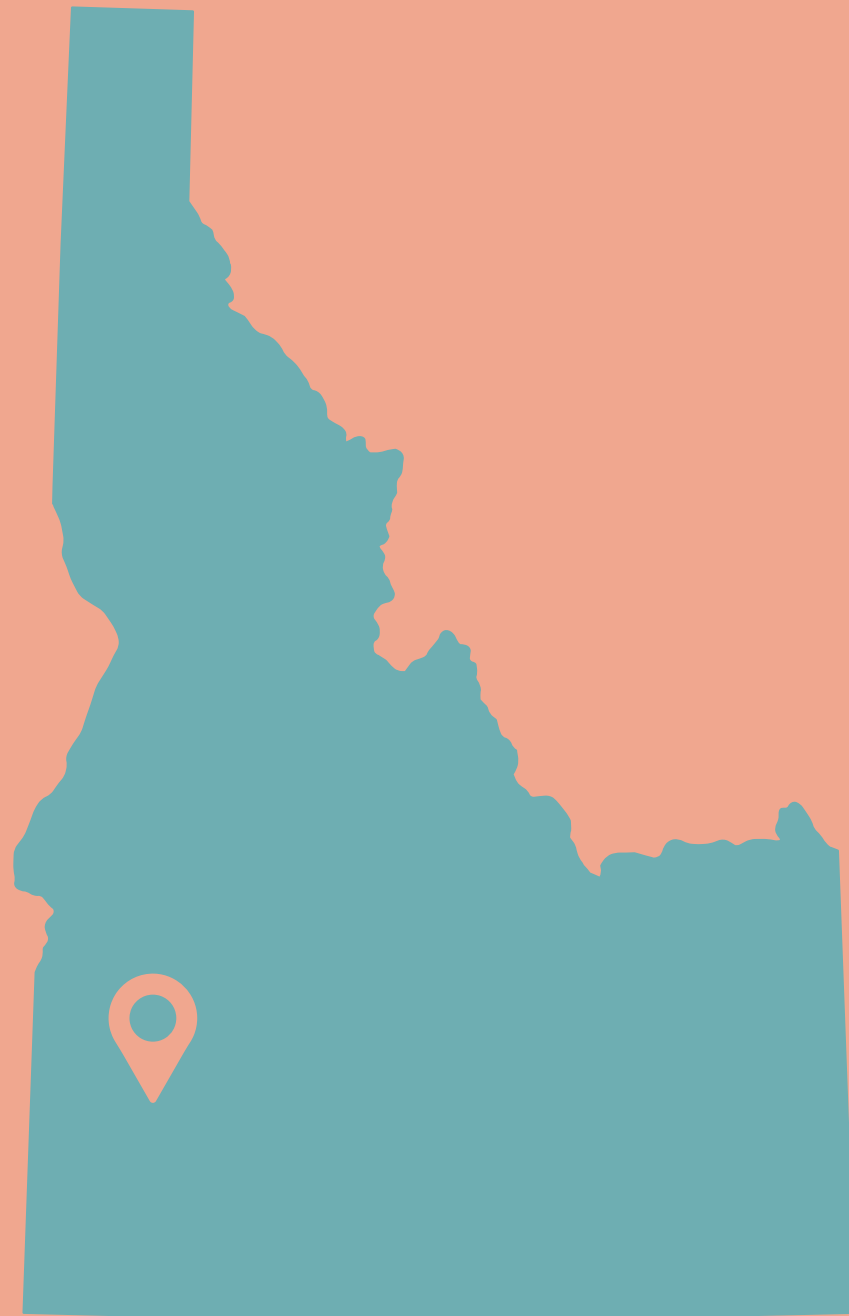


STAYING CONNECTED TO OUR “WHY”

Jen Westra, ACC



WHERE I STARTED...



WHERE I AM NOW...





WHERE WE'RE GOING...



