



**MEANING** – conveying the idea that is intended; something rich in significance or implication; importance or value (importance, spirit, essence).

**In crisis, it is common to ask existential questions, many of which have no obvious answer. A focus on meaning helps us learn from hardships and uncover purpose out of uncertainty.**

### QUESTIONS TO ASK

- Why is this your priority?
- What about this resonates with you?
- Describe a search for meaning.
- What does it mean to find meaning during crisis or times of hardship?
- When you look back on this time five years from now, how will you know you found meaning?
- How can meaning guide your decision-making?
- Who or what does this priority serve? How does it help?
- Imagine yourself in a situation where you find meaning. What does that feel/sound/look like?

### INDIVIDUAL CONSIDERATIONS

It is hard to identify meaning early in a crisis. Often, we must work through grief, anger, and denial in order to end up finding value in hardship. A search for meaning is most often paired with times of intense learning. What can you learn from this experience?

### LEADERSHIP CONSIDERATIONS

Leaders who prioritize meaning, stay focused on the organization's mission. They may be forced to make difficult decisions and should do so always with a broader purpose in mind.

### EXPLORING MEANING

What matters most to you?  
What is your purpose?

Use "meaning" as a mantra while you work out, do dishes, or in the shower.

What advice would your future self give you about this situation?