

CLARIFYING & PURSUING  
PURPOSE WITH

# Anthony Bonnici

Anthony Bonnici is a personal friend, motivational speaker and genuinely fabulous human. He unlocks performance by helping people to access their true potential. I interviewed him to learn about his experience with purpose. This is a summary of his insights.



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## Do you believe you have clarity over your purpose?

15 years ago, when I started my business, I followed my heart, but I was **not** clear on why. I don't think I really gave it intentional thought. My purpose dawned on me when I was about 7 years in when I was introduced to Simon Sinek's work. It prompted to me ask 'why'. It wasn't anything existential, it was more about why my business, Move Mountains exists. Just thinking about it gave me clarity. Some then, I changed my website completely. It starts with a video with three clear points.

- We are capable of more than we think
- The problem is, we stop ourselves
- When we stop stopping ourselves, it is amazing what is possible

And that is my purpose. It is my reason for being.

## What benefits have you experienced from having clarity over your purpose?

Having clarity of purpose directs my decision making. When I am approached by an organisation, I make an effort to understand their purpose. Because if I am not able to connect with it, to see how I can support them to achieve it, then I would prefer not to do it. Since clarifying it, my 'hit rate' has almost doubled. I believe it is because I am more focussed on what is important to 'them' & can determine if I can align to it.

## Do you see organisations who align organisational and employee purpose for mutual benefit?

I think this has changed over time. Organisations used to approach me because they wanted to improve productivity. Now it is about the cyclical relationship. Smart businesses do it. Improving performance is one thing for the organisation, but the mutual benefits are impossible to deny. If someone is feeling fulfilled because they're doing the stuff they like doing, and are challenged by and meeting their motivational drivers, then they go home and live happier more productive lives. We know that if happy people come to work and do a good job they feel better and they performance better. I find it for myself too.

## How do you pursue your purpose?

When I speak with people and organisations, I ask, "what is the purpose of your team or organisation?"

Quite often, the response comes from a departmental perspective. They describe the function, not the purpose. So I encourage them to go back to the reason their teams exist. Often, they have not thought about it.

The companies that really get it, when they set a framework of culture based on the reason they exist, everything they do comes from that. They can make decisions on that.

For me, thinking about my business, when I get asked to do something, I ask myself "is it in line with my purpose?", and it helps me decide whether I am the right person to do it.

## Do you have the opportunity to achieve your purpose?

My purpose is to support people to make small changes that make a big difference. This hasn't changed, but my awareness of it has.

Since clarifying my purpose, I have not felt like work is work.

I feel I can talk and perform and I don't get sick of it.

Following my true purpose goes to my credibility. If it was even slightly off, I would feel like a fraud.

## What do you see as the benefits of personal fulfillment?

If you have your purpose and you do everything you can to achieve it, then you will become fulfilled. This fulfillment creates resilience.

If you are fulfilled, and something goes wrong, you will say 'OK, what do I need to do to adjust it?'

If you are not, you are less resilient because you might catastrophize or think it is binary. I am not happy then I am unhappy.

The fulfilled person can ride the waves. There's a belief that the content or fulfilled person never goes through shit. But that's crap. They do, they just ride it out better.

I'd love to learn more from you!

Do you have clarity over your purpose?

How does this impact your performance & fulfillment?

To participate, you can:

- Complete my survey
- Participate in an interview; or
- Just get in touch and share your story

*It wasn't anything existential, it was more about why my business, Move Mountains, exists.*

## Has your purpose changed over time?

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## What benefits have you seen for people who have aligned their purpose to their organisation?

When someone is aligned to their purpose, they work harder and their problem solving improves, because now it is for something.

They spend more time in 'the zone', they'll fire up, increase their adrenal load to actually make a difference, but not get stressed about things.

Their commitment is higher. I see this happening in organisations.

It is almost like a switch goes off when someone is connected to their purpose.

It is a valuable thing.

## Do you communicate your purpose to others?

I do, because I need to ensure we are aligned. You are both going to invest if you are aware of the other's purpose and you are in alignment.