1

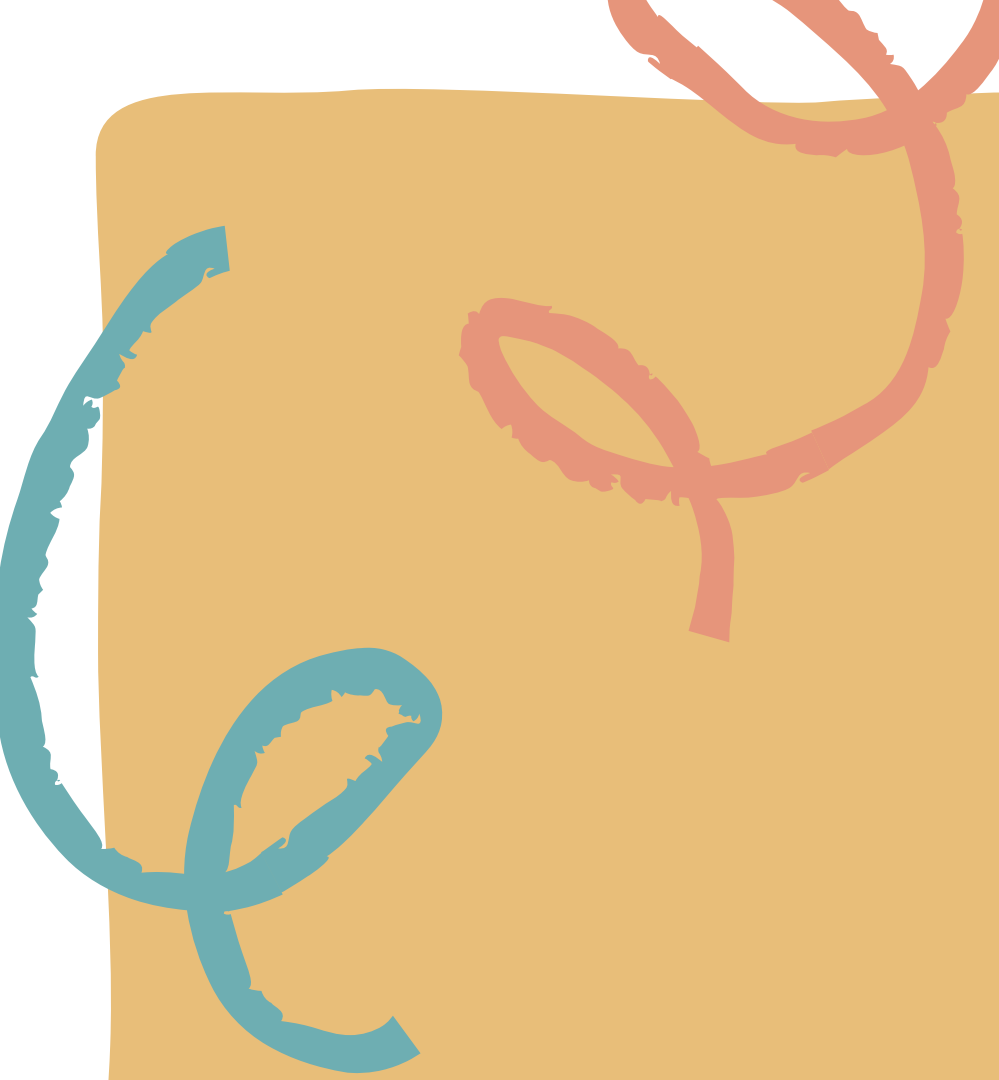
What gets in the way of
our "why"

2

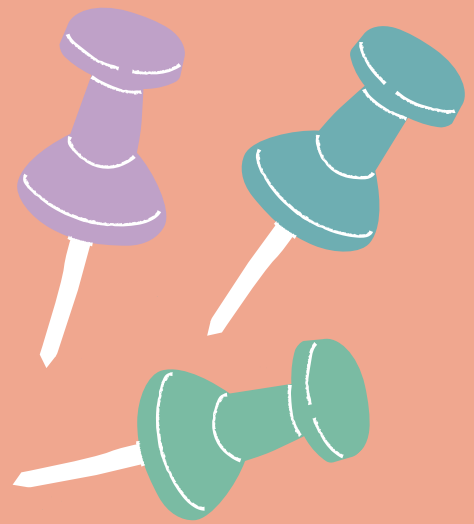
What can we do about
it?

3

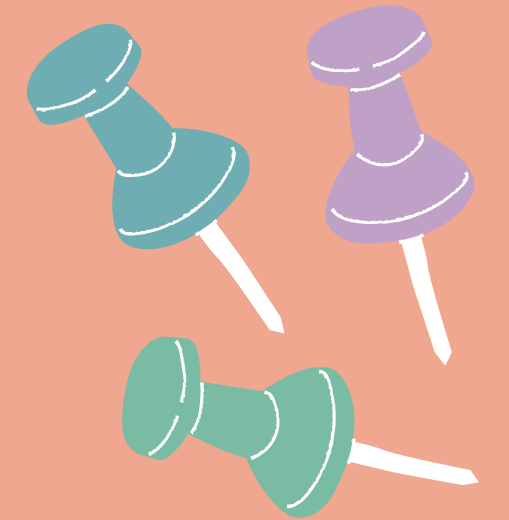
Tools & Resources



WHY DOES OUR “WHY” MATTER?



