



May 14, 2024



We were lucky to catch up with Anne Mok recently and have shared our conversation below.

Hi Anne, really happy you were able to join us today and we're looking forward to sharing your story and insights with our readers. Let's start with the heart of it all – purpose. How did you find your purpose?

It was in the darkest solitude of my room with the blinds drawn being bedridden with NDPH (new daily persistent headache) and also diagnosed with cone rod dystrophy in adulthood, a condition that progressively impairs vision, that I fought back instead of surrendering to the silence. I made a deliberate decision to accept the pain but also chose to live in the low pain moments.

I faced significant obstacles. However, these conditions set me on a path of growth and purpose. Today, as a TEDx speaker, author and digital storyteller, I strive to use my voice and platform to inspire and connect, showing that the truest vision comes not from sight but from insight and resolve.

While bedridden and battling severe depression, I witnessed, from the sidelines of my own life, how a global pandemic magnified the struggles of those with visual impairments and chronic illnesses. This period of forced isolation was not just a challenge but an epiphany. It became clear that while my sight was diminishing, my vision for a more inclusive world was crystallizing.

My Instagram account, @purposeinview, was born out of necessity—the necessity to connect, to celebrate beauty in accessibility, and to support local businesses struggling to survive. Each post crafted not just to showcase products but to make them accessible through thoughtful descriptions and alt texts, bridging the gap between the visual and the non-visual worlds.

Networking and maintaining authenticity have been pivotal in my journey. I've always prided myself on my ability to connect deeply with others—traits that didn't change with my vision loss. If anything, they've strengthened. Through my social media platform, I support small and local businesses, promoting products in a way that includes those often overlooked by mainstream media. This effort not only boosts these businesses but also integrates the visually impaired community into the broader conversation about consumerism and style.

My mission is clear: to see beauty in everything and make that view accessible to all. This mission goes beyond just adapting to vision loss; it's about rewriting the narrative of what visually impaired individuals can achieve and contribute. My vision is a world without barriers, where everyone can live to their full potential, regardless of the challenges they face.

Each day brings new opportunities to learn from and inspire others. By sharing my journey, I hope to light a path for others facing similar challenges, proving that limitations are often just a catalyst for innovation and creativity. My story is one of turning obstacles into opportunities, fostering a supportive community, and building a legacy of resilience and inclusivity.

To everyone embarking on their journey, remember: the challenges you face are merely the beginning of a bold journey of discovery. Stay true to your values, embrace your unique perspective, and never underestimate the power of your story to inspire and transform the world.

Thanks, so before we move on maybe you can share a bit more about yourself?

My name is Anne Mok. I am so happy to be part of this community and excited to be connecting with you all! I am a passionate advocate, TEDx speaker and author dedicated to transforming the narrative of a purposeful life. As a visionary content creator navigating the world without sight, I leverage my influence to bring education and awareness about the blind community. By cultivating an inclusive space that ensures accessibility, I also champion small businesses, empower individuals and contribute to a more inclusive society. Join me in this mission to create a world where no audience member is left behind.

As a visually impaired advocate and entrepreneur, my work orbits around a central mission: to make beauty and lifestyle experiences accessible for everyone, regardless of their physical abilities. At the heart of my brand, Purpose In View, lies the commitment to foster inclusivity and empower the visually impaired and chronic illness communities through accessible design in fashion, home decor, and lifestyle.

What excites me the most about my work is the ability to transform everyday experiences into opportunities for connection and understanding. Each Instagram post or speaking engagement is crafted to not just share products or ideas but to tell a story that resonates on a personal level with my audience. By including detailed descriptions and ensuring all content is accessible, I bring a new dimension to how we perceive beauty and utility in our lives.

Looking ahead, I'm excited about several new developments:

1. Partnerships: I have a long-term partnership with Specsavers Canada and I am excited about not only educating about eye health but also sharing lifestyle content. I also have a very exciting partnership that will be announced as part of Global Accessibility Awareness Day on May 16th!

2. Speaking Engagement: I am excited to be a panelist speaker for Jillian Harris' Academy in the City. I'm excited to share my story of my purpose and how I got my spark back as well as the insights on resilience, adaptability, and the power of a barrier-free perspective. These talks are aimed to not only be inspiring but to also bring to wider audiences thoughts on rethinking accessibility and inclusion.

