



# The Purpose Advantage

For Senior Living

Life

+ 7 years





# Allen



*The Purpose Equation*



# health

Support Brain Health

Improve Sleep

Boost Immune System

Maintain Mobility

Reduce Loneliness

Less Chronic Pain

Less Depression

Feel Happier

Recovery Faster from Illness + Injury

Increase Grit + Hope

Reduce Risk of Stroke

Reduce Risk of Loneliness

**cognitive**

**mental**

**social**

**spiritual**

**emotional**

**physical**





# Learning Objectives

1. Understand the Impact of Purpose on Health & Well-being
2. Understand the Impact of Purpose at Work – Engagement & Retention
3. Define Purpose
4. Connect with Elements of Your Unique Purpose
5. Identify Practical Applications for Purpose in Life Enrichment, Sales and Management



# PURPOSE

DEFINED

**Give & Get**

**MEANING & JOY**

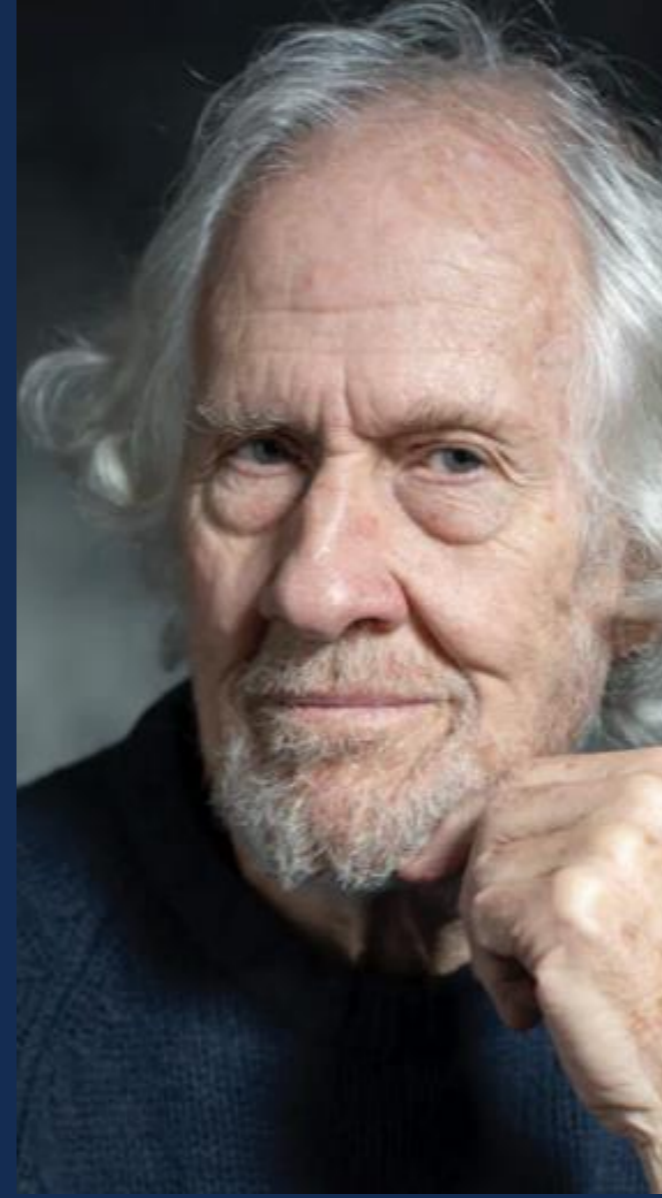
**Every. Single. Day**



humans are  
**Meaning-Making**  
machines







Purpose  
Outcomes

Alfred

From Confused to Focused

Kate

From Hopeless to Hopeful

Dave

From Role to Soul

Julie

Through Grief to Engagement

# Who are you BEing...

**Teacher**

**Creator**

**Innovator**

**Partner**

**Connector**

**Learner**

**Leader**

**Initiator**

**Implementer**



BEing



doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing

doing



*The Purpose Equation*

# Why Purpose Works

Motivates

'get to'

Makes-  
Meaning

understand  
why

Adaptive

supports  
transition

Amplifies  
Joy

resilience



I used to...

# Rethinking Intake

---

---

What is the most meaningful part of your day?

---

What's the one part of your day you couldn't imagine being without?

---

What chapter of your legacy are you still writing?

---

What was your favorite part of your favorite job?



# Connect Interests with Values



## Pickleball

- Social
- Movement
- Adventure



## Knitting

- Creative
- Helping Others
- Beauty



## Reading the Newspaper

- Learning
- Teaching
- Connection with World & Ideas

S  
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# From Busy-Making to Meaning-Making

## Busy

- Bingo
- Coffee Chat
- Chair Yoga



## Meaning

- Planning & Inviting
  - Word of the Week  
(for employees, too!)
- Social Connection  
(One Thing in Common)

