

Working Towards Your Purpose

When Ella discovered KORE Venture (KV), she was an energetic, determined doer. The type that knows everybody and gets things done. To any onlooker, Ella had it all together. But inside, she felt stuck, overwhelmed, and pulled in different directions.

Ella had so much energy and drive, but where should she direct it? She had the prowess of a great family leader but was not sure where she fit or how she could contribute to her own family, much less the world.

“I didn’t know where to step,” Ella said. “I had been in the professional world and was trying to carve out my own path, but I felt like I couldn’t really commit to anything because I had this cloud of family stuff I knew was there, but I did not know what was expected of me or what was not expected of me.”

Coming from a family of wealth and industry, Ella couldn’t help measuring her productivity and achievements against generations past. This was getting in her way.

“When I tried to build my life on wealth or matching previous generations to be as generative as they were it actually stunted me,” Ella reflects. “It stunted my creativity to move forward, because I was incorrectly trying to build on an unstable foundation.”

Ella jumped into the KORE Venture process and began gathering, inventorying, and then putting her pieces together. She found more clarity for herself, as she delineated between using wealth and letting it shape her future. She realized: “wealth is not the foundation, but it is the tool.”

So, how was she to use this tool?



Ella's KV coach & community was key in helping her work towards her purpose. Purpose can be elusive and discovering it can be iterative throughout one's life. But through coaching and conversations with her peers, Ella was able to settle on a working draft. She found resonance around helping families of wealth find the restoration she found herself. Being able to jump into that mission, was only possible by sorting through her own questions around identity and reframing past perspectives on what she was "supposed" to achieve. The statement "Healed families heal the world" became her directing purpose.

Today, Ella works for an advising firm, particularly serving families around relational communication and health. She is letting her purpose guide her capacity for productivity and activation.

"KORE highlighted working with families could be a life-long calling. This is an arena I have experience in because of my own family situation, but I also have influence in it now because I did the work to go through a family healing process of progressive forgiveness, which led me to humility, self-exploration, and freedom. You cannot give what you do not have. My hope is to be able to offer something of value to someone else."