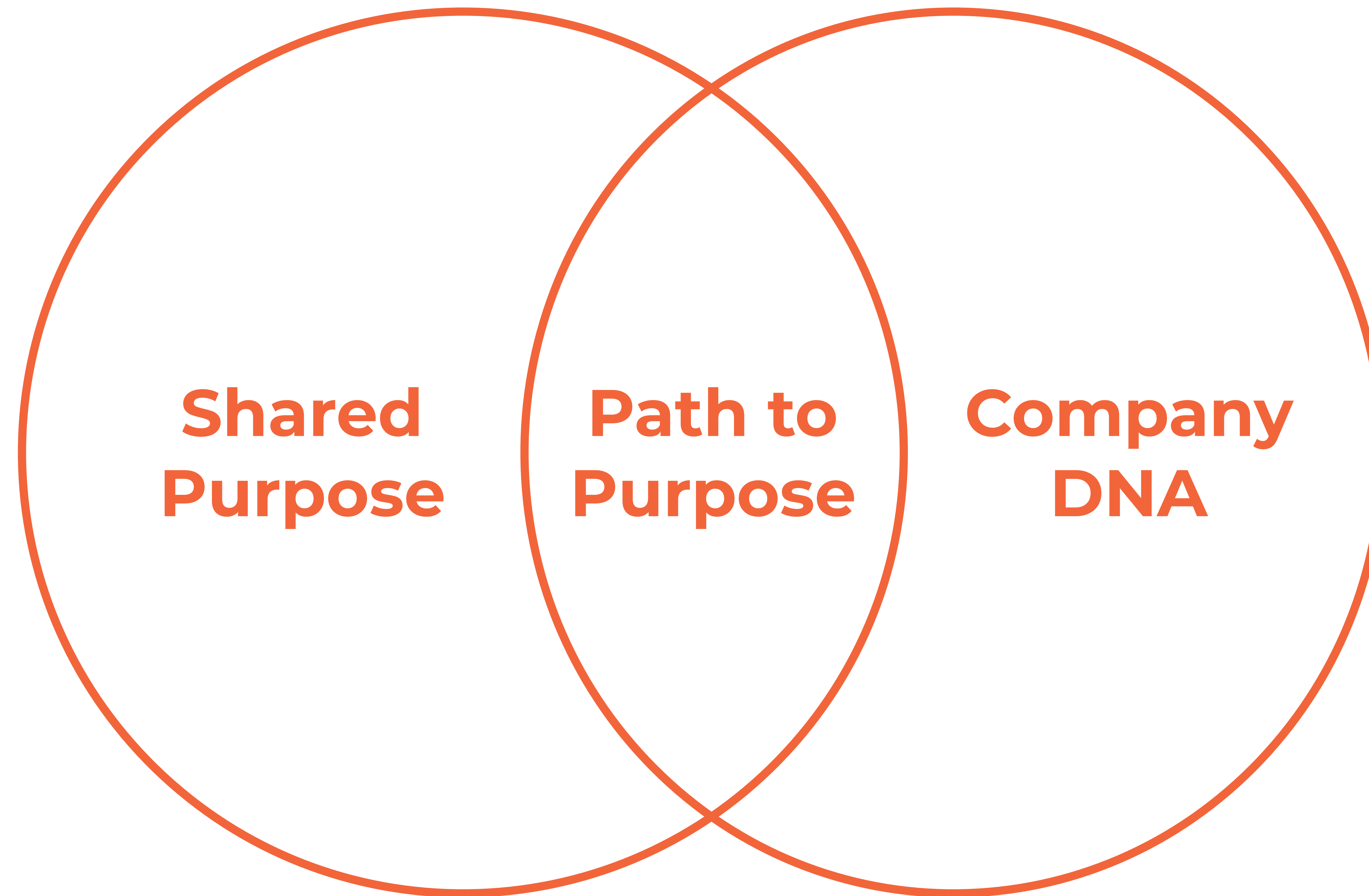


# Exercise: Path to Purpose



**Path to Purpose** lies at the intersection of your shared purpose and your DNA. The shared purpose is what makes it universally accessible and valuable, whether creating beauty, improving health, or making people smile. The DNA is what makes it uniquely yours.