

LEVEL UP

Landon Holly, City Bank

Creating Your Impactful Purpose

KEYS Conference: Day 2



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Disclaimer

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My Professional Career



3

**How do you make a
purposeful impact?**



4



WHY?

5

Questions we ask

Just another evening...

- **Who** is picking up Easton from practice?
- **What** are we going to eat for dinner?
- **Where** is Brooklyn's tennis match?
- **When** do we need to be there?
- **How** much homework do you have?



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WHY?

Me at three...



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Questions we should ask

Just another evening...

- Why is Easton going to practice?
- Why do we care what eat for dinner?
- Why are we investing in Brooklyn's tennis?
- Why do I need to be there?
- Why do we do so much homework?



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Why are you here?

Take a few moments and answer this question.

2_m 00_s



9

Why are you here?

Take a few moments and answer this question.

2_m 00_s



10

Why are you here?

Take a few moments and answer this question.

O_s



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Context
Creates
Clarity



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Three Steps to Creating Your Impactful Purpose

Discover Your Purpose

1

2

Invest Wisely

Make an Impact

3



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Three Steps to Creating Your Impactful Purpose

Discover Your Purpose

1

2

Invest Wisely

Make an Impact

3



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Discover your Purpose

Purpose Matters



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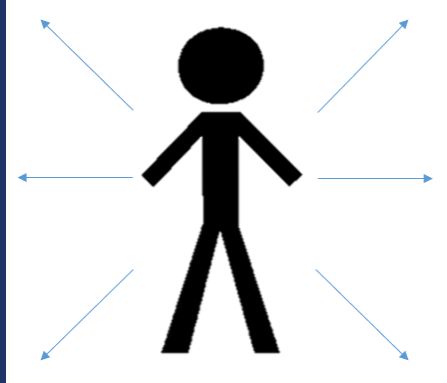
Discover your Purpose

**Everyone has a
purpose within them –
Rarely do people fully
discover it.**



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Discover your Purpose



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Personal Purpose Statement Defined

“A personal purpose statement defines who you are and the mark you want to leave on this world.”

- Julie Connor, Ed.D.

Source: LinkedIn (Article: How to Write a Personal Purpose Statement)



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My Personal Purpose Statement

Personal Purpose Statement

To be a man after God's own heart as I:

- 1) Serve God
- 2) Love my Wife
- 3) Raise my Kids
- 4) Work
- 5) Ama Friend

always in this order.



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Discover your Purpose

Questions for your Personal Purpose Statement



Who are you?



What's your story?

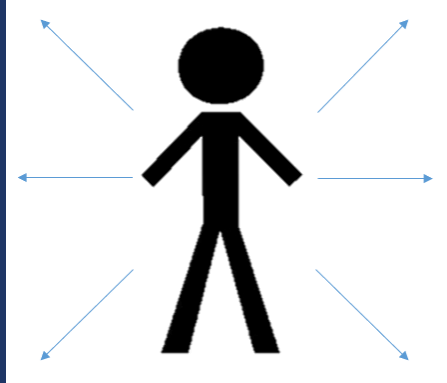


How do you want to be remembered?



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Discover your Purpose



Personal First, Then Professional



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Professional Purpose Statement Defined

A professional purpose statement tells what you are going to do during your professional career.



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My Professional Purpose Statement



Professional Purpose Statement

To be a man after God's own heart

as I:

- 1) Work
- 2) Lead
- 3) Teach

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Professional Purpose Statement

Supports:

- Your Personal Purpose Statement
- Your Strengths & Personality
- Your Goals

Is not:

- Positions
- Titles
- Career Tracks



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A silhouette of a person wearing a cap and using a long-handled tool to clean a large, bright white surface, possibly a wall or a large window, in a dark room. The person is positioned on the right side of the frame, leaning forward and using the tool to reach the surface. The background is a bright, overexposed white area, creating a strong contrast with the dark silhouette of the person and the dark foreground. The foreground is dark and appears to be a floor or a large table. The overall scene suggests a cleaning or maintenance activity in a large, brightly lit space.

