



ON.

PURPOSE

It's a state of being.

SESSION #1

INTRODUCTION

AGENDA.

19.00 INTRODUCTION

- our vision & approach
- Who we are & why we started this

19.10 PRACTICAL STUFF

- invoices
- program overview
- how it works
- roadmap & goals
- online environment & interaction

19.20 LET'S CONNECT

19.45 LEADERSHIP VISION

- from good to great
- how to become great

19.55 THE ROLE OF AWARENESS & NATURE'S LAW

- what is awareness & why it matters
- spirituality isn't a religion, it's law

20.05 GUIDED MEDITATION TO SET INTENTIONS

20.10 FILL IN TEST #1: WRITE YOUR INTENTIONS

20.20 ROOM FOR QUESTIONS

20.30 THE END

ON. PURPOSE STUDIO

WHAT IS IT?

- online personal leadership program to be more bold, kind, wise, true.
- 28 days online program to pause, observe & reflect how to be your best.
- our mission is to facilitate continuous personal growth in an inspiring, holistic, but equally practical and powerful way.

WHAT IT MEANS TO BE ON PURPOSE

- aware of who you are, and who you can be & what you need to learn or change to get there.
- know who you are, what you bring to the table and your role in each moment.
- that your actions, thoughts, emotions are intentionally.
- that what you do, think, feel fuels you & creates positive ripple effects.

ON. PURPOSE STUDIO

WHY WE STARTED THIS?

- to bridge the business & spiritual aspects of leadership
- because a better world starts within each of us, in each moment
- our mission is to empower people to connect deeper with themselves, others & nature in order to create more meaningful ripple effects around them. In short, to feel purposeful.

WHO ARE WE?

- Both: Entrepreneurs 10+ years, prior Innovation consultants, always reflecting.
- Carlijn: Behavioural Scientist & Psychologist, MD abroad, feel good habit freak
- Elena: Product Engineer, Buddhist meditation & yoga teacher, trauma & limiting beliefs therapist.



MAKE SPIRITUALITY PRACTICAL.

- Combining ancient wisdom, nature cycles, and modern science.
- Making complex stuff simple & digestible.
- Don't just talk about, but apply it directly
- Make your daily life your learning ground
- Awareness & energy are key for personal growth. They create space for change.
- The power of pausing, observing & reflecting



ON.
PURPOSE

RIPPLE. EFFECT

“ LEADERSHIP IS NOT ABOUT TITLES,
POSITIONS, OR FLOWCHARTS.

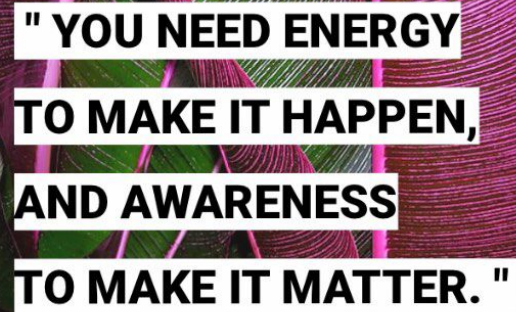
IT'S ABOUT ONE LIFE
INFLUENCING ANOTHER. ”

- John C. Maxwell

Best-selling leadership author & pastor



ON
PURPOSE



**" YOU NEED ENERGY
TO MAKE IT HAPPEN,
AND AWARENESS
TO MAKE IT MATTER. "**

**PRACTICAL
STUFF.**

PROGRAM OVERVIEW.

WEEK #1

observe

How you can get to your best self without the awareness and acceptance of where you stand today?

The 1st week consists of a purposeful pause and to just observe. We will zoom in on how you feel, think, act & the person you have become.

3 tests to complete:

- Setting intentions
- Leadership type
- Life Choices

WEEK #2

understand

After taking time to sharpen our view, we focus on understanding ourselves during the 2nd week.

How do you see the world, how do you feel, what do you fear, and what do you need in order to be your best self?

