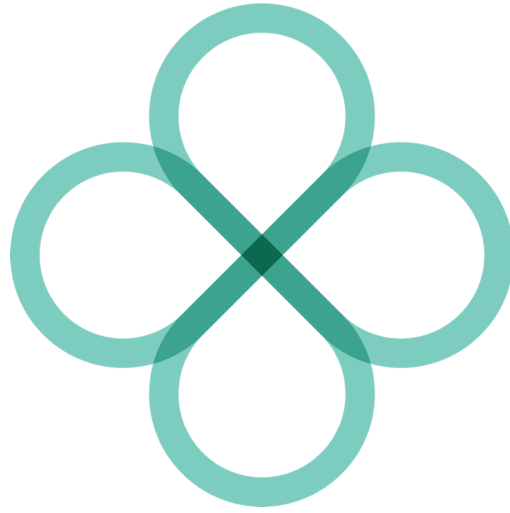


My Personal Business Plan



From Action to Value

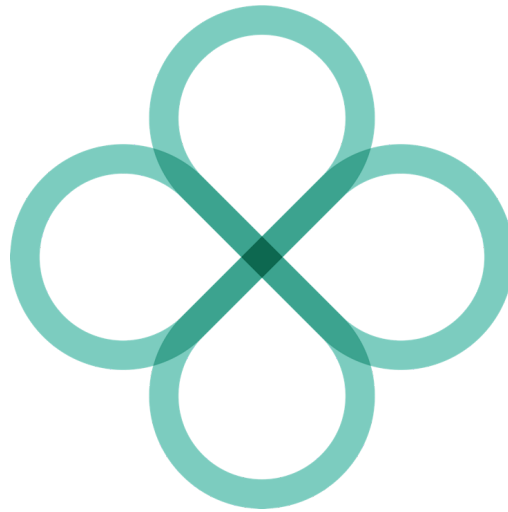
This Personal Business Plan belongs to

John Sample

who made tremendous progress in life after having implemented it.

Ground rules for creating My Personal Business Plan are: Time, calmness, write along. It is an iterative process.

The Four-Leaf Clover



The Four-Leaf Clover is the signature of The Personal Business Plan. By using this core concept, you will experience the different parts of your life falling into place. You will obtain a clear picture of your existential platform and you will improve your life and your value creation. You will be able to turn your thoughts into action – and action into value.

The four dimensions of the Four-Leaf Clover are

- Life Ambition
- Personal Reinvention
- Learning Agility
- Courage to Commit

Throughout the 10 Sessions you will explore these dimensions and much more. You will become comfortable with yourself and certain about your future.

Imagine that the Four-Leaf Clover is your life. It represents two infinity loops and multiple directions. Over time, you will go in different directions, you will make choices, you will intersect your own path, you will learn, and you will grow. Sometimes you cross your own trail, sometimes you pivot, sometimes you persevere, and sometimes life simply happens. By living a full life you will become happy.

This is what The Personal Business Plan is all about.

Session 1: What is my situation?

Welcome to your Personal Business Plan journey!

Session 1 is where you define the baggage you have to let go of, your future identity, and your actions for changing your life.

Each session starts with an inspirational video. This video is about the power of the written word, being explicit about your intentions, and living up to your own ambitions.

View the video at <https://youtu.be/tu23-hVyqU8>.



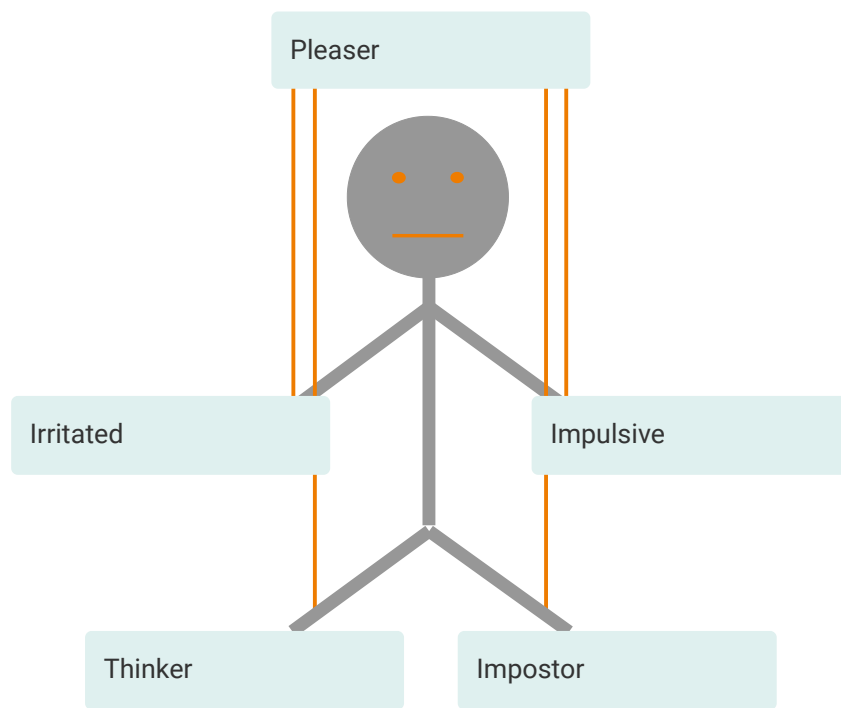
1.A What baggage of the past must I let go of?

