

Creating Your Purpose

From Success to Significance

John Dammann

Why am I here?
Who can I help?
What impact
will I make?

How Did We Get Here?

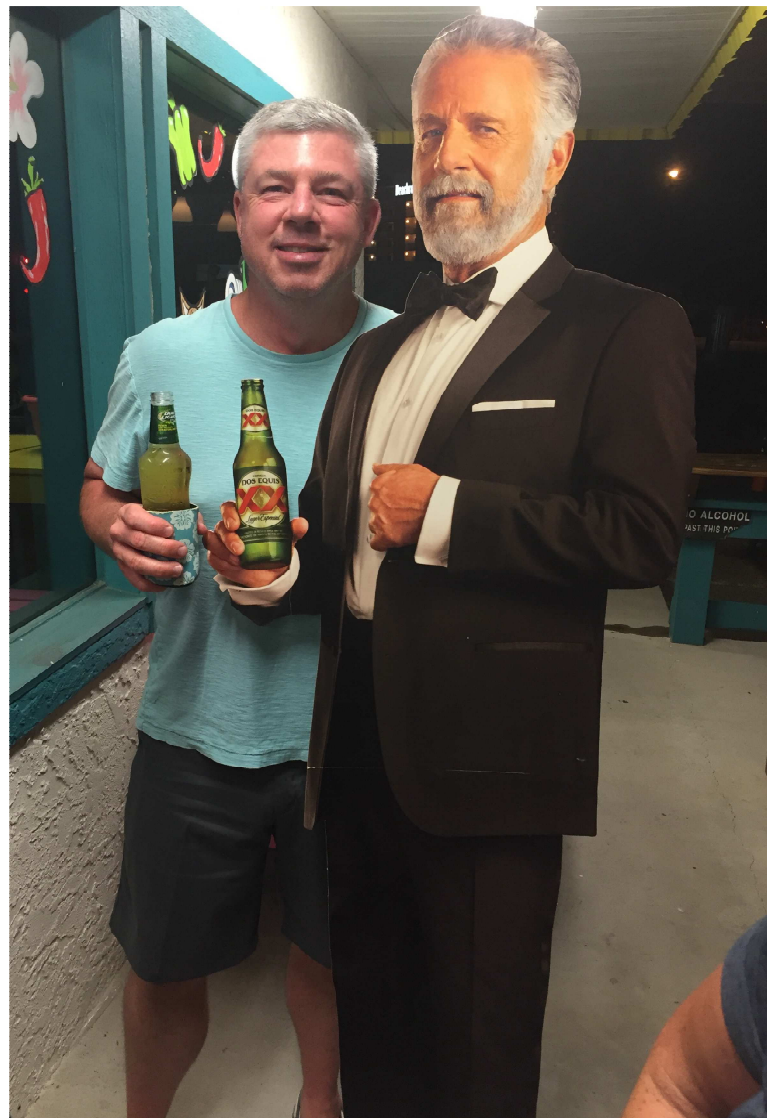
OPEN WITH A STORY THAT CREATES CURIOSITY

“What else could it be?”

Jeff Fishback’s question is a reminder: before we decide what something means, pause long enough to ask if there is another explanation.

**Purpose often
begins with a
better question.**

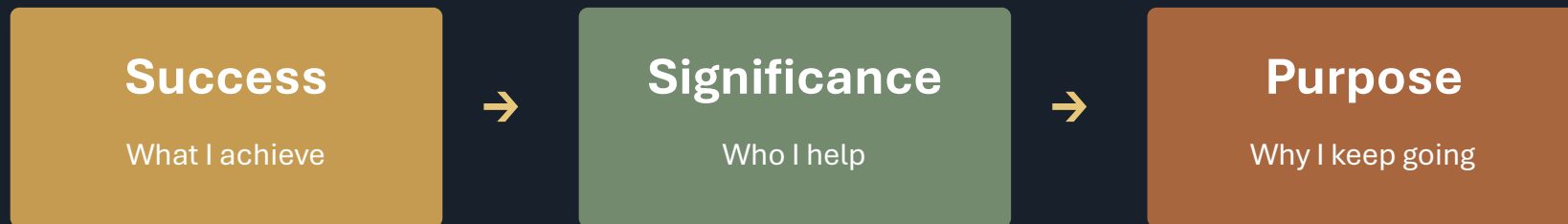
Less judgment.
More curiosity.
More grace.





