



Gray Bear Coaching, LLC

Life Purpose Assessment – The Guide

We all crave purpose and meaning in life. To find that for yourself, you need to be very aware of the core values that guide you through life. Get started with the [Gray Bear Life Purpose Assessment](#), a free online, interactive assessment. This guide explains this online assessment and how to interpret it.

What this Assessment Should Help You With

When you are facing a change in your life or just want to live with more intentionality, purpose, and meaning, getting clear about your guiding values is critically important. This assessment is a simple tool to highlight what is most important to you in life. Once you have determined that, you can be more intentional with each decision you make in the future, moving you more in line with those guiding values.

Full Disclosure About This Assessment – AI Helped Make It!

I used the AI tool Claude to create most of this assessment tool. From the questions to the interpretation to the actual PHP code of the plugin, Claude created it all from my prompts. I proofread it carefully and made adjustments, because you cannot trust an artificial intelligence to get things right. The first iteration had a broken scoring rubric. The second, broken PHP code. The third had some very strange notions underlying some of the key concepts. I fixed all those using my own knowledge, wisdom, editing and proofreading skills, and web development skills. This tool is the culmination of all that work, and I think it's reasonable in what it produces. I tell you all this because it's astonishingly easy these days to have AI build you assessments like these. Without tremendous proofreading and the application of human discernment, experience, and wisdom, however, an AI-built tool may be riddled with errors, mistakes, and misconceptions. Be very, very skeptical of all the free things you find online unless you know who made them and trust that they have the knowledge, fortitude, and commitment to fix everything the AI tool miscreated.

Not to be Taken as Prescriptive

There are many good assessments and tools in the world. There are many bad ones, too. This one probably falls in between somewhere. In any case, none of them should ever be taken as 100% true or prescriptive. Every one of them is an invitation to a conversation with yourself, either with or without a coach. When you see the results, you get to decide whether you agree with them or not, and what you want to do about that. You can read [my own story of how a strengths assessment made me keenly aware of one of my own self-limiting beliefs and subsequently changed my life](#) on the Gray Bear Coaching blog. These assessments are all games in some sense, as well as tools to help with your own self-awareness and growth. What you do with the results is up to you.



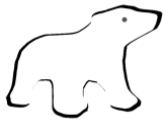
The 10 Guiding Values

This assessment considers ten core values that are among the primary things that drive your decisions throughout life. The 50 questions in the assessment score out to rank these guiding values, with the highest scoring being most important to you.

The 10 Guiding Values are

1. **Legacy**
Creating lasting impact and passing on wisdom
2. **Innovation**
Breaking new ground and driving change
3. **Connection**
Building and nurturing meaningful relationships
4. **Wisdom**
Gaining and sharing deep understanding
5. **Service**
Contributing to the well-being of others
6. **Growth**
Continuous personal development
7. **Autonomy**
Independence and self-direction
8. **Mastery**
Excellence and expertise in chosen domains
9. **Balance**
Harmony across life dimensions
10. **Purpose**
Alignment with deeper meaning

Each of these is detailed on the following pages.



Legacy

Legacy represents the drive to create lasting impact and pass on wisdom to future generations. It encompasses the desire to build something enduring, whether through institutions, knowledge transfer, or cultural preservation. Legacy-oriented individuals find meaning in ensuring their life's work and wisdom continue to benefit others after they've moved on.

How Legacy Shows Up in Life

- **Mentorship Relationships**
Actively seeking opportunities to guide others, sharing not just skills but life lessons and wisdom
- **Documentation and Recording**
Taking time to write down experiences, lessons learned, and insights
- **Institution Building**
Creating or improving systems and organizations meant to last
- **Family Focus**
Strong emphasis on passing down family history, values, and traditions
- **Teaching and Training**
Natural gravitation toward educational roles
- **Long-term Thinking**
Making decisions based on long-range impact rather than short-term gains

Examples of People with Legacy as a Top Guiding Value

- A business leader who prioritizes succession planning and mentoring future leaders over quick profits
- A grandparent who regularly records family stories and creates memory books
- A professional who documents all their processes and creates training materials even when not required
- Someone who starts a foundation or scholarship fund to support future generations



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Suggested Interests for People with Legacy as a Top Guiding Value