4 tests to complete:

- NETI awareness
- Limiting beliefs
- Ayurvedic type
- 4 levels of Energy

WEEK #3

choose

After understanding it's time to take action & take responsibility for yourself. We invite you to intentionally choose & embed habits to become your best self.

We empower you to formulate a dot on the horizon, where you want to be, and how you feel in 5 years from now.

1 test to complete:

- Dare to Dream

WEEK #4

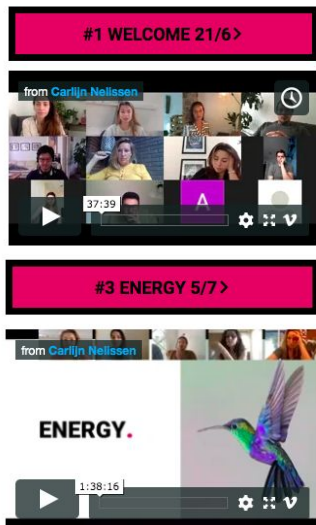
reflect

After 21 days of zooming in & focusing on ourselves, we are going to zoom out and reflect how our world is affected by us. What are our daily ripple effects on people & planet around us?

At the end of the week you will receive a personal roadmap with your results so far & develop a practical plan to continue your personal growth in the next 3 months.

HOW. IT WORKS

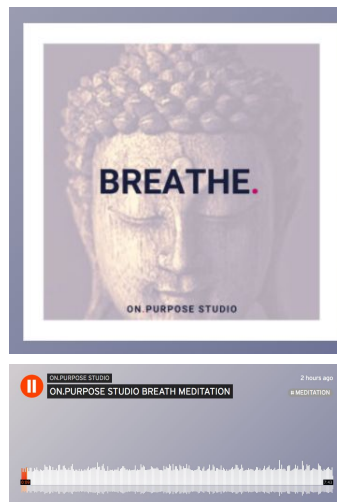
WEEKLY. LIVE SESSIONS



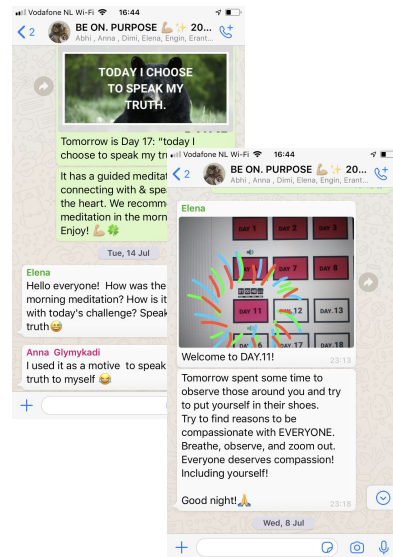
DAILY. ASSIGNMENTS



GUIDED. MEDITATIONS

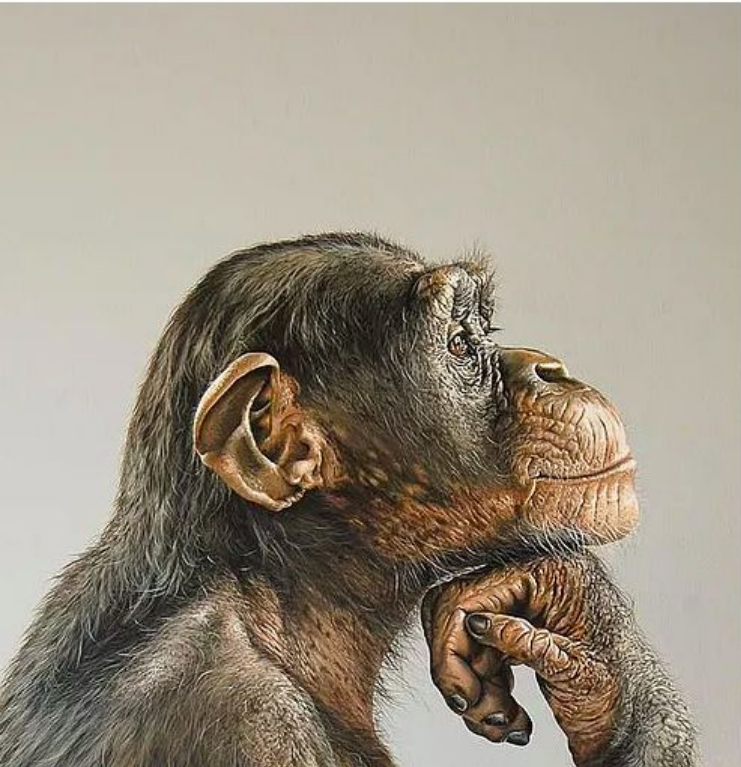


SUPPORTING. COMMUNITY



BE ON. PURPOSE PROGRAM ONLINE ENVIRONMENT

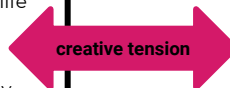
next level personal leadership development.



**“ WE ENVISION THE NEXT GENERATION
OF CONSCIOUS, HEALTHY LEADERS WHO
CREATE POSITIVE & MEANINGFUL RIPPLE
EFFECTS AROUND THEM, IN EACH MOMENT. ”**

