



PURPOSE



If the Ultimate Goal is a Lifetime of Happiness, this requires Happiness not only IN Life, but also WITH life. Having the Resources to enable the lifestyle we most desire is the key to Happiness IN life, however we also need to feel our Life has Meaning, that our contribution was greater than our consumption.

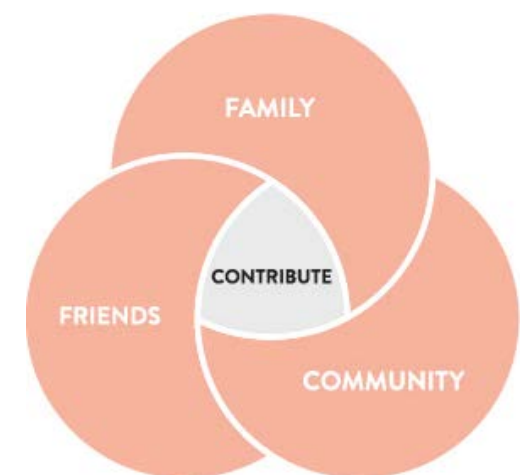
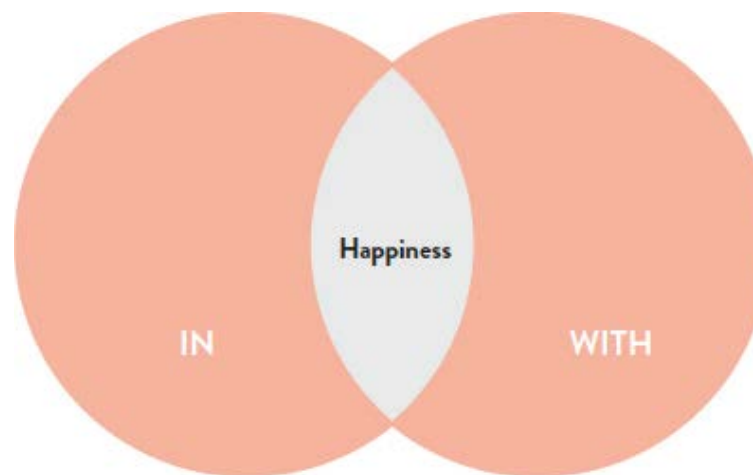
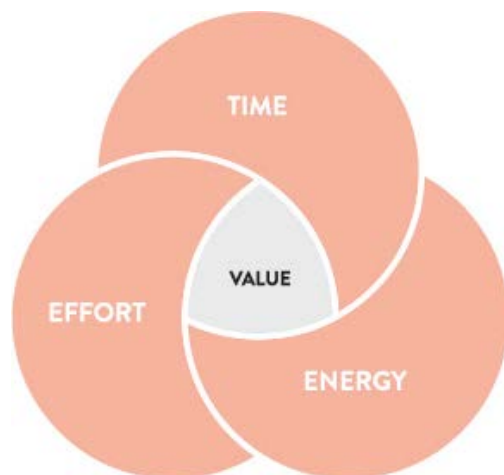
PURPOSE is the Compass, the Values that determine the type and quantum of Benefits required to maximise personal happiness. What we Value determines the benefits we need, illuminating the Resources required, which ultimately guides the Choices needed to transform the Resources we have, into the Resources we need.

Resources provide the benefits we need to be Happy IN Life, our Contribution provides the Meaning for Happiness WITH Life.

What do you value?

Most things of high Value are difficult to get, that's part of what makes them Valuable. The converse isn't true, just because it's hard to get, doesn't mean it is valuable. Many people conflate hard to get with Valuable. The key is to find what you find hard to get, and Valuable. Scarcity amplifies.

How do you spend your Time, Money, Energy? What can you not help but chase, with intent. That's what you value. Think first girlfriend vs wife, first car vs dream car.





Player

How do you best play the Game of Life? You don't choose your Avatar, you simply recognise so you can play to your strengths.



