



## 5 Reasons Why Passion and Purpose Matter as a CDI Professional

Great leaders in the CDI industry have immense passion and are crystal clear on the overriding purpose of their organization's work. We are drawn to leaders who are both energized and serious about the work. According to the 2019 Global Talent Trends study by Mercer, thriving organizations are "human-led" with "purpose at the heart of their talent value proposition." Employees want to align work to future value by seeking employment with purpose and meaning.

Discover these 5 reasons for why you should lead your life as a CDI professional with Passion and Purpose:

01

**Purpose drives your priorities.** And your priorities determine your degree of impact and effectiveness. Purpose concentrates your efforts and affects your productivity, so begin with the end in mind.

02

**Purpose is outwardly focused; Passion is inwardly focused.** Purpose serves others, and Passion serves your well-being. The sweet spot is the union of both: to experience true happiness and fulfillment. The danger is mistaking Passion as your Purpose.

03

**Passion connects you to your "Why";** it connects you to your life's Purpose. Passion brings happiness, excitement, and anticipation as you take action toward Purpose.

04

**Passion is energy to propel you to your Purpose.** Without discovering your Passion, your life and work will lack the energy needed to attract the necessary people, resources, and opportunities you need to carry out your mission.

05

**Purpose balances Passion.** Purpose is your innate compass. When Passion gets distracted, Purpose will get you back on track by directing your energy to the task that will have the largest contribution.



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### SESSION HIGHLIGHT

#### Living and Working with Passion and Purpose

Identify and explore your unique passions and core ideals in this hands-on session. Gain clarity and an understanding of:

- Personal actions you can take to work and live with increased fulfillment.
- How to identify the Passion and Purpose of others to inspire and motivate.
- The warning signs of burnout and how to avoid it.

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