Personally & Professionally





2_m 00_s

What's your purpose?

Personally & Professionally

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2_m 00_s

What's your purpose?

Personally & Professionally

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What's your purpose?

Personally & Professionally

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Three Steps to Creating Your Impactful Purpose

- Discover Your Purpose 1
- Invest Wisely 2
- Make an Impact 3



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Invest Wisely

Not all tasks are created equal...

but they will all make us busy.



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Invest Wisely

Three actions to invest wisely:

▶ **Start** - Say yes to only the best things.



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Invest Wisely

Three actions to invest wisely:

▶ **Start** - Say yes to only the best things.

■ **Stop** - Say no to the good things.



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Invest Wisely

Three actions to invest wisely:

▶ **Start** - Say yes to only the best things.

■ **Stop** - Say no to the good things.

|| **Pause** - Find places where you need to slow down.



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Who does this???



38



Pause



39

What about you?

Invest Wisely

2_m 00_s

Which do you need to focus to invest wisely:

- ▶ **Start** - Say yes to only the best things.
- **Stop** - Say no to the good things.
- || **Pause** - Find places where you need to slow down.



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What about you?

Invest Wisely

2_m 00_s

Which do you need to focus to invest wisely:

- ▶ **Start** - Say yes to only the best things.
- **Stop** - Say no to the good things.
- || **Pause** - Find places where you need to slow down.



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What about you?

Invest Wisely

Which do you need to focus to invest wisely:

- ▶ **Start** - Say yes to only the best things.
- **Stop** - Say no to the good things.
- || **Pause** - Find places where you need to slow down.

O_s



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Three Steps to Creating Your Impactful Purpose