Professional Pursuits

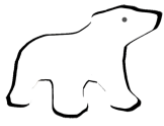
- Teaching or adjunct professorship
- Writing books or creating educational content
- Starting a mentorship program
- Consulting with focus on knowledge transfer
- Creating training programs or academies

Personal Projects

- Writing memoirs or family histories
- Creating time capsules
- Starting a blog or podcast to share wisdom
- Developing family or community traditions
- Building historical archives

Community Involvement

- Serving on boards of educational institutions
- Leading youth programs
- Starting community organizations
- Preserving local history
- Mentoring in professional associations



Innovation

Innovation represents the drive to create new solutions and pioneer change. It encompasses creativity, forward-thinking, and the desire to improve upon existing systems. Innovation-oriented individuals find meaning in breaking new ground and pushing the boundaries of what's possible.

How Innovation Shows Up in Life

- **Constant Questioning**
Regularly challenging status quo and asking, "What if?"
- **Experimentation**
Trying new approaches and being comfortable with failure
- **Future Focus**
Strong interest in emerging trends and possibilities
- **Problem-Solving**
Natural tendency to look for better ways to do things
- **Change Leadership**
Comfort with and advocacy for organizational or social change
- **Creative Expression**
Regular engagement in creative thinking and design

Examples of People with Innovation as a Top Guiding Value

- An executive who consistently introduces new business models or approaches
- A homeowner who creates unique solutions for everyday household challenges
- A teacher who develops new teaching methodologies
- Someone who frequently reimagines traditional processes in their workplace



Suggested Activities for People with Innovation as a Top Guiding Value

Professional Pursuits

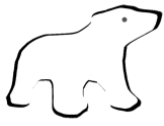
- Entrepreneurship
- Research and development
- Product design
- Change management consulting
- Technology leadership

Personal Projects

- Inventing or prototyping
- Learning emerging technologies
- Creative arts exploration
- Design thinking workshops
- Innovation competitions

Community Involvement

- Starting new community initiatives
- Leading organizational transformation
- Innovation lab participation
- Creative problem-solving groups
- Startup mentoring



Connection

Connection represents the drive to build and nurture meaningful relationships. It encompasses emotional intelligence, community building, and the ability to create bonds between people. Connection-oriented individuals find meaning in creating and maintaining strong interpersonal relationships and fostering community.

How Connection Shows Up in Life

- **Relationship Building**
Natural networking and friendship formation abilities
- **Active Listening**
Strong focus on understanding others' perspectives
- **Community Creation**
Regular efforts to bring people together
- **Emotional Awareness**
High sensitivity to others' feelings and needs
- **Bridge Building**
Talent for connecting different groups or individuals
- **Social Organization**
Often planning gatherings or creating opportunities for connection

Examples of People with Connection as a Top Guiding Value

- A professional who maintains strong networks across industries
- Someone who regularly organizes neighborhood events
- A manager known for building cohesive teams
- A person who facilitates introductions between others who could benefit from knowing each other



Suggested Interests for People with Connection as a Top Guiding Value

Professional Pursuits

- Community management
- Network development
- Team leadership
- Relationship-based sales
- Human resources

Personal Projects

- Social group organization
- Community building
- Family reunion planning
- Social media community management
- Support group facilitation

Community Involvement

- Neighborhood association leadership
- Social club organization
- Community event planning
- Networking group facilitation
- Cultural exchange programs



Wisdom

Wisdom represents the drive to gain and share deep understanding. It encompasses intellectual curiosity, reflection, and the desire to understand underlying principles. Wisdom-oriented individuals find meaning in developing insight as well as in understanding the deeper nature of things.

How Wisdom Shows Up in Life

- **Deep Learning**
Regular pursuit of knowledge beyond surface level
- **Reflection**
Regular time spent in contemplation and analysis
- **Pattern Recognition**
Ability to see connections across different domains
- **Thoughtful Counsel**
Often sought out for advice and perspective
- **Strategic Thinking**
Focus on understanding broader implications
- **Knowledge Integration**
Ability to synthesize information from multiple sources

Examples of People with Wisdom as a Top Guiding Value

- A leader known for thoughtful, well-reasoned decisions
- Someone who regularly reads across diverse topics and synthesizes insights
- A person who maintains journals or reflection practices
- An advisor who helps others see situations from multiple perspectives



Suggested Interests for People with Wisdom as a Top Guiding Value

Professional Pursuits

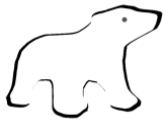
- Strategic consulting
- Research
- Philosophy teaching
- Policy analysis
- Advisory roles

