

The Purpose Equation: Intrinsic Motivation

Leadership | The Purpose Equation: Intrinsic Motivation

Aligning Purpose With People,
Passion and Potential
Success At The Speed Of Change
Series, Part IV/V

(If you missed parts 1-3 in this series, scroll down to the bottom for links)

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"PURPOSE IS THE FOUNDATION LEADERS use to create vision, execute the mission, cultivate values that hold people accountable." John Baldoni, The Leader's Pocket Guide



What is the purpose equation? Why is it critical to success at the speed of change? Why is it fundamental to effective leadership?

Why must the purpose equation be entrenched in leadership development, management training and at every level in our lives and organizations?

Let's take a closer look

**The Purpose Equation:
Profit**

Purpose =

Success = Creating Value For Others

Intrinsic Motivation is a Key Success Factor. Purpose equals profit on a multiplicity of levels in our lives, our work, our organizations and our society. Once our need for food and shelter has been met, we each share the human need to contribute, to feel that we are part of a greater whole, a bigger purpose. When we subtract purpose from the business equation during a period of change and challenges, we get

presenteeism, absenteeism, poor employee engagement and retention. When we subtract purpose from our life equation we either work on overdrive, get stuck in stasis or in a rut that insidiously and often silently erodes our purpose, passion and potential. We become cogs in a wheel, and whether we are rapidly turning, stuck in place or sliding backward, the grease that oils our ability is purpose; it is the intrinsic desire to contribute. **Our ability to use the changes, challenges, stressors, even failures we face to build 3Q Skills that stretch and grow at the speed of change is real; doing so starts with championing the purpose that can help us learn, live and lead forward.**

Leading Forward Means Packing A Purposeful Punch: Are your employee objectives purpose driven? Are your management objectives purpose driven? Are your strategic and organizational objectives purpose driven? Purpose speaks to the shared values and objectives that drive great leadership, great strategy, great teamwork, great innovation and collaboration, great communication. Purpose is also the linchpin, the benchmark that builds happier more successful lives. Great teams thrive when they have a shared purpose, great leaders lead because their vision and mission is purposeful, meaningful to their constituents, and great people use their greatest purpose, their most meaningful objective in life to transform changes, challenges, crises into opportunities to learn, grow and share.

Critical Success Factors Ensure The Success Of Organizations; Purpose is the lever that ignites success. External motivators are important, but internal motivators are the pilot light that champions our ability to go the extra mile to optimize our potential and the potential of others. Building emotional intelligence is critical to the self awareness and awareness of others that allows one to understand purpose in light of shared values and objectives. If we cannot

understand what is purposeful, meaningful to our employees, our clients, our organization and we are unable to align our self with the values and objectives implicit in this purpose, we are riding a broken train that will ultimately derail.

External Motivators are important, but they must be balanced with purpose, with intrinsic motivators that engage and drive people forward; intrinsic motivators that build a bridge between what is and what can be by aligning shared values and objectives. Goals, objectives, quantitative performance measures will not thrive in a non-linear eco system of constant change without a purpose driven anchor. Empowering, enabling and actualizing our potential to use the strengths, changes, challenges, stressors and failures we face to optimize our potential, build new solutions, develop virtual and real teams of innovation and collaboration that take us forward cannot be sustained without a purpose that unites each team member and constituent.

The Present, Future AND The HOW will survive and thrive in alignment with the strength of their purpose, the fortitude of their ability to touch the heads and hearts of all constituents in ways that champion the integrity, humanity, courage and leadership that can take us forward individually and collectively. Business success is predicated on creating value for others, and our ability to do so will be marginalized if our organization, our leaders, our managers, our employees do not buy into a purpose that makes their work, their contribution meaningful.

TEN Critical Success Factors At The Speed Of Change Are Purpose Driven

>Critical Success Factor – Executive and Employee Engagement; leadership, management, buy-in from staff; alignment of mission, vision, objectives that is purpose driven.