Discover Your Purpose

1

2

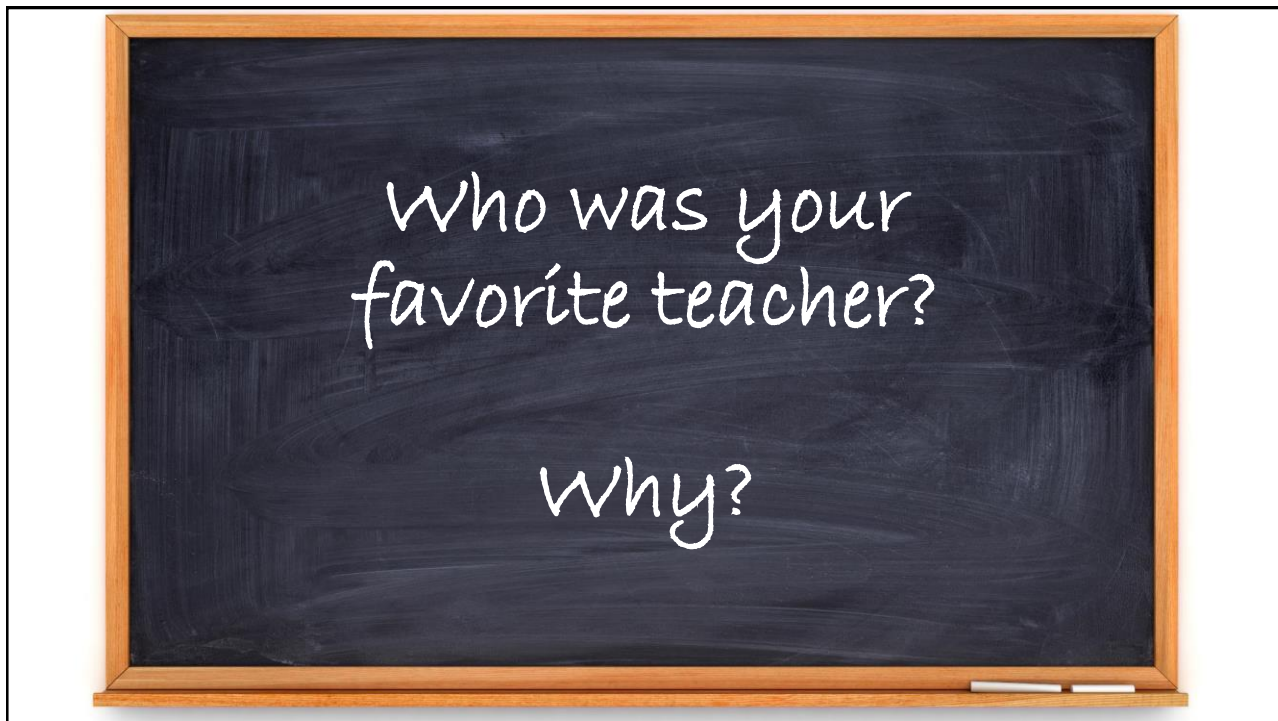
Invest Wisely

Make an Impact

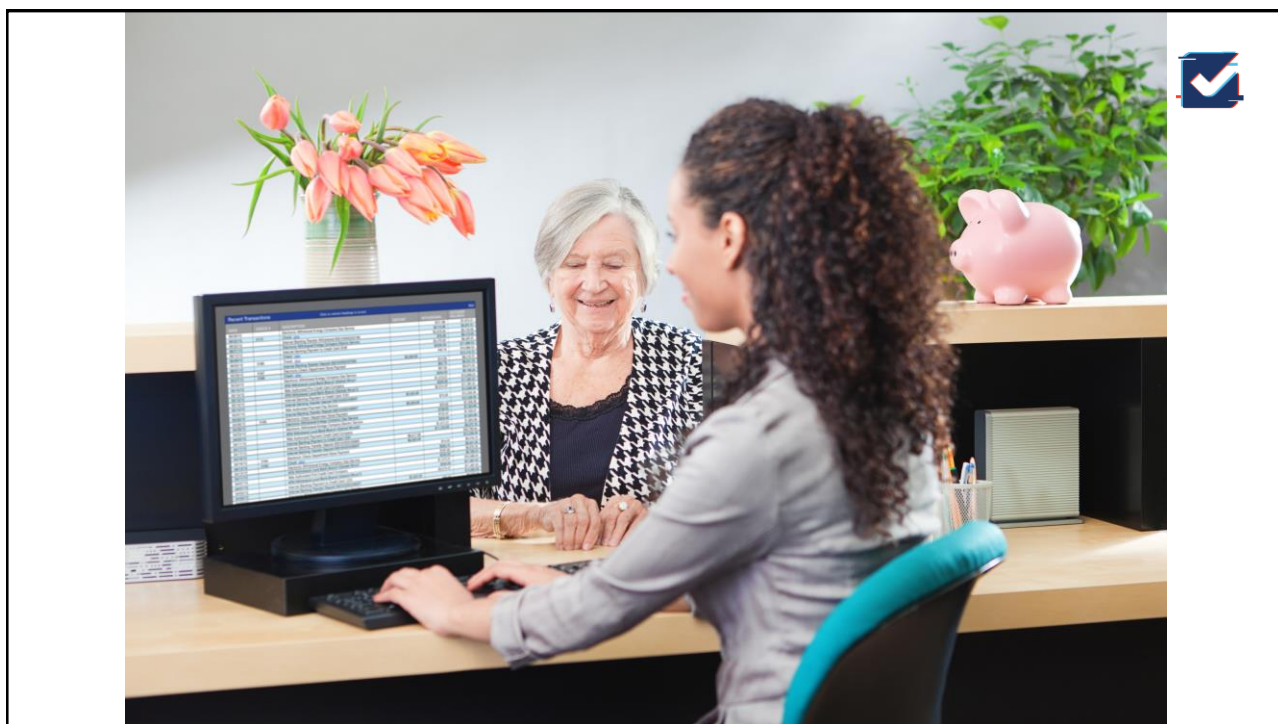
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Make an Impact

Where are you making an impact?



