

The Purpose Strategy - Instagram Posts

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Each post will be posted independently (not in groups of 3)

Theme 1: PURPOSE- HEALTH-MIND-VISION Connection

Purpose

1. When you are PURPOSE-driven you live a fulfilling life and you are true to yourself. - Ana Eskenasy
2. PURPOSE-driven means doing whatever you are doing, consciously thinking on why it is important. - Ana Eskenasy
3. Companies and people who are PURPOSE-driven maximize their potential and impact in the world. - Ana Eskenasy

Health

1. When you maximize your HEALTH, you gain life and energy to do more of the things you love with the people you love. - Ana Eskenasy
2. Maximizing your HEALTH is about nurturing your body, heart and mind. - Ana Eskenasy
3. Your HEALTH is the foundation for living an extraordinary life. How healthy are you right now?

Mind

1. Maximize your MIND to enhance your focus, tap your intuition and maximize your creativity. - Ana Eskenasy
2. When you understand and master how your MIND works you expand your life's potential and possibilities. - Ana Eskenasy
3. Your MIND needs you to be clear on what you want so that it can help you achieve it. Get clear. - Ana Eskenasy

Vision

1. Everyone, including you can design a VISION of an extraordinary life you love. - Ana Eskenasy
2. When you have a clear VISION of how to navigate your life, you maximize your happiness and sense of fulfillment. - Ana Eskenasy
3. If you don't have a VISION of your ideal life you will never live that life. Get clear on your vision. - Ana Eskenasy

Theme 2: Changing limiting to empowering beliefs.

Purpose

1. What I believe in: Love, family and connecting with others. Doing things with purpose. We can all be the best version of ourselves. We are life learners. Travel opens your mind. We can all have a positive impact in the world. Ana Eskenasy
2. What do you believe in?
3. Your beliefs shape your actions. You can choose your beliefs. So choose to believe in yourself.

Health

1. When you have a limiting belief about your health you sabotage yourself. (The good news is you can change it) - Ana Eskenasy
2. Ever wondered why it's so hard for you to be healthy while it seems so easy for others? You might have limiting beliefs. - Ana Eskenasy
3. Have you ever sat down to think "What do I believe about my health?" Take 5 minutes, write it down. - Ana Eskenasy

Mind

1. Rules. Some of them make you a better person and some limit you. Which limiting rules or beliefs are you living by that you can improve? - Ana Eskenasy
2. We all have beliefs. Some beliefs empower you, some beliefs limit you. The good news: we can choose our beliefs. - Ana Eskenasy
3. Our beliefs determine our thoughts which shape our emotions, which drive our behavior. The behavior we repeat become our habits. Our habits shape who we are. Ana Eskenasy

Vision

1. The I should syndrome: I should marry this type of person. I should study this type of degree. I should work for this type of company. Let's stop the syndrome. What could and would you like to do instead?
2. Happiness comes from designing a life where the process of becoming successful is already success. - Ana Eskenasy
3. Your degree doesn't determine your career. Your past doesn't determine your future. Your birthplace doesn't determine your worth. You can choose your present to improve your future. - Ana Eskenasy

Theme 3: Choose to be happy now

Purpose

1. Beware the when-then syndrome. When "x" happens I will be happy. Choose to be happy now.
2. Have you ever reached a goal you've been working for a long time, and secretly thought to yourself: now what? You have fallen into the when-then trap.
3. Be happy now doesn't mean losing ambition. It means that you are loving the process of making your exciting vision of the future come true. - Ana Eskenasy

Health

1. Pain is inevitable, suffering is a choice. Decide to stop suffering. Decide that you are worth it. - Ana Eskenasy
2. Don't ask life to be easier, ask to be stronger, ask to be courageous, ask to be wiser. - Ana Eskenasy
3. You can be as healthy as you want. You just need to decide to make it part of your identity. - Ana Eskenasy

Mind

1. Stressed? Resisting to negative feelings keeps us stuck. Face, experience, embrace and feel your negative feelings. Then choose positive feelings that actually help you. Yes, you can choose. - Ana Eskenasy
2. Stressed? Go from 'Why is this happening to me?' to 'what lesson am I supposed to learn?'. The faster you learn the lesson the faster your stress will go away. - Ana Eskenasy
3. Something happened. You think it's really bad. The same thing happens. Someone else thinks it's really good. We give events meaning. Reduce your stress by disassociating events from their meaning. - Ana Eskenasy

Vision

1. You have the power to improve your life big time. What small change can you do today that will have the biggest impact in your life? Start now. - Ana Eskenasy
2. Become responsible for your life and your happiness. You have the power to go after the life you want. - Ana Eskenasy
3. It's never too late to design a life you love. Start Today. (You don't even need to hire a designer) - Ana Eskenasy

Theme 4: Forgiveness

Purpose

1. You relive experiences over and over again because you don't listen to what they are teaching you. Start listening to get unstuck. - Ana Eskenasy
2. Once you understand that life is about learning and evolving, you can begin to see learnings everywhere. The key is to apply them into your everyday life. - Ana Eskenasy
3. Be open to life's lessons. Everything you experience (good or bad) is teaching you a lesson. Are you paying attention? - Ana Eskenasy

Health

1. Why we get sick and age faster? (Include a photo of an overloaded trashcan - way too much trash for the bin)
2. The 3 things that are making you sick and aging faster: Glycation, inflammation and oxidation
3. Your immune system is begging you to give it a break. How? Eat healthy, calm down, laugh, be grateful, sleep and move! - Ana Eskenasy

Mind

1. Forgive to set yourself free. How? First forgive yourself: get rid of your guilt. Then, forgive others. - Ana Eskenasy
2. Forgiving someone who has hurt you is tough. Start by writing down and releasing all the negative emotions you have. Then thank them for helping you grow. - Ana Eskenasy
3. You forgive to set yourself free from anything and anyone who has hurt you. Regain your inner peace. - Ana Eskenasy

Vision

1. That important project you are working on... what would be the best/worst part of it being successful?
2. True courage is the ability to embrace fear and take action in spite of it.
3. Someday is a disease. Do it now, book it now, live it now.