

Personal Purpose and Why?

I believe that I am here to be the best version of myself possible. That means continuing to explore, understand, accept, integrate, and serve. To live with a sense of purpose, to continue in a direction, to be attentive to what the universe is telling me, and to take action towards goals.

My story is one of The Hero Journey, bringing boons of the explorer, navigator, map maker, to others. Combining (sometimes paradoxical) abstract and grounded abilities I am destined to support other seekers as they strive to both find and realise their own destiny.

Mission and Purpose of My Work

The purpose of my work is firstly to inspire. To inspire people and organisations to be the best they can be, to develop a strong sense of purpose, a compelling vision, and to build an effective roadmap to achieve their goals.

As a supporter and guide, as a developmental coach, my work is centred on promoting self-discovery and integration; learning ways of being stronger, more effective, and more successful.

Values

Inspiration: to stimulate, to motivate, to encourage. This positivity and supportiveness, and frame of possibility, is the catalyst to the search for purpose, and to maintaining the journey through the trials that will inevitably come from choosing that way.

Purpose: being and doing with a grounded, generative sense of commitment; a willingness to listen to the inner guide and flow in the creation of the unfolding.

Synchronicity: “predicable miracles”. The universe is there to give what is needed - be clear about what’s needed, be aware of what the field is offering, work in collaboration., create the future.

Service: seek to serve rather than attain or have.

Learning: understanding, awareness, wisdom.

Future World Vision and Why?

My own personal history, and those of many I see around me, and who come to me as clients, is dominated by a limiting conventional path. A set of expectations and norms that produces “small” restricted people, unfulfilled, potential unrealised.

And consequently we have families, organisations and societies lacking – lacking in pure joy, in creativity, in strong groups and individuals, in integrity.

If people can be inspired to give of their best, to be their best, to seek to discover their own purpose, and one that gives back to, and takes forward, in the world then ... then we will be living out our world purpose and bringing back together the soul of the world returning to our connectedness.

For me this vision exists at the family, local cultural, organisational, and world level.

“It will save your life: for the story that gets one person through makes a map for getting the next person through. ... So I see the work is to keep looking for the right moment and to support that moment coming alive in every person, in every way I can. I am happy to dedicate the rest of my life to asking the questions that can crack the trance...”

Christina Baldwin, Storycatcher

Alastair Kidd March 2013

“Out beyond all ideas of right and wrong, there is a field. I'll meet you there” Rumi

