

*a sample exercise from Echoing Green's  
Work on Purpose curriculum*

**HEART +**  
**HEAD =**  
**HUSTLE**



**Echoing Green** is a twenty five-year old nonprofit best known for having provided more than 500 promising social entrepreneurs working in over forty countries with \$31 million in start-up funding, customized support services, and access to our global network of champions.

Echoing Green's Work on Purpose curriculum, based on the best practices of these world changing individuals, prepares young people to make life and work choices that are right for them and good for the world.

**Heart + Head = Hustle** is one of fifteen workshops in the curriculum, each of which has multiple time variations for optimal facilitator flexibility. All of our workshops teach one or more of the ten Work on Purpose principles, meets the expressed needs of today's employers, and addresses the top learning outcomes recommended by higher education leaders such as the Student Affairs Administrators in Higher Education (NASPA), College Student Educators International (ACPA), and the American Association of Colleges and University's LEAP initiative.

If you like Heart + Head = Hustle and are interested in being trained as an Echoing Green certified workshop facilitator and having the organization or institution you represent become Echoing Green endorsed, simply send an email to [workonpurpose@echoinggreen.org](mailto:workonpurpose@echoinggreen.org).



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# HEART + HEAD = HUSTLE

## Learning Objectives

Intercultural Skills/Humanitarianism  
 Civic Engagement  
 Interpersonal and Intrapersonal Competence  
 Knowledge Integration and Application

## Suggested Pre-Reading

*Work on Purpose*, chapter 3

## Materials needed

“\_\_\_ is What Matters” nametags  
*Heart + Head = Hustle* diagram  
 Work on Purpose sign-in sheet  
 Pens and markers  
 Bell (optional)

## Exercise Overview

Heart + Head = Hustle teaches participants how to identify work that aligns their heart (addressing the social and environmental issues that most move them) and their head (using their unique gifts).

Activities include completing the Heart + Head = Hustle diagram, small group sharing, large group sharing, and a commitment to taking an action step toward one's “hustle” in the week that follows.

## Time Breakdown

	90 Minute Full Version	50 Minute Version
Nametag Activity	5 min	5 min
Activity Part 1	15	15
Story	10	10
Activity Part 2	10	8
Small Group Share	35	—
Large Group Discussion	5	5
Closing	10	7

## 90-MINUTE VERSION

(Recommended)

### 1. Nametag Pre-Activity (5 min)

Set up the “\_\_\_\_\_ is what matters” nametags and markers near where participants will enter the room. You can find the template for these nametags on the Work on Purpose Facilitators’ Online Platform, under “Materials.”

As your participants enter, instruct them to fill out a nametag, writing one thing, value, or cause that they have a heart for. It’s best if they write down whatever comes to mind first and resonates. For example, “I’ve got a heart for animals” or “I’ve got a heart for Southern cooking.”

After participants have filled out and put on their nametags, instruct them to introduce themselves to their peers by sharing what matters to them. Encourage people not to sit in their seats, but to move around the room. Challenge them to make as many introductions as possible before the workshop begins. At a few minutes past the start time of your workshop, bring the group back together and have a few people share their answers with everyone.

### 2. Activity: Part 1 (15 min)

The *Work on Purpose* book uses five social entrepreneurs’ stories to illustrate one simple framework: Heart + Head = Hustle. Take a few minutes to explain this formula to your group. Below are some talking points that you may find useful.

“Heart” is the issues, ideas, and people that move you. These are things that you are connected to, things that make your heart beat faster,

whether because you find them deeply compelling, infuriating, or thrilling.

“Head” is your unique gifts: the skills, abilities, knowledge, connections, and everything else you bring to the table. This includes the insights you have as a result of your experiences, your access to communities that others may have difficulty connecting to, and so on.

“Hustle” is what happens when you align your heart and your head, doing work that draws from both of these spheres. This refers to those times in which you are really moving. You are in the zone, losing track of time, doing the work you would do for free (even when you get paid for it). Why? Because you are driven by something extraordinary: your personal purpose.

After explaining the formula, hand out the Heart + Head = Hustle worksheet. You can find the template for the worksheet on the Work on Purpose Facilitators' Online Platform under “Materials.”

Instruct participants to fill in the “heart” section of the Venn diagram. In this area, they will write the issues, ideas, people, and other things that move them. Tell them that you will read a series of questions to help trigger their thoughts. They can directly respond to these questions by writing their answers in the “heart” section, or they can ignore the prompts and free-write about what moves them.

Read the questions very slowly, giving participants time to write after each question is asked.

- What issues or ideas make your heart beat faster, whether because you are so deeply compelled by them, because you are angered by them, or because you are overjoyed by them?
- What is the primary topic of the articles you always read, and the movies, books, and TV shows to which you are most attracted?
- What are some similar qualities in the people you consistently find yourself drawn to?
- When are you sitting on the edge of your chair?