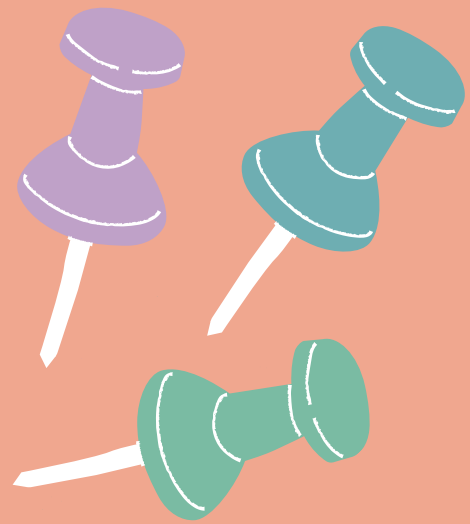
SO...WHAT HAPPENS?



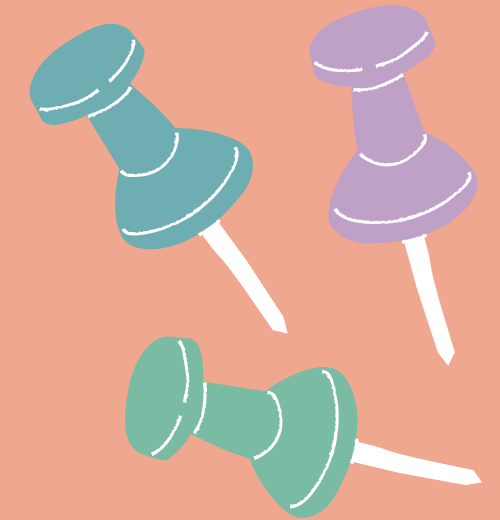
It's not your fault!

It's the system!

Moral injury



MORAL INJURY:



"I got into this field thinking that it was going to do something good for the world, [but] I have to beg to do the thing that I think is good."

--Sarah Jaffe

YOUR TURN

BASICALLY:

“Do what you love and you’ll work super fucking hard all the time with no separation or any boundaries and also take everything extremely personally.”

--Adam J. Kurtz



SO...WHAT DO WE DO?

STRATEGY #1:

Who am I
outside of
work?

SO...WHAT DO WE DO?

STRATEGY #2:

What role does
work play in my
life?

What's my 20%?

SO...WHAT DO WE DO?

STRATEGY #3: BOUNDARIES!

Pause

Yes, No,
Negotiate

Glass balls vs.
rubber balls



“Your boundaries are a reflection of how willing
you are to advocate for the life you want.”

--Nedra Glover Tawwab



YOUR TURN



**WHERE DO WE
GO FROM HERE?**



WHERE WE'VE BEEN...



1

What gets in the way of
our "why"

2

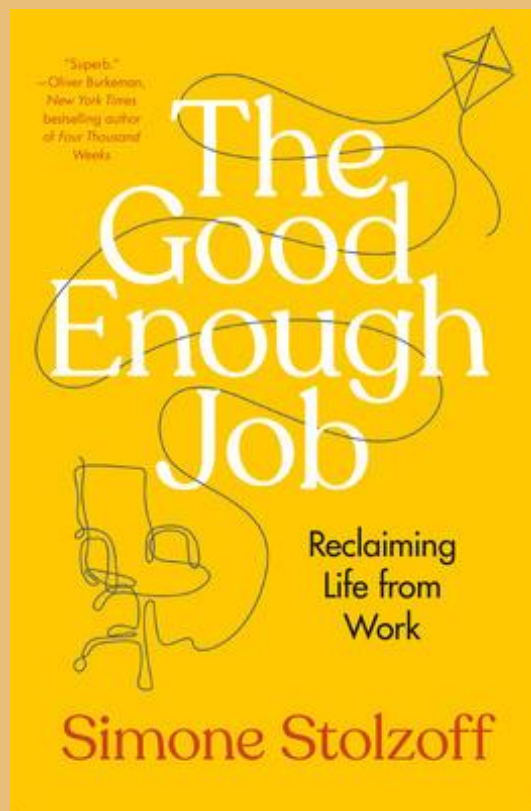
What can we do about
it?

