

THE

LIFT *Index*

Striving with Purpose: 3 Shifts to Build Momentum with Focus & Intention

Welcome to the Striving stage of the LIFT Index, a framework designed to help you understand where you are in your journey and what you need most to grow, align with your purpose, and move toward your next stage.

This stage reflects a season of effort, experimentation, and forward motion. You are no longer just sensing what you want. You're committing energy and effort toward building it. At Striving, energy is present, but direction can feel inconsistent. There is momentum, yet it may feel scattered or tiring at times. This stage often emerges after clarity begins to form, when the desire to act meets the reality of limited time, energy, or confidence. Rather than pushing harder, this stage invites you to act intentionally, refining your focus so your effort creates meaningful progress.

Striving is transitional. Many women find themselves here while growing something new, redefining success, or learning how to turn insight into action. This stage helps you move from effort to alignment, creating the momentum needed to step into steadiness and stability.

You are not behind. You are learning how to move with purpose. Each intentional choice strengthens your confidence, builds momentum, and brings you closer to a life that feels stable, aligned, and truly yours.



#1: Name What Matters Most Right Now

Goal Clarify what you are prioritizing in this season so decisions feel simpler and more grounded.

- Exercise**
1. Write down 5 words or short phrases that feel important to you right now. These might reflect priorities (health, family, stability), longings (freedom, creativity, rest), responsibilities (career growth, caregiving, finances), or themes you keep returning to. Think about what is currently pulling at your attention, energy, or emotions. These words often point to what you are currently organizing your life around, even if you haven't named it yet.
 2. Circle the top 3 that feel non-negotiable in this season.
 3. Complete this sentence (one short paragraph is enough): *Over the next few years, I want my life and work to move toward...*

Connecting Meaning to Direction
<i>What feels meaningful in this season of life?</i>
<i>Over the next few years, I want my life and work to move toward...</i>

Reflection Questions

What do I want to focus on and optimize in this next season?

What choices become easier once I've identified what's meaningful to focus on now?

How does lack of clarity currently create stress or indecision in my life?

Tip: Be radically honest with yourself here. We have a tendency to want to “sound good” but it won't serve you or move you forward authentically if what you write here isn't true for you.



#2: Choose What Deserves Your Focus

Goal Reduce overwhelm by protecting what matters most. This isn't about productivity or hustle. It's about permission to stop doing everything.

Exercise

1. Write down everything currently asking for your time or energy.
2. Put a ☆ next to the 2–3 things that most support what you named in the first exercise, and a Ⓜ next to at least one thing you can set aside for now.
3. Then, for each item you mark, note what it supports. This might be a value, a goal, a need, or even a form of rest or protection. Focused items might support *growth, stability, creativity, impact*. Paused items might support *rest, capacity, future clarity, boundaries*. Both are valid. Both are purposeful.

Intentionally Focusing			
What's on My Plate	☆	Ⓜ	What This Focus or Pause Supports

Reflection Questions

What feels lighter when I stop trying to do everything?

Where am I overcommitting out of habit or guilt?

What would it look like to protect my focus this week?

Reminder: The goal isn't to abandon anything important. It's to make space for intentional progress.



#3: Take Ownership of One Thing

Goal Build momentum by taking ownership of one meaningful initiative.

Exercise Choose one meaningful thing you want to move forward right now. This should feel important, but manageable, something that reflects what you named in #1 and #2.

Use the chart to clarify:

- What progress actually looks like in the near term
- The first small step you can take
- What might realistically get in the way
- And a support or adjustment that would help you succeed

Building Momentum				
What I Can Move Forward	What Progress Looks Like	First Small Step	What Might Get In The Way	Adjustments For Success

Reflection Questions

What progress can I acknowledge today?

What made this feel doable rather than overwhelming?

What am I learning about what supports my progress — and what tends to slow it down?

Reminder: Progress doesn't require pushing harder. It often comes from clarity, honesty, and small adjustments that make forward movement feel possible.



Next Steps...

You've begun to take intentional action toward what really matters to you. Striving is a season of movement and experimentation, learning how to turn insight into action without losing yourself in the process.

These exercises are meant to be revisited. Growth at this stage isn't about constant pushing or perfect execution. It's about refining your focus, adjusting your habits, and learning what truly supports you over time. Some weeks will feel steady; others may require recalibration. That's not a setback, it's part of building alignment.

The LIFT Index is here to help you recognize these seasons and choose your next intentional step. As you continue, notice where your effort feels aligned and where it feels draining. Strengthen the habits and priorities that create stability, and gently release what no longer serves you.

As your actions become more intentional and your momentum more sustainable, you'll naturally move toward the Steadfast stage: a season of grounded confidence, clarity, and consistency. Your journey is ongoing, and every intentional choice you make now is building the foundation for what comes next.

Continue your journey at the Striving stage on elanoura.com/LIFT/striving with these additional resources:



Check off more tasks on Striving's to-do list and keep building momentum that matters.



Watch our founder Erika share her most powerful advice for women at the Striving level.



Explore additional resources and exercises to deepen your self-discovery and strengthen your next steps.



Have you joined our collective of women leaders?

Join the global Élanoura Collective and connect to fellow women founders and leaders from around the world who believe in making a difference with what we do. Sign up at elanoura.com/collective



CLOSING THOUGHTS

Small shifts bring big change.

Striving is about moving with intention, not speed. It's about choosing focus, clarifying your priorities, and taking ownership of the projects and goals that matter most. Each small decision to set aside what doesn't serve you, each deliberate step toward what does, builds momentum and confidence.

Remember: Your priorities may shift, new opportunities will appear, and your goals may evolve. This is part of growing deliberately and purposefully. Give yourself permission to adjust, test, and refine along the way without judgment.

You don't need to do everything at once or achieve perfection to make progress. By clarifying your values, focusing your energy, and taking ownership of meaningful action, you're creating a foundation for aligned growth and fulfillment. Each step you take – however small – moves you closer to a life that feels intentional, energized, and in tune with who you are becoming.



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