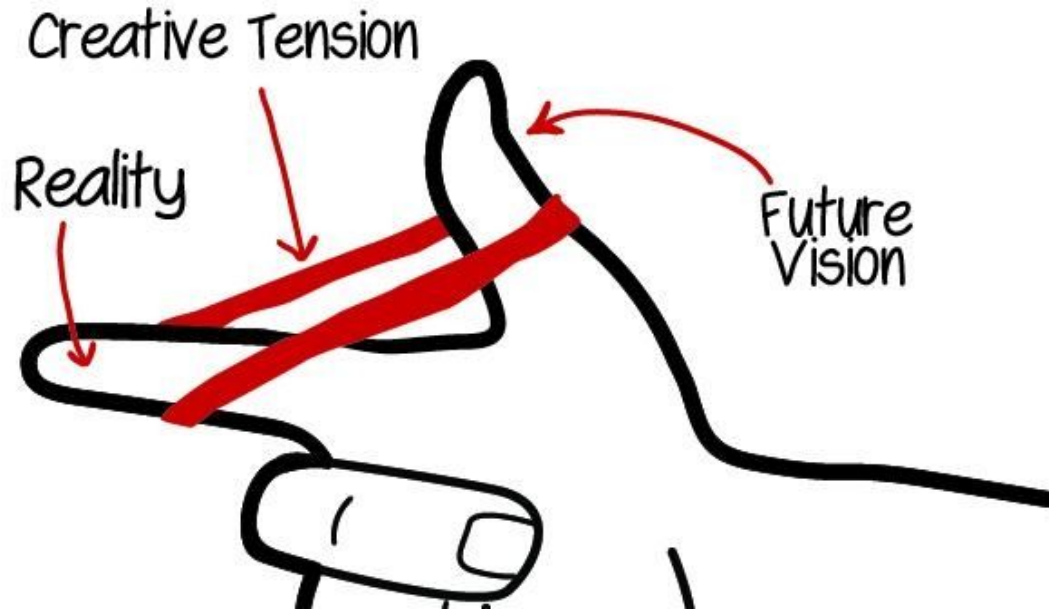
ON. PURPOSE ROADMAP

PURPOSE <i>"what drives me forward"</i>	INNER CHILD <i>"what holds me back"</i>	YOU TODAY <i>"where I am today"</i>	BETTER SELF Q? <i>"how I will grow"</i>	FUTURE SELF <i>"how I dream to be"</i>
<ol style="list-style-type: none"> Talents & passions (what makes you shine?) Core values (what you believe is truly important) A world's need or a dream you have for the world? To make it a better place? (imagine) <p>TEST</p> <ul style="list-style-type: none"> Dare to dream #1 <p>Outcome: a more clarified purpose</p>	<ol style="list-style-type: none"> Limiting beliefs (successful strategies to handle fears & trauma's) <p>TEST</p> <ul style="list-style-type: none"> Dr. Bach test <p>Outcome: Your top 3 Limiting Beliefs</p>	<ol style="list-style-type: none"> how you feel mentally, physically, emotionally, spirituality. How you see the world What fits your body type & character How you rate your life today? routines & rituals how much you act boldly, kindly, wisely, authentically (true) <p>TESTS</p> <ul style="list-style-type: none"> Energy test NETI awareness Ayurvedic test Leadership Test Life choices test <p>Outcome: Your top 10 opportunities or challenges to work on.</p>	<ol style="list-style-type: none"> set intention set 3 measurable & achievable goals. define practical daily actions, habits & rituals. <p>TESTS</p> <ul style="list-style-type: none"> Set intentions Set Goals <p>Outcome: Practical habit plan to continue your journey for the next 3 months.</p>	<ol style="list-style-type: none"> visualise yourself 5 years from now your ideal day (work & day off) <p>TEST</p> <ul style="list-style-type: none"> Dare to dream #2 <p>Outcome: Inspiring & reachable description future you.</p>



CREATIVE. TENSION

- Too little tension = bore-out
- Too much tension = burn-out
- Both resulting into giving up.





LET'S.
CONNECT



SHARE.

- Your name
- Why you joined?
- What you fear?



OUR VISION ON LEADERSHIP.

“ LEADERSHIP IS NOT A TITLE.