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Make an Impact

Three Areas of Impact



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Make an Impact

Three Areas of Impact

1. Core Crew

- Family
- Coworkers
- Friends
- Those you see on a regular basis



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Make an Impact

Three Areas of Impact

1. Core Crew

- Family
- Coworkers
- Friends
- Those you see on a regular basis

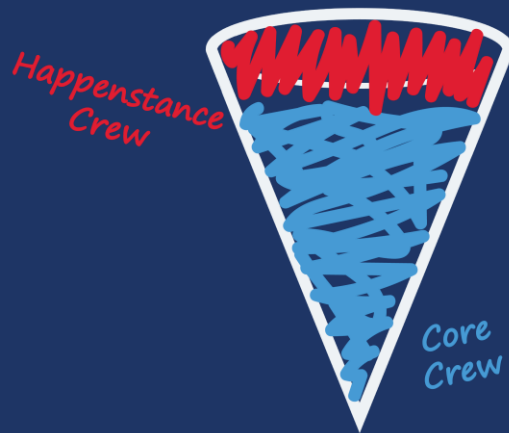


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Make an Impact

Three Areas of Impact

1. Core Crew
2. Happenstance Crew
 - People you pass-by
 - Person behind you in line
 - Coincidental encounters
 - Each of you



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Make an Impact

Three Areas of Impact

1. Core Crew
2. Happenstance Crew
 - People you pass-by
 - Person behind you in line
 - Coincidental encounters
 - Each of you



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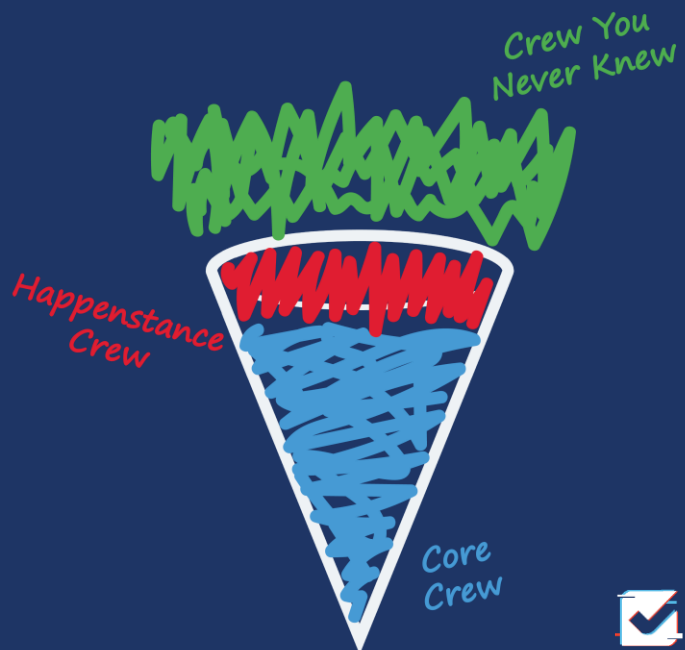
MEN'S 800M		RESULT - FINAL	
1	KEN 	DAVID LEKUTA RUDISHA	WR 1:40.91
2	BOT 	NIJEL AMOS	1:41.73
3	KEN 	TIMOTHY KITUM	1:42.53
4	USA 	DUANE SOLOMON	1:42.82
5	USA 	NICK SYMONDS	1:42.95
6	ETH 	MOHAMMED AMAN	1:43.20
7	SUD 	ABUBAKER KAKI	1:43.32
8	GBR 	ANDREW OSAGIE	1:43.77

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Make an Impact

Three Areas of Impact

1. Core Crew
2. Happenstance Crew
3. Crew You Never Knew
 - Impacted because of your effect on the other two groups above.
 - This is your LEGACY.



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Make an Impact

What will you impact?



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Make an Impact

Who will you impact?



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Three Big Questions

What is your purpose?

1

2

Where are you going to invest?

Who will you impact?

3



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What is your Take-away and I Will promise?

Take a few moments and answer this question.

2_m 00_s



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What is your Takeaway and I Will promise?

Take a few moments and answer this question.

2_m 00_s



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What is your Takeaway and I Will promise?

Take a few moments and answer this question.

0_s



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LEVEL UP

THANKS FOR JOINING!

Creating Your Impactful Purpose

Landon Holly**PMP, Director of Project Management****City Bank****lholly@city.bank****806.787.1680 (m)**