- What social or environmental problem do you ache to see solved?
- Who are “your people”?
- When you imagine the world you want to live in what three words come to mind?
- What feels like “home” to you?
- What values do you hold?
- When your inbox is full, what emails do you always open first? What organizations or individuals are they from? What is the topic of these emails?

After you have asked all the questions, give your participants an additional three to four minutes to free-write about what moves them. In total, this should take about seven minutes.

Now ask the participants to fill in the “head” section of the Venn diagram with their skills, abilities, knowledge, connections, and everything else they personally bring to the table. Again, tell them that you will read a series of questions to help trigger their thoughts. They can directly respond to these questions, or they can ignore them and free-write about their strengths. As before, read the questions very slowly, giving participants time to write after each question is asked.

- What do you know inside and out? What are you an expert in?
- What groups or individuals do you know well or have unique access to?
- What education or other learning do you have?
- What experiences have you had that have given you insights or information that most others do not have? What are these insights?
- What are the three things that your best friends, your family, and your mentor would agree you are best at?
- What is your role in groups—whether you are with your friends, your family, or your peers? Are you usually the pragmatist? The entertainer? The organizer?
- Imagine that when you leave this session, you receive three emails—personal, professional, and semi-professional—all asking something of you. What are these people asking of

you? What do they see you as an expert in? What do you wish they were asking you?

After you have asked all of the questions, give the participants an additional three to four minutes to free-write about their strengths. In total, this should take about seven minutes.

### 3. Story (10 min)

At this point in the workshop, we encourage you to share a story. How did you discover your own heart? How about your head? Was there a moment in which your heart and your head came into alignment? How did this happen? There is no need to share your entire life history; sometimes a snapshot is even more meaningful.

If you prefer, you also can have someone from your community share her story. Is there an alumnus of your program or school whose story of aligning heart and head moves you?

Another option is retelling the story of Andrew, Cheryl, Mark, Mardie, or Socheata. Each of these Echoing Green Fellows featured in the *Work on Purpose* book found a different way to sync heart and head and create a meaningful career with social impact. Did one of their stories resonate with you more than the others? This is a great time to either retell the story or engage the group in a discussion on it.

### 4. Activity: Part 2 (10 min)

Next, it is time for your participants to fill in the “hustle” section of their worksheet, the section in which the heart and the head overlap. Here your participants should list various ways that they can combine their heart and their head.

Prompt them to begin writing with the following:

Now that we've identified some important components of our hearts and heads, we're going to move into the “hustle” section. When we talk about “hustle,” we are referring to times in your life when you're in the zone, losing track of time, because you are doing the work that you would do for free—even if you are getting paid for it!

Look back to your “heart” and “head” sections. Pick one idea from each category and see if you can find a way to combine them into a “hustle.” This is the time to get creative, to play with ideas.

We want you to write as many hustles as possible and surprise yourself!

Some of the hustles you write down can be things you would never really do. You are not deciding the rest of your life right now; you're just playing. So be creative, be messy, write on the back of the page if you need to. Get it all down.

As your participants write, read the following triggers. In total, give them eight or nine minutes to write.

- Hustles can be topics, like the history of social change movements
- They can be ideas, putting on a photo exhibit dedicated to ending violence against women
- They can be job titles or career paths.
- They can be organizations or schools.
- They can be actions.
- They can be complete thoughts or just fragments, shards of an idea.
- Maybe they're things you could get paid for. Maybe not.
- Some things you write down may be natural extensions of the work you do now—they may be activities or ideas that you can incorporate into your work or your life as it is now. Other things may require radical change.

### 5. Small Group Share (35 min)

Afterward, have participants get into groups of three and share their hustles and how they came to them. We suggest that the sharing follow a specific structure, which should be explained before breaking the participants into groups. The structure has been adapted from Quaker Clearness Circles<sup>1</sup>.

<sup>1</sup> The Quaker Clearness Committee is a problem-solving process developed in the 1660s. To learn more about the process, see Parker J. Palmer, chapter VIII, “Living the Questions, in *A Hidden Wholeness: The Journey Toward an Undivided Life* (San Francisco: Jossey-Bass Publishers, 2009).

**Storyteller share (3 min):**

- The storyteller speaks about her hustle and how she came to it for three minutes while the others listen silently.
- Group members should listen closely for not only what the storyteller says, but also what the storyteller does not say. Participants should pay attention to moments in which the storyteller's voice rises and falls, when she has energy and when she does not, and so on.
- At the end of three minutes, ring a bell to let the group know that it is time to move on to clarifying questions.

**Clarifying question and answers (1 min):**

- For one minute, group members may ask only clarifying questions to help them understand the individual's hustle and how she came to it.
- The storyteller may answer these questions, but group members should refrain from responding.
- Ring a bell at the end of one minute to let the groups know to move on to the next step.

