the middle section of the brain, the limbic system. This is the part of the brain responsible for all our behavior and decision making. It's also responsible for all our feelings, like trust and loyalty.”

- Simon Sinek

For additional insights, see his iconic TedTalk, *How Great Leaders Inspire Action*.



Connecting the Dots :: Purpose, Unique Value and Your Practice

Purpose

Your **Purpose** drives and motivates you in your practice :: you do what you do because it has meaning **to you**.

Unique Value

Others feel compelled by you and the work you do :: because of the **Unique Value** you bring **to them**.

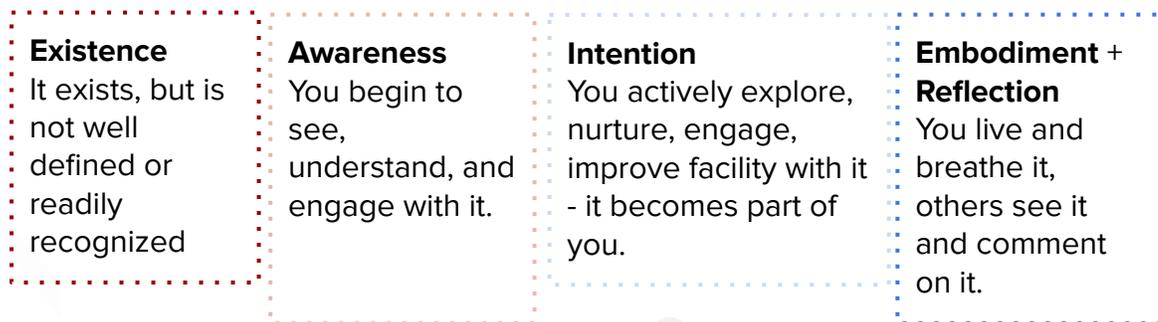
Professional Success

The clearer you are about your **Purpose** and **Unique Value**, and the better able you are to articulate both, the busier and **more successful you'll be**.

Jane's Story :: Jane shared two stories with the group around how she used her Big P and small p purposes in her legal career to achieve greater professional success. Key takeaways include:

- Her unique value has always been there, and has been an evolution at the same time - showing up in different ways at different times in her life, solidifying and growing as she matured in her life and career, but the core thing that people came to her for, told her about herself, and spoke to others about, in reference to her has been consistent.
- The same evolution applies to her Big P purpose - **Inspiring and empowering everyone she interacts with to demand and achieve more from themselves and their lives**. She's known it, applied it first accidentally because it's what she feels and knows and is called to do, and then with intention, and as a result has grown in her relationships and connections - as a byproduct, not as the intention of expressing or finding or following her purpose.
- As she continues to get up to her Big P purpose, she draws more people to her who are aligned and is of more service to those people; and
- As she engages with others in connection with small p purposes - hers and theirs - she strengthens her bonds with them and furthers her own sense of purpose as well, oftentimes becoming aligned with things she hadn't ever known or experienced before.

Behaviour Continuum + Your Purpose and Unique Value



First, there's Existence:

- Your purpose and value exist, but you may not readily recognize them, be able to clearly define or communicate them, or be able to see how a personal value set bridges into your professional life. If you are at this stage on the continuum, we hope to light your pilot light and inspire you to see how purpose and value can support you in your work and life.

Next, Awareness:

- You're here if you have a sense of your purpose and value, and you're beginning to see patterns of when they emerge, when they're engaged and how they can be used. If you are at this stage on the continuum, we hope to continue drawing your awareness to your purpose and unique value and start to educate and encourage you on how to develop and use them intentionally.

Now the magic of Intention:

- Here, you know your purpose and unique value, and you **intentionally grow your understanding and application** of them in your life and work. If this is where you find yourself on the continuum, we encourage you to continue to improve your facility with your purpose and unique value in all areas of your life and work, and begin to habituate them - so that they become a part of you.

Finally, Embodiment + Reflection:

- On this end of the continuum, your purpose and unique value have become a part of you - you know them intimately, recognize them, LIVE them, and others around you know them too and are able to tell your story to other people.

Purpose :: Identifying your Purpose

Your purpose is **WHY** you do what you do. It is what drives you and gives meaning to your work.

