



# PURPOSE

VIA Survey calls this strength Sense of Meaning

**Parent virtue: Transcendence.** These strengths allow people to rise above their troubles and find meaning in the larger universe. Strengths of transcendence are appreciation of beauty and excellence, purpose, gratitude, optimism, and humor.



## WHAT DOES CONNECTION/PURPOSE MEAN?

***You have beliefs about the meaning of life and your life's purpose. You seek to be part of something greater than yourself.***

Purpose gives individuals the sense that they are put on this earth for a reason and that they are somehow connected with humanity or the universe. People who possess a sense of purpose believe that they were put on earth for a reason. That reason can have all kinds of variety. It could be to create a unique invention, to bring joy through art or music, or to raise their children to become good people. These people have a true calling.

One of the most insightful and impactful researchers of this strength was Viktor Frankl, the author of *Man's Search for Meaning*. Frankl analyzed and wrote about his experiences in Auschwitz concentration camp during World War II. Frankl's experiences taught him that purpose provides strength and that "Those who have a 'why' to life, can bear with almost any 'how'."

## WHY DOES IT MATTER?

Having a clear sense of purpose in life, and a belief that you're connected to a larger meaning, gives individuals strength. It allows them to persevere and find courage in trying circumstances or lead with kindness and love even when it's not reciprocated. Those with a sense of purpose have more meaning in their life — and are more fulfilled.

On a group level, purpose can be a powerful aligning element. It gives people a reason to continue on in hope and optimism, despite difficult circumstances. The sense of connection between people further strengthens their individual resolve and focus, which fortifies the group. When a group of individuals believe in something higher than themselves, their work can be exponentially greater.

## *Individuals with this strength might be described as:*

- Believing
- Trusting
- Purposeful
- Determined
- Resolute
- Devoted

## *Individuals with this strength are likely to think, feel, or behave in the following ways:*

- I have a definite purpose in life.
- I feel connected to the world at a larger level.
- Even in difficult situations, I am able to cope because I know *why* I'm persevering.
- It's vital to know why you're doing something.
- I know why I'm here.
- My life has meaning, and what I do matters.
- Life expects something from each and every person.

## QUOTES ON CONNECTION/PURPOSE

*"The meaning of life is to find your gift. The purpose of life is to give it away."*

**-DAVID VISCOTT**

*"Align your personality with your purpose and no one can touch you."*

**-OPRAH WINFREY**

*"Life is never made unbearable by circumstances, but only by lack of meaning and purpose."*

**-VIKTOR FRANKL**

*"Efforts and courage are not enough without purpose and direction."*

**-JOHN F. KENNEDY**