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UNLOCKING LIMITLESS POSSIBILITY

THE POWER OF YES, AND...

SESSION TAKE-AWAY



YES AND...
THE POWER OF POSSIBILITY

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PALMER HOUSE



Small Actions. Meaningful Connections. Extraordinary Impact.

What does it take to live and work with greater purpose? And how can pursuing what matters to us inspire others to do the same?

In his keynote, speaker and author Seb Terry explored how personal goals, authentic human connection, and shared purpose can transform individuals, teams, and entire communities. Drawing on his journey from creating a personal bucket list to helping others achieve their dreams, Terry demonstrated that extraordinary impact often begins with a simple decision: identify what matters, take action, and invite others along.

1. Purpose Begins with Knowing What Matters

After unexpectedly losing a childhood friend, Terry found himself questioning whether he was living a life that truly reflected his values. That moment inspired him to write a list of 100 things he wanted to experience, accomplish, and contribute.

What began as a personal pursuit of happiness became something much larger. By taking action on goals that held personal meaning, he discovered a greater sense of agency, fulfillment, and connection.

The lesson extends far beyond bucket lists. Whether in our personal lives or professional roles, meaningful progress begins with understanding what we genuinely care about.

Key Insight: A goal becomes more powerful when it reflects your values rather than simply meeting someone else's expectations.

Questions Worth Asking

- What matters most to me, personally and professionally?
- When was the last time I pursued something simply because it was meaningful to me?
- If I continue in my current direction, am I moving toward the life and work I want?
- What small change could bring my daily actions closer to my values?

Terry encouraged attendees to make time for intentional reflection. We cannot change how we arrived at the present, but we can decide what comes next.

2. Turn Possibility Into Action

Inspiration alone does not create change. Progress requires translating intention into meaningful action.

Throughout his journey, Terry identified a simple three-part approach to pursuing important goals:

Get Clear. Share It. Take the First Step.

Get Clear on Your Goal

Define what you want to accomplish and why it matters. Move beyond vague aspirations toward a goal you can clearly articulate.

Share It With Someone

Tell another person what you hope to achieve. Sharing creates opportunities for encouragement, accountability, collaboration, and unexpected connections.

Take One Meaningful Step

You do not need to know exactly how everything will unfold. Identify the first action within your control and begin.

Terry emphasized that we cannot control every circumstance or outcome. We can, however, take ownership of our intentions, decisions, and actions.

Putting It Into Practice

Choose one meaningful goal that you have been postponing.

Step	Your Commitment
My Goal	What do I want to accomplish?
My Why	Why is this important to me?
My Connection	Who can I share this goal with?
My First Step	What action can I take this week?

The first step does not have to be dramatic.

Its value comes from moving an important intention into action.

3. Meaningful Connection Begins with Better Questions

One of the keynote's most practical lessons was that meaningful relationships are built through curiosity, listening, and a willingness to understand what matters to others.

Rather than assuming what someone needs, Terry challenged attendees to ask questions that move beyond surface-level conversation.

He introduced three questions that can transform a conversation into an opportunity for connection and support.

The Three-Question Connection Framework

1. What's on your list?

I see you.

Ask someone about a goal, dream, or aspiration that matters to them.

This question creates space for the other person to express their interests, values, and hopes. It signals that you recognize them as an individual with ambitions beyond their everyday responsibilities.

2. What's challenging you with that goal?

I hear you.

Invite the person to share the barriers they are experiencing.

Time, resources, uncertainty, and fear of failure can make meaningful goals feel out of reach. Listening without judgment helps uncover the challenges beneath the surface and can remind someone that they are not alone.

3. Where do you need support?

I'm with you.

Explore what would make progress easier.

The answer might involve encouragement, accountability, a useful introduction, a practical resource, or an opportunity to collaborate. The purpose is not to promise that you can solve every problem, but to understand where support could make a difference.

Why It Matters for Leadership

In a brief interactive exercise, conference attendees asked one another these three questions. Within minutes, participants described feeling excited, supported, grateful, and seen.

The exercise demonstrated how quickly the atmosphere of a room can change when people feel that their goals and challenges matter.

