

The Strive Collective exists to support members to build meaningful lives, together. In this document, ahead of the first local gathering in May, we explore Purpose, one of the five Strive Pillars.

What is purpose?

At the verge of his own execution, Socrates famously remarked that “*an unexamined life is not worth living*”. In other words, if we do not know the principles that guide our actions, our purpose, we risk an ultimately meaningless existence. Purpose is therefore one of the most important aspects of a meaningful life. It is the common thread by which our experience is woven into a coherent personal narrative.

How does purpose unfold throughout life

To address the gap between what matters to us and how we show up in the world, we must first recognize that purpose is not something we simply find and keep forever². It evolves over time and across life’s stages. While purpose remains the strongest driver of meaning across all ages, even among children and youth (Youth Meaningfulness Index), the relative importance of purpose shifts throughout life. Those aged 65+ report the highest levels of meaningfulness at work, driven by a particularly strong sense of purpose (82/100). This suggests that purpose is not something we define once and for all, but something to be deepened through lived experience. From time to time, we must therefore return to it, reconsider it, and actively choose how to realize it in the current chapter of our lives.

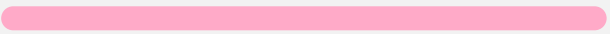
¹Voluntās Foundation. (2025). *Global Meaningfulness Index 2025*

²Frankl, V. (1946). *Man’s Search for Meaning*

Questions for reflection / conversation starters

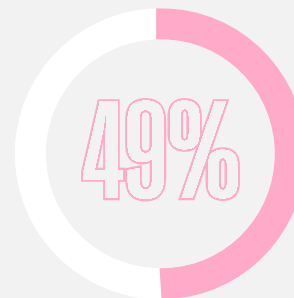
- › When do you feel most engaged and/or alive?
- › What can distract you from pursuing your purpose?
- › How has your purpose evolved over time?

I know my purpose

72 

I live in alignment with it

58 



of the meaning people feel in their lives can be explained by the meaning they find in their work

(*Meaningfulness at Work, 2024*)











“ The purpose is the compass by which you navigate. It sets the coordinates.

*Philosopher, Founder & Principal Owner of Voluntās
(Morten Albæk, One Life, p. 134)*



Further reading, watching, listening

-  **Albæk, M. (2021). One Life: How we forgot to live meaningful lives**
An exploration of how to live a more meaningful and integrated life beyond work–life separation
-  **Wolf, S. (2010). Meaning in Life and Why It Matters.**
A philosophical-psychological view on the balance of subjective and objective value in a meaningful life
-  **Camus, A. (1942). The Myth of Sisyphus**
A philosophical examination of the prospect of an ultimately meaningless existence
-  **Frankl, V. (1946). Man's Search for Meaning.**
A personal account of the vital function of purpose in the toughest of times
-  **Hidden Brain: You 2.0: What Is Your Life For?**
A beautiful framing of the importance of purpose in living a deeply meaningful life
-  **Eudamonic by design: Dismantling The Myth of Work-Life Balance**
Together, they unpack the distinction between happiness, satisfaction, and meaning
-  **Huberman Lab: How to Find Your True Purpose & Create Your Best Life | Dr. James**
A conversation with Jungian psychoanalyst on purpose, personality and self-awareness
-  **Yalom's Cure (2014)**
Follows existential psychotherapist Irvin Yalom reflecting on death, freedom, isolation, and meaning. Less “answers,” more confrontation with reality.