3

Tools & Resources

RESOURCES

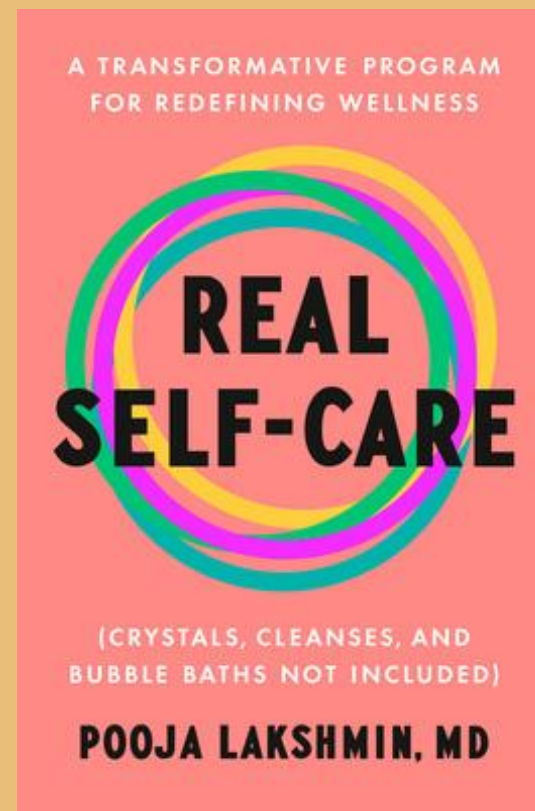
THE GOOD
ENOUGH JOB



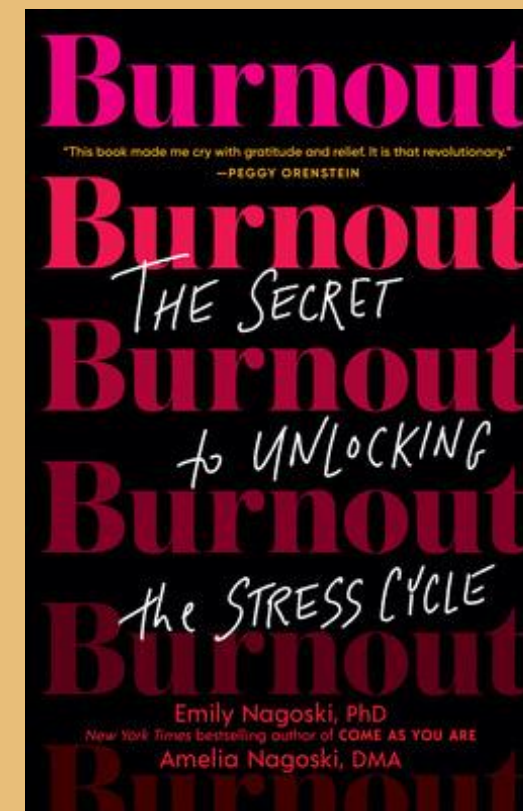
WORK WON'T
LOVE YOU BACK



REAL
SELF-CARE

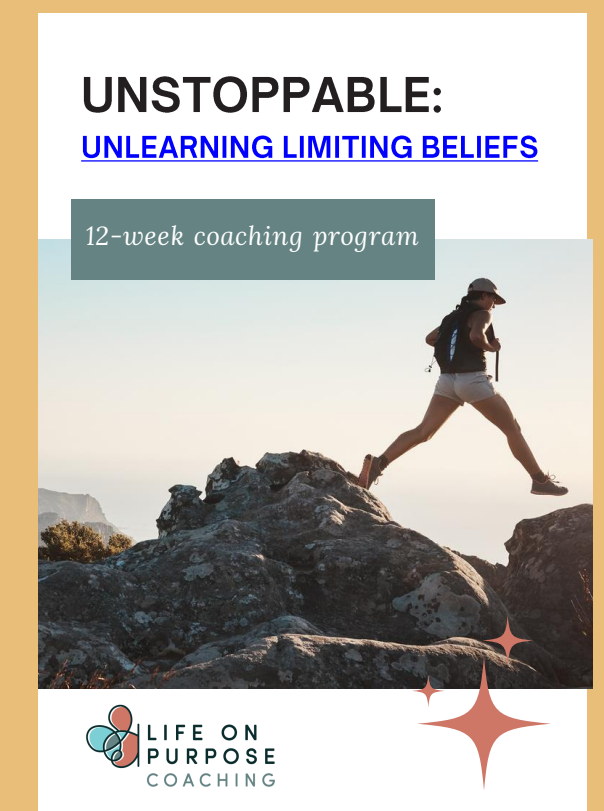


BURNOUT



UNSTOPPABLE

12-week 1x1
coaching program





Stay in touch!

Keep up to date with upcoming events
and other fun & helpful content



LifeonPurposeCoaching.net
JenWestraCoaching@gmail.com



@LifeonPurposewithJen



[/in/JenWestra/](https://www.linkedin.com/in/JenWestra/)

The background is a solid teal color with a slightly irregular, hand-drawn edge. There are several decorative swirls: two orange ones in the top left and one yellow one in the bottom right. The text "THANK YOU!" is centered in a bold, white, sans-serif font.

THANK YOU!