>Critical Success Factor – Talent Optimization: Training,

coaching, mentoring programs that build 3Q Skills that grow in the face of change, challenges, stressors and opportunities.

>Critical Success Factor – Internal & External Communications; Person/Person, Virtual, digital, cross generational communication and the establishment of Communities of Purpose.

>Critical Success Factor – Collaboration and Alignment Of Purpose, Objectives, Strategies, Execution For Effective Project Management.

>Critical Success Factor – Process, systems that use technology as a tool to monitor, analyze and optimize purpose, objectives & results

>Critical Success Factor– Effective Sales Leadership and Sales Teams Creating Value For Clients And Constituents.

>Critical Success Factor – Championing and creating a living, learning, thriving culture of resiliency, responsiveness, innovation, collaboration.

>Critical Success Factor– Creating Value For Others; The alignment of purpose, values, objectives.

>Critical Success Factor– Corporate Social Responsibility-CSR; Reaching out to the community in ways that establish brand awareness, presence and commitment to clients, employees and the community it serves.

Surviving and thriving in the new non-linear eco system means recognizing that purpose = profit. Purpose that is unclear, purpose that is not aligned with individual and organizational values and objectives, purpose that does not speak to the human need to contribute, to make a difference, to be part of a greater whole will not be able to withstand the velocity of change, challenges, crises and opportunities we face and will continue to face as we move from the age of information to the

age of innovation.

Success at the speed of change means building skills and strengths that expand with changes, challenges, opportunities...and yes, even, stressors and failures. The writing is on the walls of our lives and organizations; being smart and fast are no longer enough, leading forward, communicating forward, learning forward means not only recognizing and actualizing our strengths, but using the changes, challenges, stressors and failures we face to build 3Q skills/strengths:

Q1-IQ (*intelligence-focus-strategic thought-ability to learn-relearn*)

Q2-EQ (*emotional mastery-self management-relationship management-risk tolerance/resiliency, communication*)

Q3-SQ (*values alignment/positive purpose, integrity of thought communication and action*)

Our ability to see our jobs, our careers, our lives with new eyes, eyes that help us recognize their purpose; eyes that help us build Communities of Purpose within our organizations is the way forward. The formula for success is timeless; create value for others. Creating value for others in a non-linear eco-system where change, challenges, competition and opportunities will increase means paying attention to and championing the purpose that drive our individual and collective commitment to success at the speed of change!

If you missed parts 1-3 of this series, here they are!

Part I: The Success Ladder Is Gone: Insights Into Succeeding In A Non-Linear Eco-System

Part II: Words Make Worlds: Opening The Door To A Better Present & Future

Part III: From No TO GO! Optimizing Potential, Results And Well-being At The Speed Of Change

Coming soon: Part V: The 3Q Leadership Equation

More? YOU Betcha

From Pain To Gain: Ten 21st Century Leadership Lessons Learned

Ten Practical Ways To Build Essential Success Skills At The Speed Of Change

Ten Steps To Building Employee Engagement

The Fire Of Human Potential: Developing A Purposeful Life And Career

Meaningful Work: Building A Leadership And Management Must

The Empowerment Compendium

The Individual And Organizational Imperative To Do Good In The World

Extraordinary Woman Interview (Video)

Pain To Gain Interview (Audio)

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From Pain To Gain-Ten 21st Century Leadership Lessons Learned

**From Pain To Gain: Ten 21st
Century Leadership Lessons Learned**
*>>>>A New Course Based On This
Course Debuts Soon. Enrollment
Limited. Contact Us for more
details!*

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Leadership is a 3Q equation supported by courage. Courage grows each time we align intelligence (IQ) + humanity (EQ) + integrity (SQ)



If you are a trailblazer who wants to not simply optimize strengths but transform changes/challenges into a lever for your greatest ability; I hope this post will motivate you.

