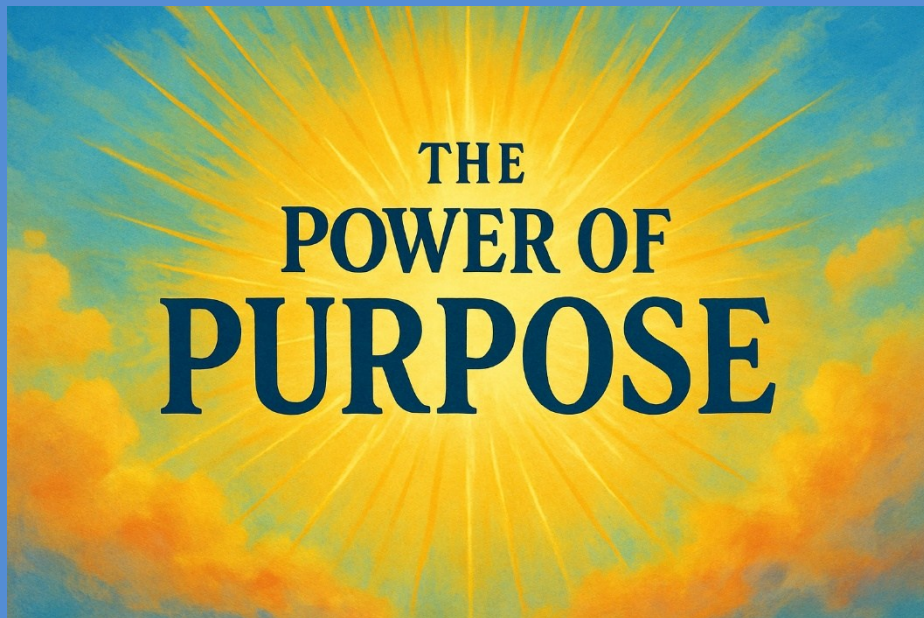


The Power of Purpose



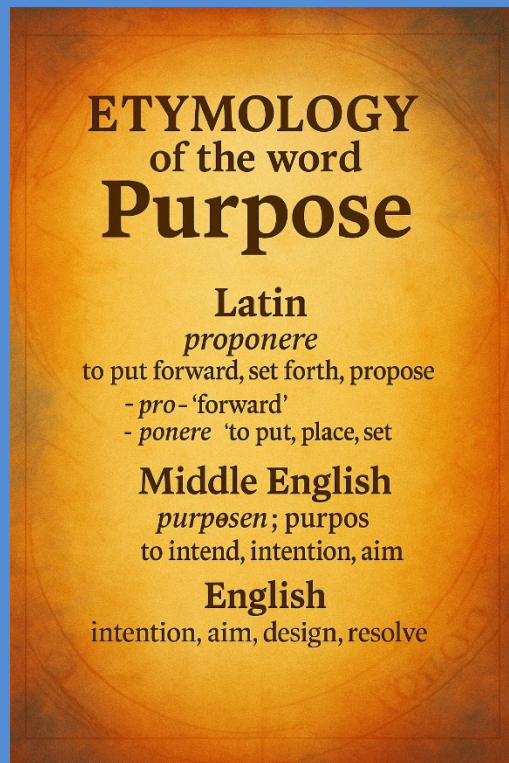
Dr. Jeffrey E. Hansen, Ph.D.

A Life Marked by Purpose

Leah and I went to Megyn Kelly's convention featuring Erika Kirk, and much of the event centered on Charlie. His life. His convictions. The ground he stood on. The momentum he carried with clarity and courage. His death hung heavy in the room, a grief you could sense deep in the atmosphere. Yet when Erika stepped forward, now leading Turning Point as CEO, you could also see the strength and resolve that faith and heartbreak can carve into a person. Charlie's defining value was purpose, and Erika carries that same torch with remarkable steadiness.

Where the Word Comes From and What It Really Means

That word purpose stayed with me long after we left. Pastor Earl taught me long ago to love its companion, intentionality, the direction one sets for the heart. Thinking about Charlie and Erika and the mission that shaped their lives led me back to the origins of the word itself. Purpose comes from the Latin proponere. Pro means forward. Ponere means to place. The idea is to put forward, to set forth, to place before oneself. Through Old French it eventually becomes the English word we use today, often without realizing how much weight it carries.



Purpose is more than direction. It is the forward placement of a life. It is the reason for existence, the “why” behind action and being. It is an aim infused with meaning. Goals are finite. Purpose shapes identity and endures. In classical philosophy, especially in Aristotle, purpose is telos, the final cause, the end toward which a life naturally moves. When you bring all of this together, purpose becomes the intentional end you place before yourself, the reason that directs your actions and gives meaning to your existence.

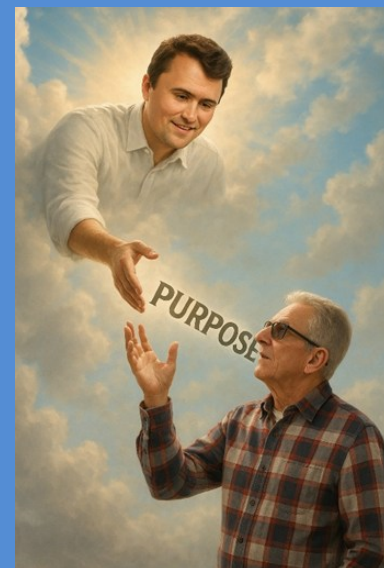
Even modern psychology recognizes this. ACT, developed by Steven Hayes, is built around discovering one’s core values. Charlie’s core value, his telos, was unmistakable. His purpose was to bring people to Christ. Erika spoke to this with clarity. You could see it in the life he lived and the movement he built. But purpose rooted in conviction threatens cultural forces that are built on ideology rather than truth. When your purpose does not align with the demands of the culture, they

work to silence you. Purpose becomes dangerous when it is clear and grounded in something higher than public approval.