IT'S A BEHAVIOR.

LIVE IT. ”

- Robin Sharma

DEFINING LEADERSHIP.

"A LEADER IS SOMEONE WHO INFLUENCES HIS/HER ENVIRONMENT."

"SOMEONE WHO TAKES THE RESPONSIBILITY FOR FINDING THE POTENTIAL IN PEOPLE & PROCESSES, AND WHO HAS THE COURAGE TO DEVELOP THAT POTENTIAL." - BRENE BROWN, DARE TO LEAD

"A LEADER IS SOMEONE WHO TAKES INITIATIVE, AND HELPS OTHERS TO BE SUCCESSFUL. LEADERSHIP IS ABOUT MAKING OTHERS FEEL SAFE" -

SIMON

SINEK

TED2014

"LEADERSHIP IS STRONGLY RELATED TO TRUST. THE ONE WHO STAYS CALM IN THE CHAOS, CONNECTED TO INNER WISDOM, CONFIDENT & WISE ON THE BEST NEXT MOVE, WILL NATURALLY ATTRACT FOLLOWERS."

"A leader has an inspiring vision, the energy to make it happen (credibility), and the awareness to do that in a meaningful (purpose-driven) and smooth (without tension, control & conflict) way. "

- ON. PURPOSE

**ON.
PURPOSE**

WHAT IT ISN'T. (BUT IT OFTEN IS)

1. A leader with a big ego, controlling, easily triggered or angry, acting from fear: **MICRO-MANAGEMENT.**
2. A leader who is always busy, working non-stop, not asking for help, or being vulnerable, not fulfilled energetically drained: **BURN-OUT.**
3. A leader who is suffering from self-doubt, insecurity, anxiety, worry, not sure if he/she is the right man for the job: **IMPOSTER SYNDROME.**

WHAT MAKES A GOOD LEADER GREAT.

1. An inspiring vision & strategy that fits time & place
2. The ability to set crystal clear priorities & boundaries and stick to them.
3. The ability to attract, retain & empower talent.

HOW TO HELP A LEADER GET THERE:

1. **RATIONAL TOOLS, TECHNIQUES, KNOWLEDGE**

Rational linear step-by-step processes to define a strategy, priorities, and how to attract, retain & develop talent.

2. **ENERGETIC INFLUENCE**

Explained on the next page.

ENERGETIC INFLUENCE.

We believe in the power of being connected to yourself, others, nature, and a higher force. Accessing an innate inner wisdom by having a healthy body, a clear mind, positive emotions, and a meaningful purpose.