Use these prompts to start exploring your purpose:

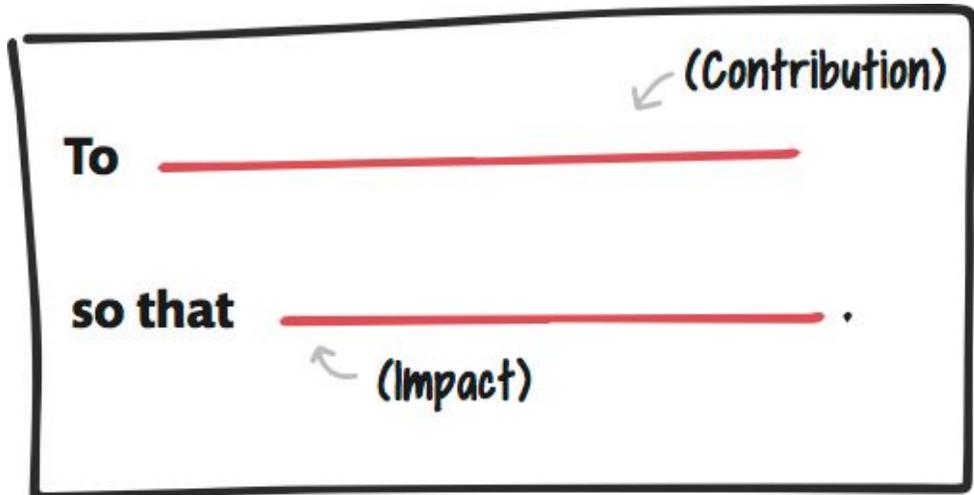
What do you care about? What are your interests, passions, hobbies.

What are you good at? What comes easily and naturally to you?

What motivates you? Why do you do what you do?

What will your legacy be? What is one thing you'll be remembered for?

Option: Use this tool by Simon Sinek to turn your purpose into a succinct sentence.



Challenge :: Putting your Unique Value to Work

Your unique value is the **HOW** you do what you do - the special sauce that differentiates you from others who do what you do. It is the reason why people choose to work with you specifically rather than someone else in your practice area.

Identify your Values and Strengths:

What are two of your Core Values? *Think about a time - personal or professional - when you felt most aligned with each one. (Please refer to the following pages if you need prompts on values)*

What is your “Superpower”? *What is one thing you are always asked for, or offer to share with others?*

TIP: If you get stuck, ask someone who knows you well what they think your Superpower is - *what would they ask you for, or how would they introduce you to others?*

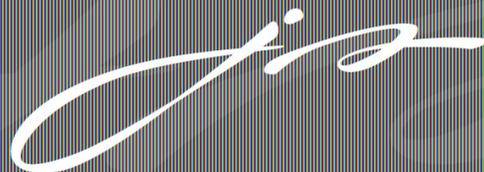
Tools to Use: If you’ve never done a psychometric test, now’s a great time! If you have, dig out your results and re-familiarize yourself with them. These tests are really interesting and helpful for understanding what comes naturally to you - a great start on the path to knowing your Unique Value!

Here are some of our favourites (please note that only High5 provides a free test).

- [Fascinate](#) - how the world sees you
- [Kolbe](#) - how you work
- [Clifton StrengthsFinder](#) - what your top 5 strengths are
- [VIA Character Strengths Survey](#) - what your top strengths are
- [High5](#) - similar to StrengthsFinder but has a free version that gives the topline of your top strengths

Abundance	Ambition	Brilliance	Community	Control	Dependability
Accomplishment	Appreciation	Calmness	Compassion	Courage	Diversity
Accountability	Authority	Caring	Competence	Creativity	Economy
Activism	Autonomy	Challenge	Connection	Curiosity	Emotional Intelligence
Adding Value	Balance	Collaboration	Consistency	Daring	Empathy
Advancement	Being the Best	Commitment	Continuous improvement	Decisiveness	Empowering others
Advocacy	Boldness	Communication	Contribution	Dedication	Engagement
Enthusiasm	Freedom	Growth	Inclusiveness	Legacy	Partnership
Equality	Friendship	Happiness	Independence	Loyalty	Passion
Ethics	Fun	Helping Others	Innovation	Making a difference	Persistence
Excellence	Generosity	Honesty	Integrity	Mindfulness	Power
Fairness	Grace	Honour	Intelligence	Motivation	Preparedness
Family	Gratitude	Humour	Kindness	Optimism	Prestige
Feminism	Gravitas	Idealism	Leadership	Open-Minded	Proactive
Flexibility	Grit	Impact	Learning	Originality	Professional

Quality	Respect	Trust	Wisdom
Quality of life	Responsiveness	Uniqueness	Work Ethic
Recognition	Results	Usefulness	
Reliability	Service	Variety	
Responsibility	Stability	Vision	
Relationships	Status	Vitality	
Reputation	Success	Wealth	
Resilience	Teamwork	Well-Being	



JANE SOUTHREN
CONSULTING

+1 416-527-3684

jane@southren.ca

south

 janesouthrenconsulting

 @janesouthren

 janesouthren