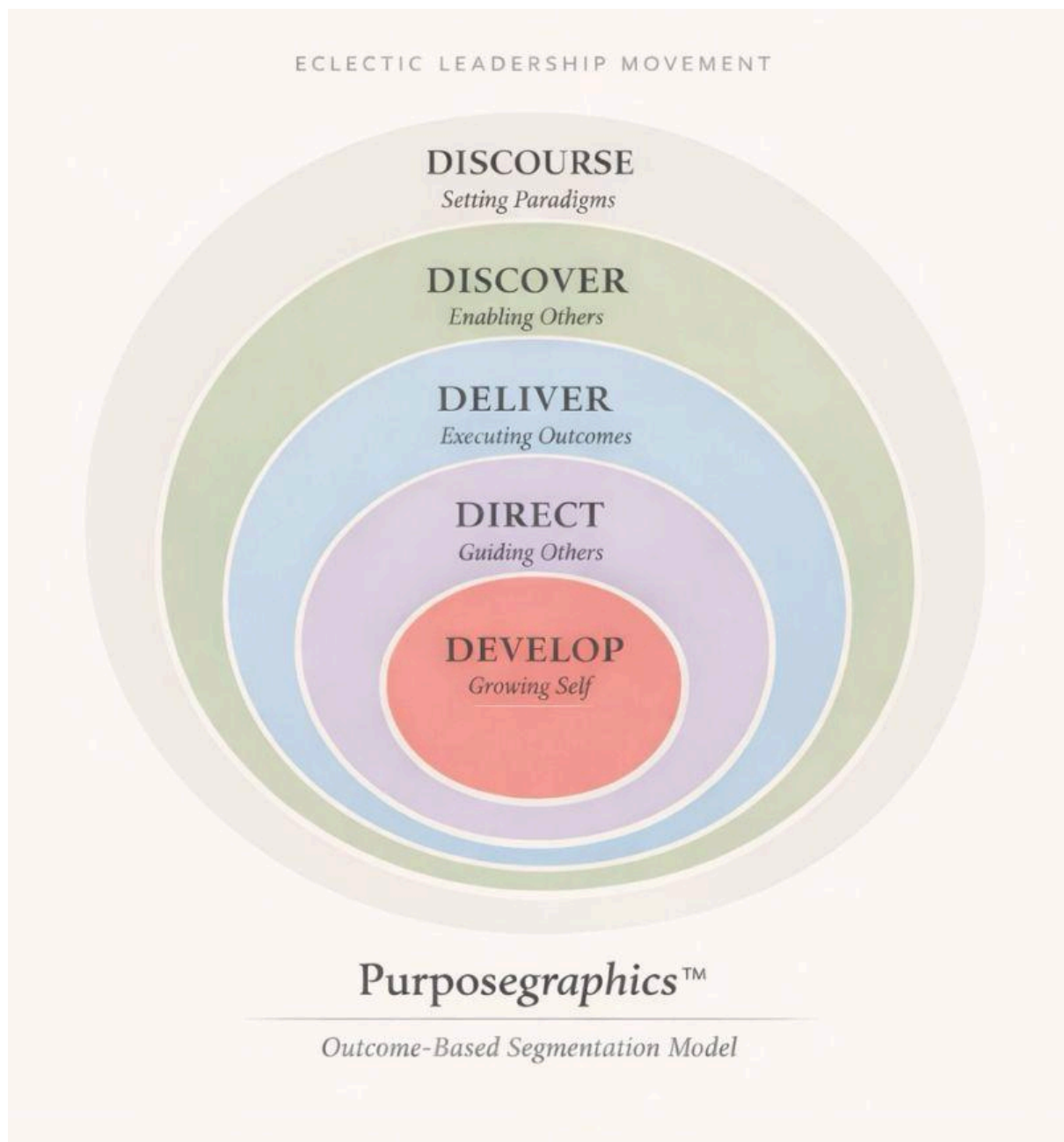


Find Your Purpose with PurposeGraphics

Frequently Asked Questions

Eclectic Leadership Movement (ELM)



1. The Fundamental Question

1.1 Who is eclectic leadership for?

This is the question PurposeGraphics was built to answer, and the answer is deliberately different from what you will find in most leadership development offerings.

