

Purpose, Vision, Goals

By Bob Proctor

*“If you’re to fulfill your vision for a better life,
you must formulate a plan of action.
Effective planning involves identifying and prioritizing
those actions that will move you most efficiently
toward your goal.”*
Stedman Graham

Purpose, Vision, Goals

These three areas are frequently the cause of much confusion. It is important that you have a clear understanding of the role each area plays in your growth.

We suggest that you listen to the MP3 we've provided ... in fact, listen to it a couple of times before you start this lesson. It will provide you with tremendous insight. For those of you who may be more visual in nature, we've also included the transcript to the MP3—you may want to read along as you listen to the MP3 recording.

The vision represents the total journey that you are taking. Goals are the progressive stepping-stones that help you realize your vision, keeping it crystal clear.

You could say the **vision** represents **what you are doing with your life**, the **goal** represents the various aspects of **how you're doing it** and your **purpose** explains **why**.

It is very important that your purpose, vision and goals are in harmony.

Purpose

Having a purpose makes most of life's tough decisions easier to make. A purpose helps you become persistent and resilient at times when those qualities are required to deal with some of life's testing situations. A definite purpose removes the confusion that is often experienced when attempting to choose a meaningful goal.

Becoming aware of your purpose helps you connect with the higher side of your life, and will uncap a fountain of inspiration. With a definite purpose, loneliness and separation fade away and disappear. You become a necessary part of something much larger.

To get in touch with your purpose in life, it is suggested that you find a peaceful environment—a place where the spiritual essence of you will shine.

Because many people find it difficult to decide on their life's purpose, I will share something of a personal nature that you may find helpful.

Jane Willhite is a dear friend of mine. I often say she is the most complete person I know. Jane owns High Valley Ranch in Clearlake Oaks, California, a place where highly effective transformational seminars are conducted. The ranch is a 2,000 acre spiritual oasis that I retreat to from time to time for renewal.

A number of years ago, my business partners and I spent a few days at the Ranch. Together over a two day period, we wrote a statement combining our vision and our purpose. The vision states what we are doing ... the purpose states why.

“We are building a global organization dedicated to improving the quality of life worldwide. We create products and services at a profit which are in harmony with the law of compensation. These products and services are created and marketed with like-minded people who share in our purpose: *to live and work in a prosperous environment that encourages productivity, so that we may improve the service we render to our family, our company, our community, our nation and ultimately, the world.* (It is so.)”

***“Where there is no vision,
the people shall perish.”***

The Bible—Proverbs

Solomon’s wisdom is as accurate today as it was centuries ago. Your vision that you are mentally entertaining must always be clear, larger and more magnificent than the conditions or circumstances which you presently find yourself surrounded by in your material world.

It is the vision in your mind ... harmonizing with your purpose which creates the inspiration that causes you to stretch. The vision you hold also determines the frequency of your thoughts. The larger and clearer the vision, the bigger, better and more effective the ideas will be that flow into your consciousness.

Knowledge is Omnipresent

All of the knowledge there ever was or ever will be is 100% evenly present in all places at the same time. The information you require to do whatever you choose is already here, however you must be in harmony with that information. The vision that you hold and impress upon your emotional mind will determine what you are in harmony with ... and whatever you are in harmony with, will be magnetized to you.

***“Since order is heaven’s first law,
and visualization places things in their natural order,
it must be a heavenly thing to visualize.”***

Genevieve Behrend

There are many reasons and numerous benefits for building a vision. The greatest, of course, is the order that a vision establishes in your mind. That order is then reflected in every aspect of your life.

You must have a goal that will excite and scare you at the same time. Your goal must be something you WANT ... and you must really want it.

The goal will excite you because it is something you really want ... it will scare you because it is not in harmony with your old conditioning (paradigm). Your goal comes from a totally different dimension of thought. When the goal and the old conditioning come together, it creates the emotion of fear. This is precisely what keeps people stuck in their tracks, producing the same results year after year. You must face the thing you fear. Proceeding in the face of fear and remaining emotionally involved with the higher ideal is the process that alters old conditioning.

***“You will either step forward into growth
or back into safety.”***

Abraham Maslow

***“Before you can do something,
you first must be something.”***

Goethe

If you want to **have more**, you must **do more** and if you're going to do more, you have to **be more**. This is how people improve the quality of their lives. You are stepping out of the box, wandering into an area you have never been before. Understanding enables you to keep on going in the face of fear. You will ultimately realize that when you face the thing you fear, fear leaves you.

You don't have to know how to reach your goal, that is not important. It is, however, absolutely essential that you are able to visualize yourself already in possession of the goal. Your goal must fit into your vision, it will be a stepping stone in the materialization of your entire vision.

Last, but certainly not least, your goal must be in complete harmony with your purpose.