The Shift

SUCCESS IS GOOD — SIGNIFICANCE IS DEEPER



The question changes from “What did I accomplish?” to “Who is better because I showed up?”

What I Do vs. Who I Am

ACTIVITIES CHANGE. IDENTITY GUIDES.

What I Do

- Retired after 31-year corporate career
- Golf • Fish • Travel
- Exercise & healthy eating
- Investor
- Started golf and wine clubs
- Volunteer

Who I Am

- God-fearing man
- Husband • Father • “Big J”
- Mentor • Motivator • Trainer
- Connector of people
- Coach • Leader • Listener
- Friend

Jobs and titles can change. Purpose remains.

Retirement Was Not the Finish Line

IT BECAME A NEW ASSIGNMENT

2020



**Career chapter
closes**

31 years in Corporate
America

**Identity gets
tested**

Who am I without “The
Title”?

**Purpose
expands**

Volunteer. Mentor. Build
community.

Purpose is not something you retire from. It is something you grow into.

Three Words That Shape a Life

DEFINE THEM SIMPLY SO PEOPLE CAN REMEMBER THEM

SUCCESS

Achievement

A goal reached, a result produced, a vision completed.

SIGNIFICANCE

Influence

A life that matters because it changes someone else's life.

PURPOSE

Direction

The why that gives your decisions meaning and momentum.

Purpose Changes Shape by Season

THE “WHY” CONTINUES, EVEN WHEN THE CHAPTER CHANGES



McKenna & Naomi

Stories remind us that purpose becomes real when it has a name and a face.

How Do You Find Purpose?

CREATE ENOUGH QUIET TO HEAR WHAT MATTERS

“You need to get out of your head to get into your mind.”

— John Dammann

Sitting on the beach,
Looking at the
mountains, Sitting
quietly by a stream

Step away

Noise hides purpose. Distance creates clarity.

Reflect

Ask better questions and listen longer.

Align

Choose the people, habits, and work that match your why.

“There is nothing better for the inside of a man, than the outside of a horse.”

— Ronald Reagan

Four Pillars & Foundations

PURPOSE NEEDS A STRONG BASE

Spiritual

Direction

Emotional

Resilience

Physical

Energy

Financial

Options

When one pillar weakens, life feels out of balance.

Put the Big Rocks in First

ALIGN DECISIONS AROUND WHAT MATTERS MOST



*Small things fit around the big rocks.
Big rocks rarely fit around small things.*

Use purpose as the filter before saying yes.

Gratitude Turns Purpose Into Practice

APPRECIATION BECOMES ACTION

**Recognize goodness.
Acknowledge the source.
Return kindness.**

Gratitude is not only a feeling. It is a discipline that re-centers the heart and makes service natural.

Try this question:

*“Who helped me
become who I am —
and how can I pass
that forward?”*

A Resilient, Purpose-Driven Attitude

CIRCUMSTANCES MATTER — DECISIONS MATTER MORE

*“I’m not a product of my circumstances.
I am a product of my decisions.”*

— Stephen Covey

Reframe

What happened does not get the final word.

Respond

Your reaction reveals your direction.

Resolve

Live as the only option, not the backup plan.

Create a Personal Purpose Statement

MAKE IT PRACTICAL ENOUGH TO USE

I use
my

strengths

what I am good at

story

what I have learned

relationships

who I can influence

to
help

the people God places in my path move toward wisdom, confidence, and significance.

*Purpose becomes clearer when it becomes
actionable.*

The Challenge

THREE SIMPLE COMMITMENTS

1

Discover

Notice the patterns in your story.

2

Align

Make decisions around your big rocks.

3

Invest

Pour into people and mentor it forward.

Significance is built one intentional decision at a time.

Purpose

Birth Gifts:

1. _____
2. _____
3. _____

Enduring Passions

1. _____
2. _____
3. _____

Source:

Frustrations:

Wounds:

Regrets: _____

Wants, Needs, Desires of Others

1. _____
2. _____

A Life of Significance Is Unforgettable

*Success asks: What have I achieved?
Significance asks: Who have I helped?*

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With Gratitude - Thank You