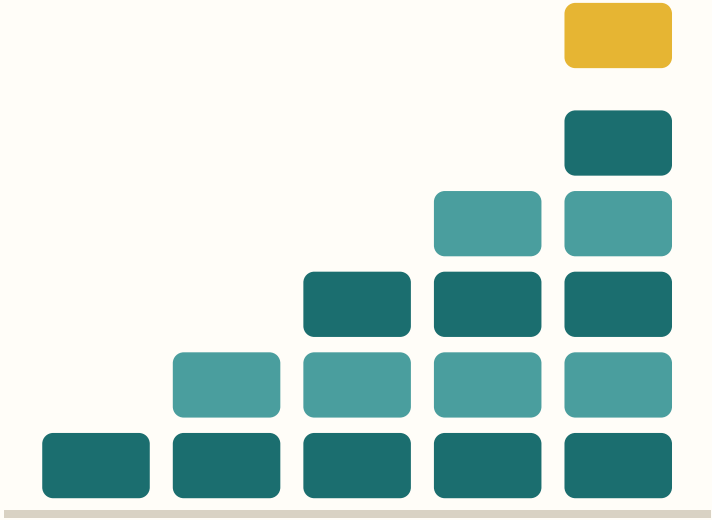
Building Purpose

Bradley Wright

Life Purpose Lab

Sociology, University of Connecticut



First Mode

Finding Purpose

Imagine a meaningful future, work toward it

“What is my purpose in life?”

Logic = discovery

Second Mode

Building Purpose

Make each day a little more purposeful

“How can I live more purposefully?”

Logic = compound gain

First Mode

Finding Purpose

Imagine a meaningful future, work toward it

"What is my purpose in life?"

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Second Mode

Building Purpose

Make each day a little more purposeful

"How can I live more purposefully?"

Logic = compound gain

Strategy 1

Do more of what matters

- Already in your life
- Known as meaningful
- Can you simply do more?
- E.g., calling siblings



Strategy 2

Do less of what doesn't matter

- Do less of what doesn't matter
- It takes up time, energy
- E.g., doom scrolling



Strategy 3

Change how you do things

- Think about it differently
- E.g., doing weekly budget
- Involve others
- E.g., inviting friends on hike



DO DIFFERENTLY

Why It Works So Well

Compound Interest

1% increase a week?

Why It Works So Well

Compound Interest

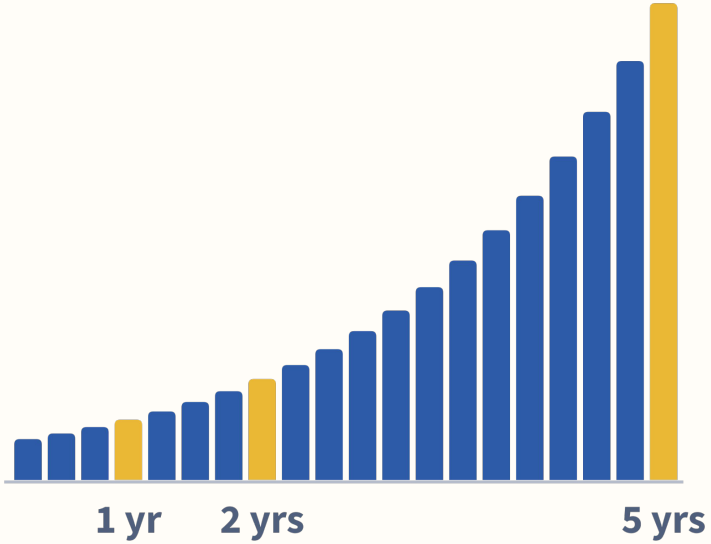
1% increase a week?

0.7x more in a year

1.8x more in two years

12x more in five years

Imagine with money!



Practice

Apply it

1. **Pick a change**
2. **Share in Breakout Group**
   What you could do, why it would work
3. **Share for a minute or two each**
   Someone keep track of time



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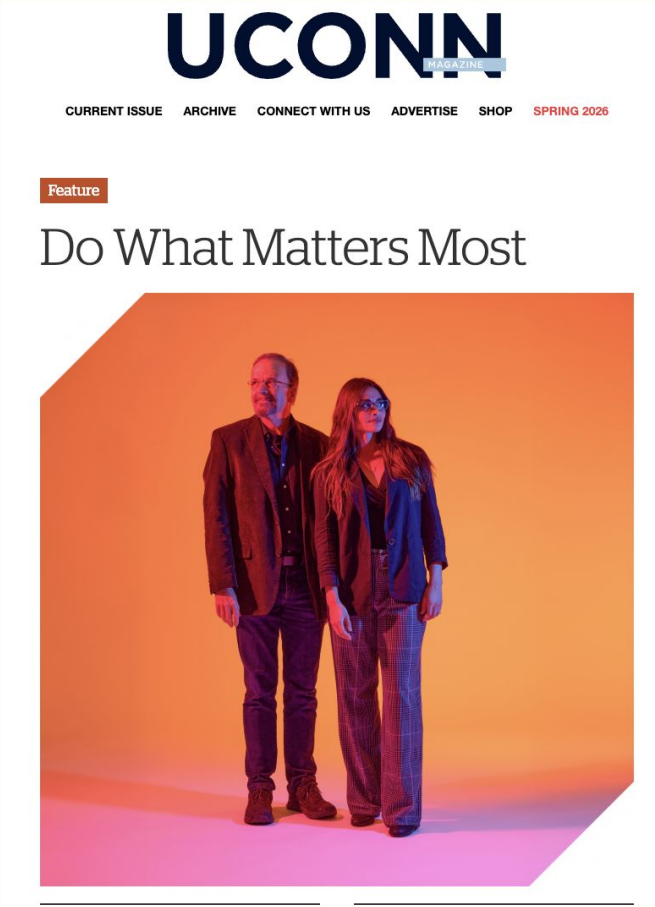
Founded 2020

Guiding question

What's the most effective way to help people live with more purpose?

80+ workshops

1,500 attendees



Want More?

Life Purpose Lab Newsletter

Link in chat too