Personal Projects

- Writing and reflection
- Study of philosophy
- Cross-cultural learning
- Meditation practice
- Deep reading programs

Community Involvement

- Think tank participation
- Discussion group leadership
- Philosophical society membership
- Educational program development
- Wisdom circle facilitation



Service

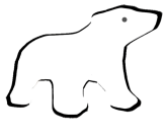
Service represents the drive to contribute to the well-being of others and make a positive impact in the world. It encompasses altruism, social responsibility, and the desire to improve others' lives. Service-oriented individuals find meaning in helping others and contributing to the greater good.

How Service Shows Up in Life

- **Helper Instinct**
Natural inclination to assist others
- **Community Focus**
Regular involvement in community improvement
- **Problem Solving**
Addressing others' challenges and needs
- **Social Impact**
Measuring success through positive influence on others
- **Giving Nature**
Generous with time, resources, and expertise
- **Empathy**
Strong ability to understand and respond to others' needs

Examples of People with Service as a Top Guiding Value

- A professional who consistently volunteers their expertise to non-profits
- Someone who notices and helps others without being asked
- A leader who prioritizes team member development and well-being
- A person who regularly organizes community service initiatives



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Suggested Interests for People with Service as a Top Guiding Value

Professional Pursuits

- Non-profit leadership
- Social work
- Healthcare
- Teaching
- Public service
- Corporate social responsibility

Personal Projects

- Volunteer coordination
- Mentoring programs
- Community service initiatives
- Charitable fundraising
- Support group leadership

Community Involvement

- Non-profit board service
- Volunteer work
- Community organizing
- Social justice advocacy
- Youth program leadership



Growth

Growth represents the drive for continuous personal development and improvement. It encompasses learning, adaptation, and the desire to reach one's full potential. Growth-oriented individuals find meaning in constant progression and the journey of becoming their best selves.

How Growth Shows Up in Life

- **Continuous Learning**
Regular pursuit of new knowledge and skills
- **Challenge Seeking**
Deliberately taking on difficult tasks
- **Feedback Orientation**
Actively seeking and using feedback
- **Goal Setting**
Regular establishment of new personal and professional goals
- **Adaptability**
Comfort with change and new situations
- **Self-Reflection**
Regular assessment of progress and areas for improvement

Examples of People with Growth as a Top Guiding Value

- A professional who regularly takes on stretch assignments
- Someone who maintains a deliberate learning and development plan
- A person who seeks out constructive criticism and acts on it
- An individual who regularly sets and pursues new challenges



Suggested Interests for People with Growth as a Top Guiding Value

Professional Pursuits

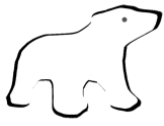
- Personal development coaching
- Learning and development roles
- Change management
- Entrepreneurship
- Innovation leadership

Personal Projects

- Skill development programs
- Personal challenges
- Learning new languages
- Physical fitness goals
- Creative endeavors

Community Involvement

- Personal development groups
- Learning circles
- Mastermind groups
- Skill-sharing programs
- Growth-oriented workshops



Autonomy

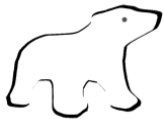
Autonomy represents the drive for independence and self-direction. It encompasses personal freedom, self-reliance, and the ability to chart one's own course. Autonomy-oriented individuals find meaning in making independent choices and having control over their path.

How Autonomy Shows Up in Life

- **Self-Direction**
Strong preference for setting own goals and methods
- **Independent Decision-Making**
Comfort with making choices without consensus
- **Boundary Setting**
Clear establishment of personal and professional limits
- **Resource Self-Sufficiency**
Ability to operate independently
- **Initiative**
Natural tendency to start projects and take action
- **Personal Agency**
Strong sense of control over life choices

Examples of People with Autonomy as a Top Guiding Value

- An entrepreneur who starts their own business
- A professional who creates a unique role within their organization
- Someone who designs an unconventional lifestyle
- A person who frequently works on independent projects



Suggested Interests for People with Autonomy as a Top Guiding Value

Professional Pursuits

- Entrepreneurship
- Freelance consulting
- Independent research
- Solo practice
- Remote work

Personal Projects

- Independent study
- Solo creative projects
- Self-directed learning
- Personal business ventures
- Individual sports

Community Involvement

- Independent advocacy
- Solo volunteer projects
- Self-organized initiatives
- Individual contribution programs
- Personal mission work



Mastery

Mastery represents the drive for excellence and expertise in chosen domains. It encompasses skill development, professional excellence, and the pursuit of high standards. Mastery-oriented individuals find meaning in developing deep expertise and achieving excellence in their chosen fields.