Player Type	Description
Producer	
Creative	You are one of those very rare individuals who see things that don't yet exist. You are a visionary. Originality flows through you, and your mind naturally ventures into uncharted territory. Whether through art, music, design, or ideas, you bring forth something new-something the world hasn't quite seen before. Inspiration comes in waves, often from unexpected places, and you thrive when given freedom to explore, experiment, and express. Routine can feel stifling, but in open, imaginative spaces, your brilliance shines. You don't just think outside the box-you forget the box ever existed.
Technician	You are the craftsman. Precision, skill, and mastery are your trademarks. While you may not seek to reinvent the wheel, you make it turn better, smoother, and more reliably than anyone else. You take existing ideas and elevate them through dedication, attention to detail, and a deep respect for process. You find satisfaction in refining, perfecting, and executing with excellence. Where others dream, you deliver. Your strength lies not in wild invention, but in consistent, high-quality execution.
Amplifier	
Promoter	You are an amplifier. You see the value in something and instinctively know how to get it into the hands-and hearts-of others. You don't need to create the thing yourself; your gift lies in generating excitement, expanding reach, and building momentum. Whether it's an idea, a product, or a person, you know how to make it shine on a bigger stage. You thrive on energy, connection, and movement, turning potential into presence. Without you, brilliance might stay hidden.
Conductor	You are the orchestrator. You see the bigger picture and instinctively know how to bring the right elements together at the right time. While others focus on individual parts, you focus on harmony—on how people, ideas, and resources can be coordinated to create something far greater than any single piece alone. Your talent lies in alignment, timing, and vision. Like a maestro with an orchestra, you don't play every instrument-you empower each one to contribute to the masterpiece.
Arbitrator	
Legislator	You are the rule maker. Structure, clarity, and fairness are your tools. You thrive on defining how the game is played-setting the boundaries, crafting the systems, and shaping the standards that guide everyone else. While others focus on execution or innovation, you focus on foundations. You bring order to creativity and strategy, ensuring that every player knows the objective and how to pursue it. Your strength lies in thinking ahead, anticipating challenges, and designing frameworks that empower others to perform at their best. Without you, the game lacks direction.
Referee	You are the rule keeper. Fairness, consistency, and integrity are your guiding principles. While others push boundaries and chase outcomes, you make sure the game stays honest and on track. You uphold the standards, resolve disputes, and ensure that everyone plays by the same rules. Your presence creates trust-people know the system works because you're there to protect it. You don't need the spotlight, but your role is essential. With you, everyone wins. Without you, the game falls into chaos and we all lose.

Player Type

Player Type

Creator

How do you make the most of your Character.

	Human Capital	Physical Capital	Systems
Job	Ideas and Efforts are uniquely valuable. The quality of Ideas or the Skill of production are sufficiently valuable either standing alone or as the input to others productivity.	Ideas and Efforts don't rely on Physical Capital to be Valuable. Others may utilise these as inputs, but ultimately it is Ideas and / or Efforts that matter.	You are the System, hence you are the Value.
Cashcow	Ideas and Efforts can be enhanced by integrating Physical Capital, whether a basic computer, large scale machinery or highend precision equipment.	Ideas or Skills can be significantly enhanced using complementary Physical Capital.	Value is determined by the quality of equipment and / or Skill in its use. It is the result of the interaction of Human and Physical Capital.
Enterprise	Ideas and Efforts are the base of every Enterprise, they are not unique, not specialised and therefore highly repeatable and substitutable .	Physical Capital is essential, however as with Human Capital, it is neither particularly specialised or unique, rather readily available and simple to use productively.	Systems are the true source of Value as Human and Physical Capital are readily interchangeable. Value is ultimately the result of the leverage Systems create.

Creator Focus

Creator Focus

Quotes



PURPOSE

“We are kept from our goal, not by obstacles but by a clear path to a lesser goal.” -Robert Brault

TOP 5 - Valued

Sample	Valued	Specifics	Detail	Summary
	Family	My children and their development.	High quality education	Responsibility
01				
02				
03				
04				
05				

HOW do you CONTRIBUTE (Create Value)?

How we play the game of Life is not only a choice, but determines the choices available. Ultimately we are best playing to our strengths (Player Type), then adapting our gameplay (Creator Type), to suit the journey we wish to take.

