

Passionate Purposes



Get Passionate About Your Purpose

For a typical business meeting, conversation, or presentation, if we ask someone what their purpose is, they will often say “to explain”—as in, “I need to get this info across.” The problem is that explaining often lacks passion. If that is your only intention, you may unconsciously slip into a monotone or come across as low-energy. One alternative is to consciously choose a Passionate Purpose for your communication—one that speaks to the audience and creates some kind of desired effect in your audience. For example, rather than simply explain your data, your Passionate Purposes could be first to welcome your audience, and then to motivate them to take action.

When having a conversation, holding a meeting, or making a presentation, what is it that you want your audience to do, think, or feel? Choose the Passionate Purpose most likely to help you achieve it.

I want to...

alarm	get attention from
amuse	inspire
apologize to	motivate
appease	plead
calm	praise
celebrate	reassure
challenge	shake up
console	soothe
dazzle	warn
empathize with	welcome
encourage	win back
excite	woo

... my audience.

Think about your own personal presence and choose three Passionate Purposes you don't typically use that could enhance your personal presence in your typical work interactions (you may want to add more to the above list):

1. _____
2. _____
3. _____