

Live to Your Purpose

I'm reading a book that really resonates. It is about purpose. You can get the gist from the TedTalk [here](#).

Why do you do what you do? Simon Sinek repeats over and over in his book *Start with Why*, "people don't buy what you do, they buy why you do it." As I've walked through my days this week with that phrase resounding in my head I've come to a realization:

I don't buy what I do—I look for a reason—for the **why** I do it. I hate getting out of bed to monotony. I want life to have meaning, purpose, depth and energy—and I get all those things when I am able to connect what I am doing with a greater "why."

This concept expands. Family finances/schedules/priorities are a mess of wants—until you have an overarching goal and remind yourselves regularly why you make money and what you are about.

There is another concept (called the FLOW model) that we are at our peak when our skills and our challenge level are both at on high—if we are low on challenge, but high on skills we veg through life. If we are low on skills but high on challenge, we live in a high stress situation that, when pushed too far, can result in apathy. To live in that place of high challenge and high skills is delight.

When we know our purpose, we push ourselves—we beat down doors and open gates—to do what we are called to do. We put ourselves in that place of delight.

This brings to mind Joseph. Joseph was a gifted administrator. His father saw it, and used him to check up on his brothers—that didn't end well. Then, while in captivity, in every situation despite being a slave, Joseph found a way to

live to his purpose. He rose to the top every time. He knew his why—he was designed to administer. No matter his plight, he was able to rise because he knew his purpose.

So here is my question:

How do you know if you are on your way to a sweet spot, or waiting for Why?

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