If you are a leader who aspires to building an organization where purpose, engagement, innovation, communication, collaboration (the fire of human potential shines and grows); I hope this post will inspire you.

If you are working/living on over-drive, stuck in a rut/stasis or feeling lost; I hope this post will motivate you to look within and reclaim your power.

If you are a member of any ethnic group/gender that has traditionally be disenfranchised; I hope you will recognize your ability, our ability to light a candle that can drive

unity and strength among all people sharing this earth.

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Since writing my story, Against All Odds, my journey has included some of the greatest challenges I have ever faced; I guess the pivot points in my journey were pain points that would have compelled most people to simply give up. As a young child, on a journey that encompassed tragedy, abuse, pain and a myriad of challenges I discovered that the greatest power we have is in the hope, faith, courage, integrity and humanity that lights a fire in our soul. I learned that the values we cherish are the formula for our greatest success or a descent into an endless trajectory of ego driven illusions that never really help us achieve our greatest purpose. I learned that we each have a unique footprint, a unique gift/contribution to share in our lifetime; each positive step forward that is alignment with hope, faith, courage, integrity and humanity takes us all forward.

Success is a journey towards a greater goal; a courageous hike on a path replete with many challenges and failures.

From Pain To Gain: Ten Lessons Learned

Lesson One: Leadership is about thought and action; it is also about nurturing the greatness in others. We can all learn to lead forward in different ways, those who lead in a BIG way will be guided by a vision, a purpose and a commitment that is larger than themselves and speaks to the values/spiritual quotient that can guide us forward individually and collectively.

Lesson Two: Those who abuse power, position to get ahead or dominate others may win in the short term, but their playbook will never give them the sense of fulfillment they truly desire. After our survival needs are met, we all seek to be loved. Love is what drive us all. We crave it, we need it, and those who abuse power will never truly find it.

Lesson Three: Success is a me to we equation. Life, business and success are all human equations that rely upon the strength and integrity of the relationships we build and nurture. The global village that Marshall McLuhan spoke of in the 1970's is now a reality, the social, digital and virtual landscape of our lives, our business and organizations is based on the relationships we develop. Success is a me to we equation.

Lesson Four: The best business idea is impotent without the business strategy, financial capital, human capital to transform what is into what can be. Building a business, an organization, a professional practice requires not only courage and tenacity but the knowledge, collaboration and focus that are the building blocks of success.

Lesson Five: If you want to be a change-maker expect to be tested and challenged at every corner. Every step of the journey will be challenged by those who see you as a threat to the status quo. You will be unable to lead forward, to move forward without building a community of purpose, a constituency of those who share your values and objectives and will support your journey against the flow of what is.

Lesson Six: Bad things, terrible things, totally unfair things happen to good people; *(great interview with a survivor and thriver, Resiliency Expert, Michael Ballard)*. It is our spiritual quotient, our belief in a greater power, a bigger picture and purpose we cannot see or understand that can take us through the most difficult of times. If you are a survivor, you must become a thriver. Those who thrive in the face of terrible adversity, illness, life/career challenges are those whose are purpose and values centered. Their values and purpose are a pilot light that keeps their hope, faith and courage shining brightly in the darkest night.

Lesson Seven: Hope must spring eternal, because without it we are lost. When we lose hope we lose our power to make a

difference, be a difference and to contribute to a better life, better organization and a better world. Keeping hope alive does not mean wearing rosy colored glasses, it means cleaving to the values, the spiritual quotient, the heartbeat of human innovation and potential that glows and grows from within.

Lesson Eight: Purpose makes profit; what does not create value for ALL constituents will ultimately crash and burn.

The secret to success is simple and timeless; create value for others; the imperative to do so has never been greater.

Organizations who survive and thrive will be communities of purpose who align vision, values, purpose with the engagement of human potential. Our ability to communicate, collaborate and build solutions that take us forward is a group activity.

The members of your group, your team, your community of purpose must be shareholders in the values and objectives that transform me into we!