Eclectic leadership is not for a specific profession. It is not for a particular age group, seniority level, or industry. It is not exclusively for early-career professionals finding their feet, nor is it reserved for senior executives who have already climbed the conventional ladder. It is not a programme for coaches and trainers only, or for people who have tried everything else and are looking for something new, although all of those people are welcome.

Eclectic leadership is for anyone who can identify a purposeful outcome they are oriented toward right now, regardless of their age, job title, profession, or background.

That is what makes PurposeGraphics different. It does not ask who you are. It asks what you are trying to achieve. And it uses that answer to determine how eclectic leadership can serve you best.

1.2 Why not just use demographics or psychographics like everyone else?

Demographics tell you who someone is: their age, job title, industry, geography, and seniority level. Psychographics tell you how someone thinks: their values, personality traits, attitudes, and motivational style. Behavioural data tells you what someone does: their engagement patterns, learning habits, and preferences. Stage-based models tell you where someone sits in a career trajectory: emerging, mid-level, or senior.

All of these approaches have genuine uses. None of them answer the question that matters most for leadership development, which is what does this person actually need right now?

A 25-year-old and a 55-year-old CEO can have exactly the same need at the same moment. No demographic tool will surface that. A seasoned executive with decades of experience and every credential the industry offers may find themselves needing to start from the innermost circle again, not because they have failed, but because their context has shifted. No psychographic profile will capture that kind of fluid, purposeful movement.

1.3 Can someone really use this irrespective of their profession or industry?

Yes, and that is the point. A community organiser, a corporate director, a classroom teacher, a social entrepreneur, and a retired professional can all use PurposeGraphics. They may sit in completely different circles, or they may sit in exactly the same one. What matters is not the label on their business card. It is the outcome they are oriented toward.

This is what it means to say eclectic leadership is purpose-based rather than profile-based.

2. Who Uses PurposeGraphics

2.1 How can Learning and Development professionals use this in practice?

Start by auditing your existing programme portfolio against the five circles. Ask which circle each intervention is genuinely designed to serve. Most L&D teams will find that their content clusters heavily around Deliver and Direct, with very little designed for people in Develop, Discover, or Discourse.

Use this audit to identify gaps and redesign entry points so that learners can self-select based on their current outcome orientation rather than their job grade or seniority level. This changes both how you market your programmes and how participants engage with them. Someone who joins because they recognise their own orientation in the model is far more invested than someone who was nominated because of their job title.

2.2 How can HR leaders use this in practice?

Introduce PurposeGraphics as part of talent review and career conversation processes. Replace or complement the standard question of where do you want to be in five years with something more immediate and honest: what outcome are you most oriented toward right now, and what would help you thrive in that space?

Over time, build a picture of where your workforce is clustered across the five circles and where the movement is. This gives you a far more dynamic and human map of your people than engagement scores or competency ratings alone. It also opens up succession planning conversations that are grounded in purpose rather than seniority assumptions.

2.3 How can coaches and trainers use this in practice?

Use the five circles as a contracting tool at the start of any coaching engagement. Ask your client to place themselves on the model and describe why they chose that circle. The conversation that follows is almost always more revealing than a structured intake form.

Then use the 4D Cycle as a working methodology across sessions. At each stage, you are asking four questions together: what assumptions or inherited frameworks might be limiting progress here? What new perspectives or inputs would expand the range of possibilities? What meaning is being drawn from what is being experienced? And what does the client now understand well enough to act on? The model gives both coach and client a shared map without constraining the journey.

2.4 Who else can use PurposeGraphics?

Organisational development consultants can use it to map team dynamics. A team where most members are oriented toward Deliver but the organisation needs them to shift toward

Discover will experience friction that is hard to name without a shared framework. PurposeGraphics makes that visible and creates the foundation for a meaningful conversation.

Leadership educators in universities, business schools, and professional institutes can use it as a curriculum architecture tool, replacing linear stage-based pathways with a more fluid and purpose-driven learning design.

Community builders and movement leaders, particularly those working across cultures, sectors, or disciplines, will find it useful for welcoming diverse people into a shared community without forcing them into a single identity or entry point.