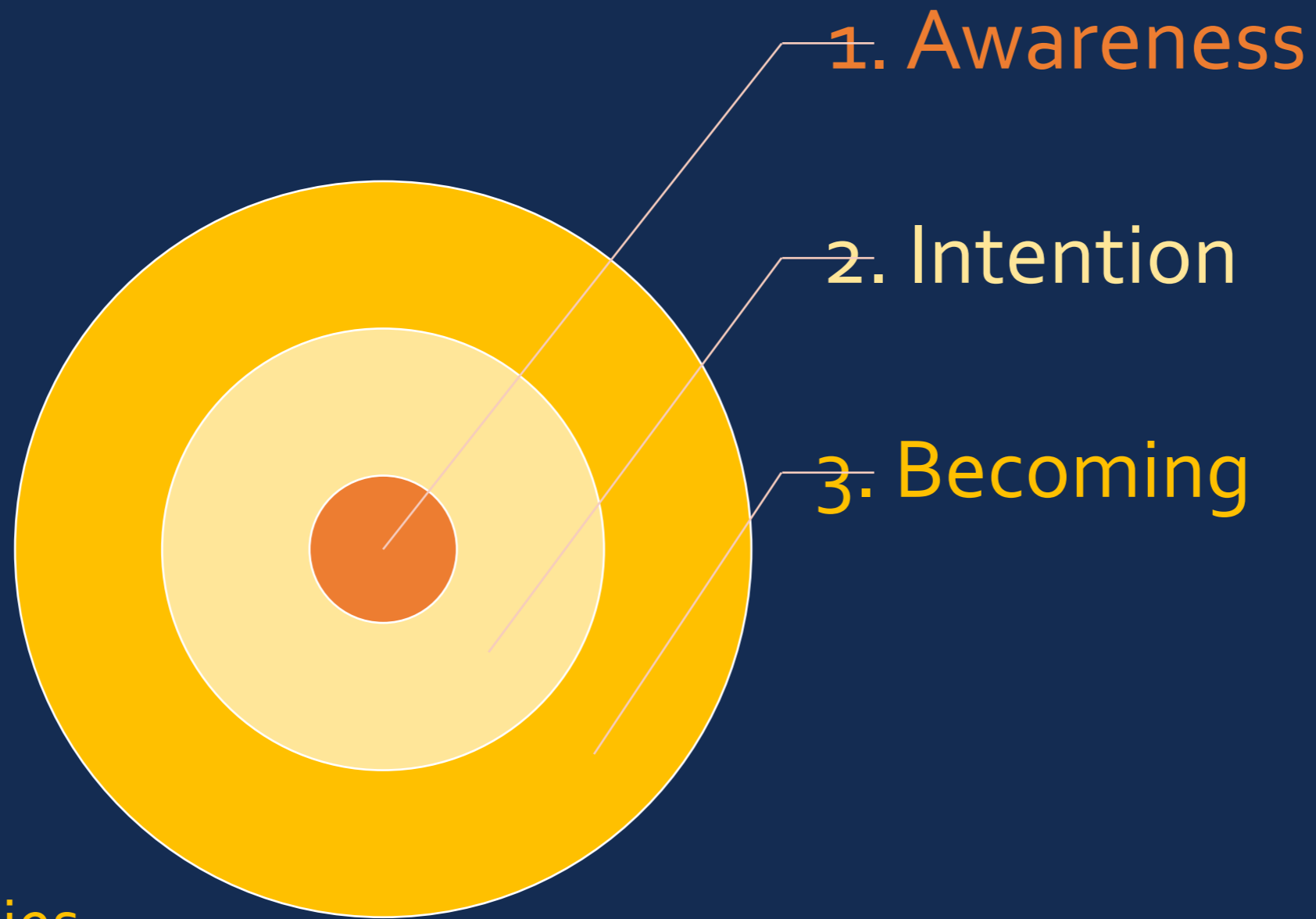




# Senior Living's Opportunity



# How to Connect



Infinite  
Possibilities



*The Purpose Equation*



“...you are absolutely unique,  
just like everyone else.”

- Margaret Mead

Purpose

Is OUR Reason to Rise



*The Purpose Equation*

# RESEARCH

DATA DRIVEN

**Subjective  
Well-being**

**Self Determination  
Theory**

**Positive Psychology**

**Selective Optimization  
and Compensation**

**Socioemotional  
Selectivity Theory**

**Personality Theory**

**Narrative Identity**

**FEEL + THINK + JUDGE**  
Life is Good

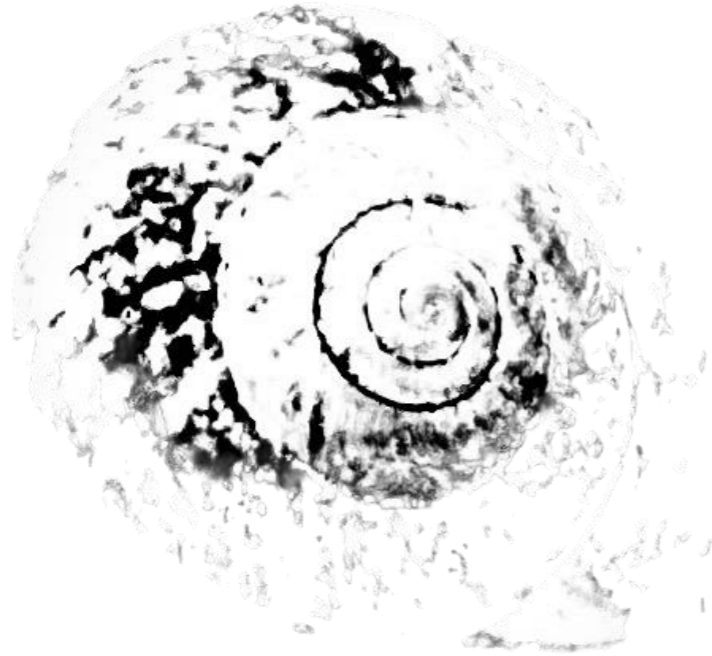
**BELONG**  
To Yourself

**KNOW**  
Your WHY

**ADAPT**  
to Change



*The Purpose Equation*



*The Purpose Equation*

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