Lesson Nine: Adaptability-Resiliency-Creativity-Ingenuity rooted in courage, integrity, humanity are the strengths and values that will take us forward individually and collectively. We must embrace change while guarding the values that are the anchor for a better present and future. The words we use, the thoughts we think impact our potential, optimizing our ability means embracing change and using it to build the adaptability, resiliency, creativity and ingenuity that turns problems into solutions.

Lesson Ten: Perspective is everything. What you focus on grows; your perspective is your reality. Developing a perspective and honing the skills that can help us optimize strengths AND use changes, challenges, stressors, even failures to build IQ (intelligence, strategic thought, ability to learn-relearn faster) EQ (self awareness, awareness of others, resiliency, social/communication skills) SQ (values, integrity, purpose, leadership strengths-spiritual quotient) is CRITICAL.

More? You Betcha! The need to get re-inspired by what we CAN do is critical! AND...a new course From Pain To Gain-Ten 21st Leadership Lessons is on its way. Contact us to learn more. Enrollment is limited! irene@justcoachit.com

My Story: Against All Odds

A Collection of Leadership and 3Q Leadership Posts

A Collection of Inspiring Posts

A Collection of Inspiring Quotes and Posters

A Collection of Inspiring, Heroic Women/Changemakers

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What 3Q Leadership Means | Insights And Action Steps

What 3Q Leadership Means |
Insights & Action Steps
(Including 5 bonus posts, a
reading list of 10 Leadership
Great Reads and 2 inspiring
videos)

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integrity (SQ)*



I believe in our ability to lead forward, our ability to cleave to the noblest ideals, the highest values while learning new ways, better ways, faster ways to optimize our talent and potential that will take us forward towards a better present and future.

If you do not hear the call, listen. The echo of our true potential is written on the walls of our communities, our organizations and imprinted on our souls. Most people will bury their head in the sand, some will run and hide, but the minority of people who rise to the challenges before them form a lever that can change one life, many lives...and the world for the better.

Sharing leadership quotes and links to posts/practical advice on 3Q Leadership that I hope you enjoy as well as five bonus posts, a reading list of great leadership books and 2 inspiring videos!

- **Leadership means negotiating dark corners w/ the integrity-courage-humanity + wisdom to see thru + past the fog!** (*What Does Leadership Really Mean?*

<http://bit.ly/TqxT6e>)

- **Leadership means finding new ways, better ways, faster ways to build a learning organization, but a living, thriving organization where adaptive communication, management and**

Leadership thrive. (*The Thriving Organization: Ten Power Steps Out Of Jurassic Park* <http://bit.ly/16RgPjM>)

- **Leadership means growing women leaders; developing new, faster better ways for women and men to draw upon/learn from each other** (*Women And Leadership: Ten Power Steps Forward For Women And Men* bit.ly/17L4kE7)

- **Leadership means great leadership development that empowers, enables and actualizes our ability to win.** (*Mission Critical: Championing-Empowering-Enabling Our Individual and Organizational Ability to WIN* <http://bit.ly/1400T0F>)

- **Leadership means building essential strengths that optimize potential and drive results at the speed of change.** (*Ten Practical Ways To Build Essential Success Skills At The Speed of Change* <http://bit.ly/145DUBw>)

- **Leadership means choosing to be part of the human solution by feeling your real power and using it empower the best in yourself and others.** (*The Empowerment Compendium* <http://bit.ly/16RhbqA>)

- **Leadership means building the 3Q skills that can help you optimize resiliency, leadership, communication, collaboration, social responsibility, problem solving, creativity, and self-actualization.** (*3Q Leadership and REACH Benefits-And Why I Have Dedicated My Life To This Work* <http://bit.ly/15BMwv8>)

- **Leadership means failing forward by using failure to build resiliency, whole brain thinking, creativity, innovation & results** (*The Secret to Success Is Failing Forward: Mastering A Critical Life And Leadership Skill* <http://bit.ly/19q4rLV>)

