



# The Personal Business Plan



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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

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

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

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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 Toolkit

- 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*