3. Education and Awareness: Companies, students and brands reaching out to me for insight in accessibility in packaging and creating social media content that is more accessible.

I invite everyone to join in the movement towards a more inclusive world. Whether you are a business looking to improve accessibility, a fellow advocate, or someone interested in learning more about living a full life irrespective of physical limits, I am your resource and ally.

There is so much advice out there about all the different skills and qualities folks need to develop in order to succeed in today's highly competitive environment and often it can feel overwhelming. So, if we had to break it down to just the three that matter most, which three skills or qualities would you focus on?

Through my journey as an advocate and entrepreneur, certain qualities have been crucial in navigating challenges and achieving success. These are resilience, empathy, and continuous learning. Each has played a vital role in not only shaping my personal and professional life but also in empowering the communities I serve.

1. Empathy and Connection -The ability to empathize and connect with others has been fundamental in my work. Understanding the diverse experiences and challenges faced by the visually impaired community, as well as the sighted individuals who engage with my content, allows me to create meaningful and inclusive narratives.

Advice for Development – For those starting out, cultivating empathy can be as simple as listening actively to the stories of others without preconceptions. Volunteer, participate in community discussions, and seek out experiences that broaden your perspective. The more you understand people’s lives and struggles, the better you can serve and connect with them.

2. Resilience and Adaptability – Facing personal challenges like vision loss and chronic illness taught me the importance of resilience. This quality helped me not only to cope with my circumstances but to thrive and find new pathways in advocacy and digital storytelling.

Advice for Development – To build resilience, embrace challenges as opportunities for growth. Start with small steps that push you out of your comfort zone and then gradually take on bigger challenges. Have a supportive network that encourages you and provides feedback. Always remember that resilience is developed through overcoming adversity. You will get through those difficult situations.

3. Digital Literacy and Accessibility Awareness – In today's world, being proficient in digital tools and understanding accessibility are crucial. Learning these skills ensures that my content reaches and is inclusive of all audiences, particularly those with disabilities.

Advice for Enhancement – Continuously update your digital skills by learning and taking courses whether online or in person workshops. Stay current with new technologies. Learn about accessibility standards and practices. Engaging with the disabled community directly provides invaluable insights into what is truly needed to make content accessible.

For anyone just starting out, keep exploring, learning, and connecting. Your unique perspectives and contributions are valuable and needed. Never underestimate the power of your voice and the change it can bring.

One of our goals is to help like-minded folks with similar goals connect and so before we go we want to ask if you are looking to partner or collab with others – and if so, what would make the ideal collaborator or partner?

Absolutely! I am always on the lookout for meaningful collaborations that can enhance the impact of my work and broaden the conversation around accessibility and inclusivity. My goal is to create a more connected and understanding world, and I believe that partnerships play a crucial role in achieving this.

1. Businesses and Brands Focused on Accessibility – I am particularly interested in collaborating with businesses that prioritize accessibility in their products and services. Whether it's fashion, technology, or home decor, any company that wants to enhance its offerings to be more inclusive of the visually impaired community would be a great partner.

2. Content Creators and Influencers in the Disability Space – Other content creators who focus on disability, lifestyle, and empowerment are also ideal collaborators. Together, we can share resources, cross-promote our content, and amplify each other's voices to reach a wider audience.

3. Organizations Promoting Mental Health and Well-Being – Given my personal experiences, I would be happy to partner with organizations that support mental health, particularly those that address the challenges faced by individuals with chronic illnesses and disabilities.

If you are reading this and are interested in collaborating, I would love to hear from you! The best way to reach me is via email at purposeinview@gmail.com or you can direct message me on my Instagram account @purposeinview. Please include a brief description of your project or idea and how you believe we can work together to make a difference. I look forward to exploring potential collaborations that can help us both achieve our goals and foster a more inclusive world.

Collaboration is the key to innovation and growth. I am excited about the possibilities that new partnerships can bring, not just for me, but for the communities we serve. Let's connect and explore how we can combine our efforts to inspire and empower.

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The logo for 'BOLD JOURNEY' features the word 'BOLD' in a large, bold, red serif font, with the word 'JOURNEY' in a smaller, black, all-caps serif font directly beneath it. The text is centered within a white rectangular box.