• **Leadership means empowering, enabling, actualizing our greatest individual and organizational potential and results in the face of change, challenges, crises.** (*Leadership Means Winning The Silent War That Is Destroying People And Organizations From Inside Out* <http://bit.ly/13ZXLLS>)

• **Leadership means finding simple, practical and powerful ways to start moving from NO to GO, by resetting default patterns that perpetuate reaction vs response, stasis vs growth, slipping into reverse vs optimizing potential.** (*Leadership Means Moving From No to GO By Optimizing Potential, Results And Well-Being At The Speed Of Change* : <http://bit.ly/12IuGIg>)

• **Leadership means achieving success in a new, non-linear ecosystem by recognizing, embracing and building our incredible ability to adapt, learn-relearn and grow.** (*The Success Ladder Is Gone: Insights On Succeeding Without It In A Non-Linear Eco-System* <http://bit.ly/13ZQTVh>)

• **Leadership means developing environments where meaningful work and engagement thrive has become critical on a multiplicity of levels that impact the business bottom line.** (*Ten Steps To Building Employee Engagement* <http://bit.ly/13ZQP7T>)

• **Leadership means integrity, humanity, courage; say these words, use them and incorporating them in your life and work because purpose = profit on a multiplicity of levels.** (*Ten Ways To Lead Forward In Times Of Complexity And Change* <http://bit.ly/16Rihm7>)

• **Leadership means understanding what emotional intelligence is and why it is critical to your life, your career and the optimization of human potential.** (*Smart And Fast Are Not Enough: The Need For Better EQ* <http://bit.ly/16RgTQz>)

• **Leadership means building our ability to use strengths and challenges to R-E-A-C-H™: Redirect focus, Enhance confidence, Actualize potential, Communicate effectively, Harvest results** (*Disrupt The Status Quo: Make The Critical Shift Forward:* <http://bit.ly/UdSn7y>)

• **Leadership means building a community of thought and action; a community of purpose because success is a me to WE equation.** (*Leadership Means Developing A Community Of Purpose* <http://bit.ly/16RgHRj>)

• **Leadership means taking every opportunity to reinforce the foundation of your house by building a culture of integrity and engagement.** (*Ten Steps To Building Employee Engagement* <http://bit.ly/16RiINe>)

• **Leadership means understanding the secret to personal development and growth.** (*The Secret To Personal Development And Growth* <http://bit.ly/13ZQphV>)

• **Leadership means building social, digital and cross generational communication** (*From Now To How: Building Social, Digital And Cross Generational Leadership* <http://bit.ly/16NbEC6>)

• **Leadership means opening the door to a better present and future.** (*Words Make Worlds: Opening The Door To A Better Present And Future* <http://buff.ly/13CfqPN>)

More? You Betcha.

Goodness To Greatness Leadership-7 Steps from Me To We

The New Leader

Against All Odds: A True Story of Hope, Faith, Courage And Leadership

The Leadership Compendium: Leading Forward In The Face Of Change, Complexity, Crisis

The Individual And Organizational Imperative To Do Good In The World

More? Yes, some Great Leadership Reads From Leadership Experts!

HBR's Ten Must Reads On Leadership

A Real Look at Real World Corporate Governance by David Larcker, Brian Tayan

The Essential Bennis by Warren Bennis
The Essential Drucker by Peter Drucker

The Leadership Engine by Noel Tichy

Building The Bridge As You Walk On It by Robert Quinn

Serve To Lead by James Strock

The Truth About Leadership By James Kouzes and Barry Posner

Primal Leadership by Daniel Goleman, Richard Boyatzis, Anne McGee

Servant Leadership by Robert Greenleaf

More? Yes, Two Hopefully Inspiring Videos About Leading Forward In The Face Of Challenges!

Extraordinary Women Interview

Interview With Resiliency Expert Michael Ballard On Resiliency And Success

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