



# The Personal Business Plan



The Personal Business Plan™

The Personal Business Plan is a **10-step personal development system**, invented and perfected by headhunter and executive coach, Stephen Bruyant-Langer, since 1996. See more on [thepersonalbusinessplan.com](http://thepersonalbusinessplan.com).

Over 10 sessions you will build **your own Personal Business Plan**, a defined and actionable plan for you on how to achieve **success and happiness**. You will be supported by a goldmine of resources in the form of tools, techniques, templates, examples, and exercises. You can do it on your own **online** or with a **certified PBP coach**. In any case, you will experience a **huge impact**.

4 phases

10 sessions – 12 months – 1 plan

Understand yourself

Identify your drivers

Reinvent yourself

Design your future

Develop your own Personal Business Plan

1

## What Is My Situation?

*Pinocchio*  
What baggage of the past must I let go of?  
What is meaningful to me right now?  
How can I move forward?

2

## How Can I Thrive?

*Heaven and Hell*  
What do I like doing?  
What don't I like doing?  
How can I learn to trust my intuition?

3

## When Do I Perform at My Best?

*Functional Conditions*  
What does success look like to me?  
What is my deep down motivation?  
What is my worst case scenario?

4

## What Energizes Me?

*What are my strengths?*  
*Jenga*  
What are my weaknesses?  
*SWOT*  
What is my passion?

5

## Where Am I on My Personal Journey?

*Where am I in life? Life phases*  
What are my personal priorities?  
*Life anchors*  
What is my potential for growth?

6

## How Do I Become Happy?

*Happiness 360°*  
What is my challenge? *Happiness formula*  
Why must I do something now?  
*Traffic lights*  
How can I obtain 20/20 vision?

7

## How Do I Reinvent Myself?

*STAR*  
What am I willing to sacrifice?  
Who can I turn to for help?  
What is my life ambition?  
*Five Times Why*

8

## How Do I Differentiate Myself from Others?

*Personal Feedback*  
What am I better at than anybody else?  
What else differentiates me from the rest?  
How good do I want to be?  
*Eisenhower Box*

9

## What Is My Personal Business Plan?

*The Noble Art of Scaling*  
How can I reinvent myself in order to remain relevant?  
What is my *BATNA*?  
Title of My Personal Business Plan  
Am I happy now?

10

## What Have I Learned?

*Existential Themes*  
*Personal Four Leaf Clovers*  
What is my time horizon? *Timeline*  
How far can I go?  
What would I attempt to do if I knew I could not fail?

**Execute!**

Work through the PBP system over 6-12 months

Do it on your own – or reap the ultimate benefits and do it together with a certified PBP coach



# The Personal Business Plan



Website: [thepersonalbusinessplan.com](http://thepersonalbusinessplan.com)

Stephen Bruyant-Langer  
President & Founder

[stephen@bruyant-langer.com](mailto:stephen@bruyant-langer.com)

+4527853410

Mette Bruyant-Langer  
CEO & Founder

[mette@bruyant-langer.com](mailto:mette@bruyant-langer.com)

+4560216390

Bruyant-Langer ApS  
Bukkeballevvej 13A, 2960 Rungsted Kyst  
Denmark

Our company offers services built on the unique and impactful methodology of The Personal Business Plan. We have invented and developed **the PBP system**, and its principles are incorporated into all our services.

The Personal Business Plan is a **complete universe**. See more and Sign up on [thepersonalbusinessplan.com](http://thepersonalbusinessplan.com).

**We offer these products and services:**

## The Personal Business Plan Online (Free Trial)

- The complete online system to build your own Personal Business Plan through 10 authoritative steps and 40 exercises, carefully laid out in a sequence based on Stephen's vast experience.
- A goldmine of tools, techniques, templates, examples, and exercises.

## Executive Coaching

- Full coaching programs of 10 sessions over 12 months or customized coaching programs tailored to your personal and specific needs.
- Coaching performed by Stephen Bruyant-Langer or by our certified PBP Partners.

## The PBP Books

- The Personal Business Plan: A Blueprint for Running Your Life, Wiley, 2013
- Your Next Career: The Headhunter's Guide to Lifelong Success, L&R, 2012 (in Danish)

## Keynote Speaking and Workshops

- Inspirational keynotes on personal and professional success based on life ambition, personal reinvention, learning agility and courage to commit by Stephen Bruyant-Langer.
- Workshops and seminars, tailored to your audience and perspective.

*Create the Good Life*

*Design your future*