



PURPOSE

VIA Survey calls this strength Spirituality

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, connection/purpose, gratitude, hope/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

"Your purpose in life is to find your purpose and give your whole heart and soul to it."
-GUATAMA BUDDHA

"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