**Response from group members (6 min):**

- Group members respond to the story while the storyteller listens silently. This is a time for the group members to help the storyteller see things that he or she might not see on independently.
- Group members are encouraged to share what they observed while listening to the storyteller—when the storyteller's voice rose and fell, moments at which the storyteller seemed more or less engaged, etc.
- Ring a bell at the end of six minutes to tell participants to move on to the next step.

**Response and thanks from storyteller (1 min):**

- The storyteller thanks the group members and/or says what the experience of this exercise was like for her.

Repeat these steps for each of the three group members. Although it is a long sharing process, the structure creates time and space for individuals to fully express their stories.

**6. Large Group Discussion (5 min)**

Come back together and encourage a few people to share their hustles and how they came to them with the whole group.

**7. Closing (10 min)**

Have participants return to their worksheets and select one hustle that is particularly interesting to them. Encourage them to write on the bottom of the worksheet one action they will take that week to move their hustle forward, something specific and concrete. It could be to research their hustle topic, to contact someone who has a similar job, or to begin volunteering at a place that moves them.

Encourage them to think about the resources that they have access to through your school or organization. You may even want to take a moment to tell them about particular resources that you think they may benefit from, and to hand out materials about these resources.

Have everyone share their action items with the group, and challenge participants to hold each other accountable for following through with their action.

Finally, hand out the Work on Purpose sign-in sheet, and have all participants write down their names and, if they are comfortable with providing them, their email addresses. Let them know that you will be sending this information to Echoing Green, and that if they include their email addresses, they will receive evaluation forms as well as helpful tips and tools for creating a purposeful life and career. These tips and tools will be sent out approximately every two to three months.

Have them sign in with both name and email address even if they have given these to us in the past, as it helps us to track important data, such as how many sessions individual participants have attended.

Afterward, scan the Work on Purpose sign-in sheet and email it to [workonpurpose@echoinggreen.org](mailto:workonpurpose@echoinggreen.org).

## 50-MINUTE VERSION

### 1. Nametag Pre-Activity (5 min)

Set up the “\_\_\_\_\_ is what matters” nametags and markers near where participants will enter the room. As they enter, instruct them to fill out a nametag, writing one thing, value, or cause that matters deeply to them. It’s best if they write down whatever comes to mind first and resonates. For example, “Justice is what matters” or “Laughing is what matters.”

After participants have filled out and put on their nametags, instruct them to introduce themselves to their peers by sharing what matters to them. Encourage people not to sit in their seats, but to move around the room. Challenge them to make as many introductions as possible before the workshop begins. At a few minutes past the start time of your workshop, bring the group back together and have a few people share their answers with everyone.

### 2. Activity: Part 1 (15 min)

Hand out the Heart + Head = Hustle diagram.

Instruct participants to fill in the “heart” section of the Venn diagram. In this area, they will write the issues, ideas, people, and other things that move them. Tell them that you will read a series of questions to help trigger their thoughts. They can directly respond to these questions by writing their answers in the “heart” section, or they can ignore the prompts and free-write about what moves them.

Read the questions very slowly, giving participants time to write after each question is asked.



- What issues or ideas make your heart beat faster, whether because you are so deeply compelled by them, angered, or joyful?
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- When you imagine the world you want to live in what 3 words come to mind?
- What feels like “home” to you?
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- When your inbox is full, what emails do you always open first? What organizations or individuals are they from? What is the topic of these emails?

After you have asked all the questions, give your participants an additional three to four minutes to free-write about what moves them. In total, this should take about seven minutes.

Now ask the participants to fill in the “head” section of the Venn diagram with their skills, abilities, knowledge, connections, and everything else they personally bring to the table. Again, tell them that you will read a series of questions to help trigger their thoughts. They can directly respond to these questions, or they can ignore them and free-write about their strengths. As before, read the questions very slowly, giving participants time to write after each question is asked.

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### 4. Activity: Part 2 (8 min)

Next, it is time for your participants to fill in the “hustle” section of their

worksheet, the section in which the heart and the head overlap. Here your participants should list various ways that they can combine their heart and their head.

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## 5. Large Group Discussion (5 min)

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## 6. Closing (7 min)

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Encourage them to think about the resources that they have access to through your school or organization. You may want to take a moment to tell them about particular resources that you think they may benefit from, and to hand out materials about these resources.

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# APPENDIX

## Contents

*“\_\_\_ is What Matters”* nametags  
*Heart + Head = Hustle* diagram  
Work on Purpose sign-in sheet



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IS WHAT MATTERS.



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**work on**  
**PURPOSE**  
A PROGRAM OF ECHOING GREEN

HEART

HUSTLE

HEAD

*One step I will take this week  
towards achieving my hustle is ●*