For leaders, this framework offers a practical way to strengthen relationships with employees, colleagues, clients, and community partners.

Practical Application: Incorporate these three questions into a one-on-one meeting, team discussion, mentoring conversation, or professional networking opportunity. Focus on listening rather than immediately offering advice.

4. Supporting Others Creates a Ripple Effect

When individuals openly share what matters to them, they create opportunities for others to contribute in ways they might never have anticipated.

During the keynote, Terry highlighted an attendee whose goal was to help 100 people experiencing cancer feel less alone. Inspired by that aspiration, conference organizers connected the attendee with Caring Hope, a nonprofit that provides care packages to people undergoing chemotherapy.

Through the collaboration, 100 tote bags were arranged for patients, and fellow conference attendees were invited to contribute personal notes of encouragement.

A single person's goal became an opportunity for an entire community to participate in something meaningful.

This example illustrates an important principle: A personal goal can become a shared opportunity when others understand its purpose.

What This Means for Organizations

Creating a supportive culture involves more than assigning responsibilities and measuring performance. It also means recognizing the interests, motivations, and aspirations of the people who make up an organization.

Leaders can help create these opportunities by:

- Making space for employees to share meaningful goals.
- Listening for challenges where encouragement or resources could help.
- Connecting people whose interests, skills, or experiences complement one another.
- Celebrating progress and contributions, not only final results.
- Encouraging collaboration that extends beyond traditional roles.

The opportunity to make a difference may begin with something as simple as asking the right question and being willing to listen to the answer.

5. Shared Purpose Turns Individuals Into a Community

Terry organized his keynote around three interconnected perspectives:

Me: Understanding our own purpose, values, and goals.

You: Recognizing the aspirations and needs of others.

Us: Creating a shared vision and taking action together.

The progression from Me to You to Us illustrates how individual purpose can evolve into collective impact.

One of Terry's most memorable examples involved his friendship with Mark, a quadriplegic man who wanted to complete a half marathon.

After learning about Mark's goal, Terry committed to helping him participate by pushing his wheelchair through the race.

What began as a shared goal between two people grew into something bigger. Other runners, inspired by their effort, joined in to help. By the finish line, approximately 40 people were participating in the collective effort.

The story demonstrated how a compelling shared purpose can bring people together, even when they have never met.

Three Elements of Collective Action

Establish a Shared Vision

Understand what everyone is working toward and why it matters.

Recognize Individual Roles and Strengths

Identify how each person can contribute and where collaboration creates new possibilities.

Take Action Together

Move beyond shared intentions by supporting one another through meaningful, coordinated action.

For organizations, these principles provide a foundation for building stronger teams and communities. When people understand the purpose behind their work, recognize how their contributions matter, and feel connected to those around them, they have greater opportunities to work toward meaningful outcomes together.

Bringing the Lessons Into Your Organization

The keynote's lessons can be applied through small, intentional changes in how we lead, collaborate, and connect.

Your Connection and Purpose Checklist

- Reflect: Identify one personal or professional goal that genuinely matters to you.
- Act: Commit to one meaningful step toward that goal.
- Share: Tell someone what you hope to accomplish.
- Ask: Invite a colleague or team member to share something important to them.
- Listen: Explore the challenges they are facing without immediately offering solutions.
- Support: Identify an appropriate way to encourage or assist their progress.
- Connect: Look for opportunities where individual goals align with a shared mission.
- Collaborate: Turn those opportunities into collective action.

The Lasting Takeaway

Purpose is not limited to extraordinary achievements or life-changing moments. It can be expressed through everyday decisions, meaningful conversations, and the willingness to help another person move toward something important.

Seb Terry's keynote reminds us that living with purpose begins with understanding ourselves, grows through genuine connection with others, and becomes more powerful when we act together.

A single goal can inspire a conversation. A conversation can create a connection. And a connection can lead to an impact far greater than anyone initially imagined.

The question to carry forward is simple: What's on your list, and who might you inspire by sharing it?

This resource was developed with AI assistance using a transcript of the original conference session. Content has been condensed and organized for clarity and ease of reference.