How Mastery Shows Up in Life

- **Excellence Focus**
Strong drive for high-quality performance
- **Skill Development**
Regular practice and refinement of abilities
- **Detail Orientation**
High attention to quality and precision
- **Expert Pursuit**
Deep diving into chosen areas of interest
- **Standard Setting**
Establishing and maintaining high benchmarks
- **Craft Orientation**
Appreciation for skilled work and expertise

Examples of People with Mastery as a Top Guiding Value

- A craftsperson who continuously refines their technique
- A professional who becomes a recognized expert in their field
- Someone who maintains rigorous practice routines
- A person who consistently delivers exceptional quality work



Suggested Interests for People with Mastery as a Top Guiding Value

Professional Pursuits

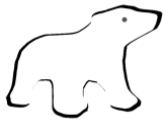
- Expert consulting
- Specialized professional services
- Technical leadership
- Quality assurance
- Master teaching

Personal Projects

- Skill mastery programs
- Expertise development
- Certification pursuits
- Technical writing
- Mastery documentation

Community Involvement

- Expert mentoring
- Master classes
- Skill-sharing programs
- Excellence workshops
- Professional society leadership



Balance

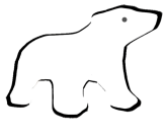
Balance represents the drive for harmony and integration across life dimensions. It encompasses holistic thinking, sustainable practices, and the desire for well-rounded fulfillment. Balance-oriented individuals find meaning in creating harmony between different aspects of life and maintaining sustainable approaches.

How Balance Shows Up in Life

- **Holistic Thinking**
Consideration of multiple life dimensions
- **Boundary Management**
Effective work-life integration
- **Sustainable Practices**
Focus on long-term viability
- **Time Distribution**
Conscious allocation across different priorities
- **Energy Management**
Attention to personal resources and renewal
- **Integration Focus**
Ability to combine different life elements effectively

Examples of People with Balance as a Top Guiding Value

- A professional who maintains strong boundaries between work and personal life
- Someone who successfully integrates multiple roles and interests
- A person who creates sustainable lifestyle practices
- An individual who helps others find work-life harmony



Suggested Interests for People with Balance as a Top Guiding Value

Professional Pursuits

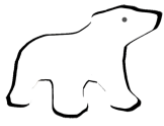
- Work-life integration consulting
- Wellness coaching
- Lifestyle design
- Organizational culture consulting
- Sustainability leadership

Personal Projects

- Lifestyle design
- Wellness practices
- Time management systems
- Energy management
- Life integration planning

Community Involvement

- Wellness programs
- Community sustainability
- Work-life balance advocacy
- Holistic health initiatives
- Environmental programs



Purpose

Purpose represents the drive for alignment with deeper meaning and personal mission. It encompasses vision, mission-driven action, and the desire to live according to one's values. Purpose-oriented individuals find meaning in pursuing activities aligned with their sense of calling and contribution.

How Purpose Shows Up in Life

- **Mission Focus**
Clear sense of personal calling
- **Value Alignment**
Strong connection between actions and beliefs
- **Vision Orientation**
Long-term perspective on impact
- **Meaning Seeking**
Regular reflection on significance and contribution
- **Impact Focus**
Attention to broader implications of actions
- **Legacy Thinking**
Consideration of lasting contribution

Examples of People with Purpose as a Top Guiding Value

- A leader who builds organizations around clear missions
- Someone who makes career choices based on personal values
- A person who regularly evaluates life alignment with purpose
- An individual who inspires others to find their calling



Suggested Interests for People with Purpose as a Top Guiding Value

Professional Pursuits

- Mission-driven leadership
- Social entrepreneurship
- Purpose coaching
- Vision facilitation
- Impact investing

Personal Projects

- Mission statement development
- Personal purpose exploration
- Vision boarding
- Impact planning
- Legacy design

Community Involvement

- Purpose-driven initiatives
- Mission-based organizations
- Value-aligned volunteering
- Community vision projects
- Social impact programs