

FIND YOUR PURPOSE

In SEED, we believe in people. We believe everyone is unique and, in his/her own way, can contribute to a better world. We were born to serve everyone who wants to find their truth. We mindfully listen to each story, and we question in a way that will allow you to make a restorative journey to your essence.

Regardless of your age or where you start from, do something that matters to you. The world is missing what you're ready to give. Today you can rise and dare greatly. Maybe with doubt, but without excuses. **Today is the day!!!**

WHY find your Purpose?

True and lasting fulfillment only arises when we live our lives with Purpose. When you find what really drives your behavior and empower it.

Purpose is about feeling alive. It's about aligning your life fully with what you believe, with what resonates with your heart. To be present, to be aware, to be true to yourself in the present moment.

The Purpose is not who we aspire to be, it's who we truly are at the present moment (even when it's asleep); it expresses who we are when we're at our natural best. It means that finding your Purpose is a project of inner-fulfillment.

WHAT'S the benefit?

When you find your Purpose, you'll be able to articulate what makes you feel fulfilled and to better understand what drives your behavior when you're at your natural best. It becomes a point of reference for everything you do going forward. People who know their Purpose benefit because:

- They have a filter through which they can make decisions; they act with purpose;
- They enjoy greater long-term success;
- They command greater trust and loyalty, therefore creating more meaningful relationships;
- They are more forward-looking and innovative than others;
- They are able to work longer because they do things in a natural passionate way, just like a hobby.

HOW does the process work?

Your Purpose is born from your life experiences. It's the total sum of the lessons we learned, the experiences we had and the values we adopted. In practice, it's a discovery journey of 3 steps:



ABOUT JOÃO LEITE

For nearly 2 decades I was away from my PURPOSE, so from personal experience I know exactly what it means to feel tired, energetically drained and working without joy and inner fulfilment. I knew what I didn't want but struggled to find what I wanted to do. So, I started to read and saw many videos, but not knowing who to turn to, I had difficulty figuring out how to get out of my job.

That's why I specialized myself in helping others finding their purpose. I created my own methodology based on everything I read, saw, and experienced. The fact that I have worked with many people, with different passions and ambitions, I continue to review and adjust the process permanently. I always learn something new from each process and I'm always thinking about how to do it differently and better.

That's why I love what I do!

WHO should attend?

Everyone, from 18 to 90. It's never too late to be authentic and true to yourself. It's good for you, good for the one's around you and for the company you work for. Even if it prompts you to confrontation. However, the Purpose will only manifest when we have the courage to be authentic, to be present with who we are, when we take the risk not to please others. This journey is meant for the ones who are willing to break with their usual patterns and take a firm step towards their passion and explore and benefit from unfamiliar territory.

Frequently asked questions

1. Do we lose our spontaneity if we have a Purpose?

Finding "why" you do things, ultimately, will free up space inside and give you conditions to lose personal agenda in what you do and be more spontaneous and intuitive.

Your Purpose is not an envelope that will limit you. Instead, finding your Purpose will allow you to be authentic and aligned with what you say and do. It will train you to listen to your heart, to be truthful to yourself; therefore, it will create conditions for more spontaneity.

2. Is our Purpose constant throughout life?

Everything is impermanent in life and our own truth keeps changing as we expand our consciousness. Therefore, one's Purpose can change throughout the course of our lives, or it can stay the same, but we always have a Purpose at all times.

We don't have a professional Why and a Personal Why. We are who we are regardless of the context. If you're different at work than you are at home, then in one of those 2 places you're not authentic.

3. Is the Purpose future-related?

Our Purpose is not oriented toward a future outcome. Instead, it's an inner state focused on who you truly are in the present moment and your deep beliefs.

Sometimes the inner Purpose is misunderstood with the outer Purpose (objectives). The outer Purpose answers the questions: where am I going? What will I do? What goal do I want to achieve?

The inner Purpose is not about what you want to achieve in the future, since there may be no future. It's not about "one day I will be in the state of satisfaction...." The exercise is based on the assumption that you already have everything you need. It's not about the future, it's about the ever present now.

4. Isn't "finding your Purpose" an egocentric exercise?

No. It's exactly the opposite. Even though the process starts from within (to avoid being trapped in what the "world" expects from us), it's structured in a way that will help you understand what is it that you can give when you're at your natural best so that you may contribute to a higher purpose. It will make you feel part of something bigger than yourself.

We turn off from the small "I" that thrives to please and be accepted and release the true self. The one that is and that gives itself away.

5. Our Purpose is unique?

Each person perceives life's interpellations his/her own way and is responsible for what he/she feels and how he/she responds. Therefore, each Purpose is unique, even when the same word is selected to define it.