Purpose Defined by God or Defined by Man

As Christians, our purpose is not self-invented or dictated by cultural trends. It flows from the core values of God, from the way He calls us to live, the qualities He forms in us as we strive to be more Christ-like. More pure. More honest. More committed. More sacrificial. More generous. Kinder. More loving. More forgiving. These traits move us toward the good that God Himself defines.

When we drift from that, our purpose becomes vulnerable to the whims of man rather than the truth of God. And when purpose is defined by man rather than by God, it becomes ideological rather than moral. Throughout history, leaders who rejected God’s moral order replaced it with human commands. Stalin. Lenin. Mao. Pol Pot. Movements that demanded ideological conformity and punished dissent. Even some of our modern political movements operate the same way. Your purpose is dictated to you. Affirm this. Promote that. Speak these slogans. Suppress those beliefs. Integrity becomes negotiable. Truth becomes disposable. The purpose is no longer guided by God but externally driven by the demands of man. And they worked



to silence him, just as they have worked to silence anyone whose purpose threatens the ideology of the age. They tried to silence Charlie. They thought that by taking his life they could extinguish his influence, halt his voice, and crush his purpose. But what they never understood is that a God-given purpose cannot be silenced. It cannot be crushed. It cannot be buried. In trying to stop him, they amplified him. In trying to end his purpose, they expanded it. His legacy only grew louder, deeper, and more unshakable. And similarly, they will not silence me.

And although I know it stirs me to anger at points, I have learned something else along the way. Purpose must be tempered by grace. Anger may ignite conviction, but grace is what sanctifies it. Grace does not allow us to lead with our own emotions. It forces us to take on the heart of God. It calls us to remember the grace He extended to us, especially in our own failures and brokenness. As we live into our purpose, we must live it through grace, not anger. That is a new learning for me as I pursue my own intentionality. A shift. A humbling. A refining. Purpose gives direction, but grace gives Christ-like form to that direction. Without grace, purpose becomes sharp but not holy. With grace, purpose becomes both true and good.

Turning Inward: A Life Aimed Toward the “Well Done”

Reflecting on all of this made me turn inward. I have always been driven by goals, but goals are easily choked out by noise, distraction, and the endless chatter that pulls a person off course. Purpose is different. Purpose orients. Purpose clarifies. Purpose moves the heart forward through difficulty and pain and through the forces that try to derail a life.

At seventy-one, the brevity of time sharpens this truth. Life is short. Faith is real. The finish line is not theoretical anymore. My calling now is to live the years I have left with greater intentionality. Purpose toward Christ. Fidelity to God. Devotion to my wife, Leah. Integrity in all things. I do not want compromise. I do not want drift. I want direction. I want to finish well. And I want to hear, at the end of all this, the words Charlie lived for, the words Erika said she knows he heard the moment that bullet ended his life. “Well done, my faithful servant.”



My Purpose in This Season

As I reflect on purpose in my own life, I also see the importance of aligning my daily commitments with the responsibilities God has entrusted to me. My work as a psychologist and the NeuroFaith® model itself are part of that purpose. NeuroFaith® was not an academic idea or a clinical strategy. It was something that stirred slowly through years of prayer and study. It initially germinated in the soil of deep personal pain and loss, where God often does His most transformative work. It was in

those seasons of brokenness that He revealed the foundational truth that Christ is at the center of all genuine healing. And He showed me how the neuroscience He has given us can illuminate, support, and enhance that healing. Truth and science are not enemies. They are partners when Christ is the foundation beneath them both.



NeuroFaith® grew from that sacred realization. That healing happens in truth, through understanding the foundational importance of Christ in every dimension of restoration, and through aligning that truth with the neuroscience God has given us to help promote healing further. It was born out of my own pain, carried forward by prayer, obedience, surrender, and a passion to bring healing not only to myself but to countless others through compassion, clarity, and Christ-centered truth. It was not manufactured. It was received.

Scripture says, *"The Lord is near to the brokenhearted and saves those who are crushed in spirit"* (Psalm 34:18). That was the ground in which this vision took root. It became a calling to bring Christ's truth into the architecture of the mind. To bring compassion where shame had lived. To bring clarity where confusion had dominated. To bring hope where despair had taken root.

But God has also made it unmistakably clear that my purpose includes being a faithful, steady, loving husband to Leah. This calling is not secondary. It is foundational. It is sacred. It is covenant. At this season of life, God asks me to hold both responsibilities with integrity. To give my best to the calling He inspired through the NeuroFaith® vision, and to honor the covenant that anchors my earthly life. Purpose requires discernment. Purpose requires balance. Purpose requires surrender. It calls me to choose each day what God has placed before me and to walk it out with intentionality and love.

The Apostle Paul wrote, *"Whatever you do, do it wholeheartedly, as unto the Lord and not unto man"* (Colossians 3:23). That is the lens through which I now see purpose. Not as an endless striving, but as a wholehearted offering. To God. To my calling. And to Leah. This is the shape purpose takes in this season of my life. Focused. Rooted. Faithful.

In the end, purpose is not only the work I accomplish. It is who I become before God. And it is how well I love the people He has entrusted to my care along the way.