Social entrepreneurs and NGO leaders working on leadership in underrepresented communities will find the model especially relevant because it does not privilege seniority, formal education, or professional status.

3. Using It as an Individual

3.1 What if I want to use PurposeGraphics on my own, without a coach or a programme?

You can start immediately. You do not need a coach, an organisation, or a structured programme to use this model.

Read the description of each of the five circles and ask yourself one honest question: which circle most closely reflects what I am genuinely trying to achieve right now? Not what I think I should be doing. Not what my job title suggests. Not what others expect of me. What am I actually oriented toward in this season of my life and work?

Once you have identified your circle, sit with the 4D Cycle and work through four questions. What assumptions or inherited frameworks am I carrying that might be limiting me here? This is the Decolonise question, and it is the best place to start. What new perspectives, voices, or approaches have I not yet genuinely engaged with? This is the Diversify question. What meaning am I drawing from what I am experiencing and learning? This is the Derive question. And what do I now understand well enough to act on? This is the Deduce question.

You do not need to answer all four at once. Sit with Decolonise first. It is often the most uncomfortable question, which is precisely why it comes first.

If you want to go further, join the conversation at www.rononiti.org. The Eclectic Leadership Movement is built for people who want to work through these questions alongside others.

3.2 What if I identify with more than one circle?

That is entirely expected and completely valid. The circles are not mutually exclusive. A person can operate across multiple circles simultaneously depending on what is happening in different parts of their life and work. The model is designed to reflect the fluid, non-linear reality of how people actually grow and lead, not to put them in a box. If you identify strongly with two circles, both are worth exploring.

3.3 What if my circle changes over time?

It will. That is the point. PurposeGraphics is not a personality test that produces a fixed result. It is a snapshot of your current orientation. As your context changes, as you grow, as you take on new challenges or step back from old ones, your circle will shift. This is not inconsistency. It is the movement that eclectic leadership is built around.

4. Pitfalls and Gaps

4.1 What are the main risks of using this model badly?

There are five pitfalls worth naming honestly.

- The first is people placing themselves in a more advanced circle than where they actually are. It is human nature to want to identify with the outermost circles. Discourse sounds more impressive than Develop. But growth that skips foundational stages tends not to hold. The way to address this is to frame all five circles as equally valid and equally purposeful. Develop is not a lesser circle. It is where the most fundamental and lasting work happens.
- The second is using the model as a fixed label rather than a fluid orientation. If someone is told they are a Deliver person and that identity sticks, the model has failed. PurposeGraphics is a snapshot, not a sentence. The language used around it must always reflect movement and context, never permanence.
- The third is organisations using it to slot people into categories for management purposes. Any segmentation tool can become a way to limit rather than liberate in the wrong hands. An organisation that uses PurposeGraphics to decide who deserves development investment and who does not has fundamentally misread the model. It exists to surface need and enable movement, not to justify decisions that were already made.
- The fourth is the 4D Cycle feeling abstract without lived examples. Decolonise, Diversify, Derive, and Deduce are rich concepts but they need grounding in real situations and real questions. Without that grounding, the cycle risks becoming jargon. The ELM community and its co-design sessions are the primary place where those lived examples will be built over time.
- The fifth is the model being perceived as culturally specific despite its pan-cultural intent. Because the language is in English and the visual metaphor carries certain connotations, some communities may experience it as a Western framework in different clothing. This is a legitimate concern. The way to address it is to co-design

the model openly and actively, to credit pan-cultural, indigenous, and principle-based sources of leadership wisdom throughout, and to ensure that the community building this model reflects the diversity it claims to serve. This is precisely why the co-design invitation sits at the heart of everything ELM does.

5. Is the model finished?

No. And it is not meant to be.

PurposeGraphics, the five circles, the three Cs, and the 4D Cycle have been developed collaboratively through deep conversation and collective thinking. Particular credit goes to Mornay Schoeman and Mirella L. Ramalho, whose contributions shaped the thinking behind this model in significant ways.

But this framework is an opening, not a conclusion. If something here resonates with you, challenges you, or opens a question you have been carrying, bring it. Visit www.rononiti.org, join the Eclectic Leadership Movement, and help build what comes next.

Do you want guidance on how to implement PurposeGraphics for your team?

Email now info@rononiti.org

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