It affects the 3 things that make a leader great:

- 1.** To visualise a future vision by being connected to the collective intelligence or inner wisdom. Experiencing what it truly means to see, observe, make sense of things, and thus 'look' ahead.
- 2.** It improves decision-making, when we are stressed we lose connection to our neo frontal cortex, as well as our heart brain, leading to more 'stupid' short-term decision. The ability to stay calm, keep the overview, and stick to your why leads to better long-term & more meaningful decisions.
- 3.** We all sense someone's energy or atmosphere. If it is positive, energetic, inspiring, calm. A high sense of positivity and personal leadership draws other people in. So in that way, the law of attraction affects the ability to attract, retain & empower talent.

LEADERSHIP STARTS WITH SEEING CLEARLY.

A crucial starting point in personal leadership is building the ability to see clearly.

- 1.** To see yourself clearly, with full-awareness. Reflecting on your actions, thoughts, feeling, and beliefs honestly, openly, objectively. Having the ability to zoom out, and take an eagle perspective of yourself in any given situation.
- 2.** To see others and your environment clearly. To sense other people's emotions and intentions. To sense an atmosphere within a group or company, and take in the 'unseen' details.
- 3.** The more you are able to see, the more you can understand or make sense of. It affects your learning capability and speed. Therefore we focus on building awareness in this program.



THE ROLE OF AWARENESS.

“ **VIRTUALLY ALL THE WORLD'S ILLNESSES
BOIL DOWN TO MINDLESSNESS.** ”

*Ellen Langer,
Harvard psychologist &
mindfulness researcher.*



AWARENESS is about being conscious of your actions, thoughts, emotions, and beliefs, and how it's impacting yourself, others, and your environment.

It's the practice of pausing, observing, accepting, and creating space for your emotions and thoughts to be, without being attached to them.

Our mind creates stories of fear, limiting beliefs, and defensive strategies to protect the ego. It's a conscious choice of how you listen or act upon these 'stories'. Awareness is the first step into lasting change.



THE UNIVERSAL LAWS.

“ UNIVERSAL LAWS DON'T HAVE ANYTHING
TO DO WITH RELIGION.
IT'S PURE PHYSICS.

UNIVERSE HAS NO RELIGION,
ONLY ENERGY & VIBRATIONS.

”

BEING AWARE OF THE LAWS.

1. THE LAW OF ONENESS

Everything and everyone is connected. The same energy creates and destroys life.

2. THE LAW OF GENDER

We all need both energies to survive. The universe needs polarities, (female and male energies) to survive. Balancing these energies is the key to a healthy and fulfilled life.

3. THE LAW OF CAUSE AND EFFECT

Everything is a circle. Every action has a consequence. The energy that we put out there will come back.

4. THE LAW OF ATTRACTION

We attract what we are, not what we think or we want. Like attracts like.

5. THE LAW OF VIBRATION

Everything has a unique vibrational frequency.

6. THE LAW OF PROJECTION

One's life is created by his subconscious mind which is programed during the first years of our lives. To change the outer world (projections) we should look inwards to find what beliefs, stories, fears or limitations we have.

NATURE'S RHYTHMS.

“ We are nature. We are one with the trees, the water and the sun. It's the same magical energy that governs and forms everything. By ignoring our nature, we ignore our magic and our true potential. ”



BEING ALIGN WITH NATURE MEANS:

- 1. TO FOLLOW THE CIRCLE OF SEASONS**
- 2. TO BE ALIGNED WITH THE LIGHT AND THE DARKNESS**
- 3. TO HONOUR OUR FEMALE AND MALE ENERGIES**
- 4. TO ACCEPT THAT EVERYTHING CHANGE**



**LET'S SET.
INTENTIONS**



**ASK. US
ANYTHING**



EVERYTHING IN YOUR LIFE TODAY

IS A REFLECTION OF YOUR OWN

ACTIONS, THOUGHTS & BELIEFS,

BE MINDFUL.

ON. PURPOSE STUDIO