

Tim Cork

Purpose ... the Big “Why”?

**“Purpose serves as a principle around
which to organize our lives.”**

- Anonymous

When you have a purpose, everything falls into place. Your purpose is what’s important to you. It drives you, it is your passion for doing what you love to do and what motivates you. Everyone must have a purpose. What is your purpose? What is the big “Why?” that drives you to do what you do? I use my name, **TIM**, as an acronym to remind me of my purpose: to **T**ouch, **I**nspire, and **M**ove people to act on their passion and goals. The **C** in my last name Cork stands for catalyst, which helps make this happen. Why not have your own simple acronym to remind you of your purpose. This is the guide for everything I do. This is my big why, my passion and motivation every day. It gives my life purpose. It is the foundation in my new company Straight A’s Inc. We use this in our Leadership Development Programs, Coaching and Sales Training Programs. Purpose is the compass that keeps me and our team pointed in the right direction, toward true north, as Stephen Covey would say.

Find your cause. What drives you?

How you feel at any time will tell you whether or not you are living your purpose. When you are acting in ways that line up with your purpose, you will feel an inner joy. It’s a joy that’s almost addictive. Because you want to keep feeling it, you want to stay within your purpose.