Look at Pinocchio below. What is tying you down?

Have a thorough look at your life right now, professional as well as personal.

Identify the 5 most constraining characteristics you carry in your baggage at this time.

Write them down in the spaces around Pinocchio. Choose your own words – use the list for inspiration.



Expand on your baggage and current situation. What are your critical issues?

Focus on your 5 constraining characteristics and elaborate on them.

Pleaser: I tend to tell people what they want to hear and give people what they want. It's like a Pac-Man. I need to replenish the reservoir.

Irritated: I tend to react with irritation regarding new ideas or activities. I am always tense. It's like a sort of nervous energy - always under pressure.

Impulsive: I have a tendency to follow my own wishes and do something other than what I planned. This procrastination gives me a bad conscience.

Thinker: I think too much and act too little. Others can't read my intentions - they can only judge me upon my actions.

Impostor: I am afraid that others will find out that I'm not as competent as they think. One day, my facade will crumble and they will see the real little me.

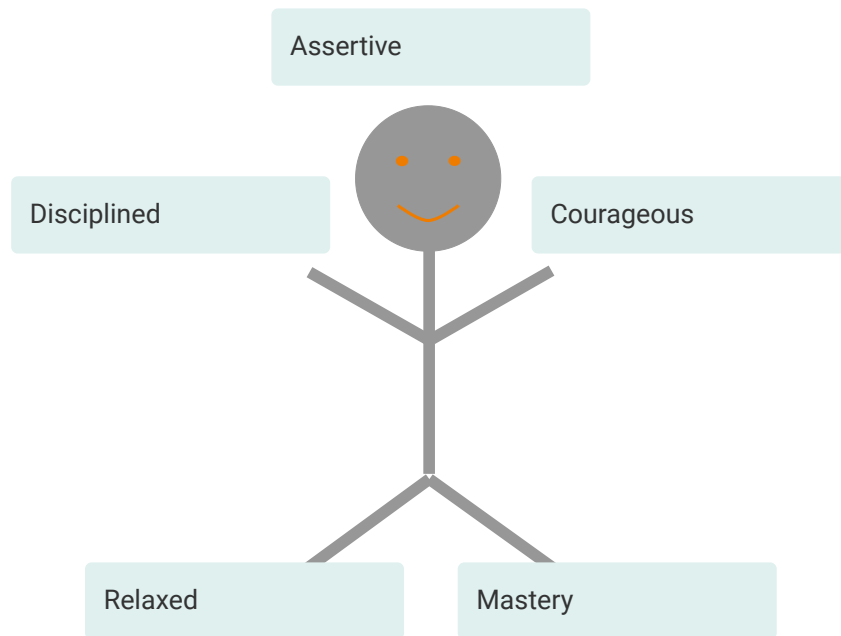
1.B What is meaningful to me right now?

Now look at Pinocchio again. You want to make those strings disappear!

Decide on 5 characteristics which will define you from now on. What does it take to set you free? Determine how you want to be perceived by the world.

Again, you can look to the examples for inspiration, but make sure to express your own characteristics.

Think like Pinocchio: *'I've got no strings to hold me down!'*



Expand on what is meaningful to you right now, and who you want to be.

Project yourself into the future. Focus on the 5 characteristics. Sense how you will feel when you have become that person.

Forget all self-limitations. Remember that the strings are gone!

Assertive: I stand up for my own meanings. I am not afraid of disagreeing. I am not conflict averse.

Disciplined: I do what I say I will do. I carry through. I rise at 6 in the morning, go for a run and have solved the most pressing issue of the day before 10am. I am respected for my grit.

Courageous: I set ambitious goals and lift myself towards them. I have a sense of traction and control. I am respected for my standards.

Relaxed: I feel at ease and content. I trust myself, others and my future. I am confident that I will succeed in life.

Mastery: I am the best version of myself. I have reinvented myself and am now my own role model. I grasp my life in a holistic way.

Session 2: How can I thrive?

Welcome to Session 2.

In Session 2 you establish your personal parameters for wellbeing in different phases of your life.

This video is about constructing a new perspective on life, getting outside your comfort zone, and staying open to new impulses.

View the video at <https://youtu.be/jt4JmnYxF4w>.



2.A Heaven and Hell

Start by choosing your birth year as starting year.

Then fill in the major events of your life and plot in your wellbeing for each event on a scale from -100 to 100. Note that 0 is neutral or indifferent, so the scale moves around 0. Use positive numbers for wellbeing above neutral and negative numbers for wellbeing below neutral.

Please be brief in your descriptions like *Married, Manager at NN, Father dies*.

Try to use the full scale from -100 to 100 instead of piling everything together around the middle.

Limit yourself to one event and one score per year – if you have years with more than one important event and contradicting wellbeing scores, then be creative and use the preceding or next years.

The objective is to give an overall picture of your life's main events and ups and downs.

1976 ▾	Born	70
1977	Event	Score
1978	Event	Score
1979	Little brother	70
1980	Event	Score
1981	Event	Score
1982	Cabin in the woods	60
1983	Event	Score
1984	Event	Score
1985	Broken leg	-60
1986	Event	Score
1987	New school	70
1988	Teacher died	-80
1989	Gymnastics	80
1990	Brother's suicide	-100
1991		

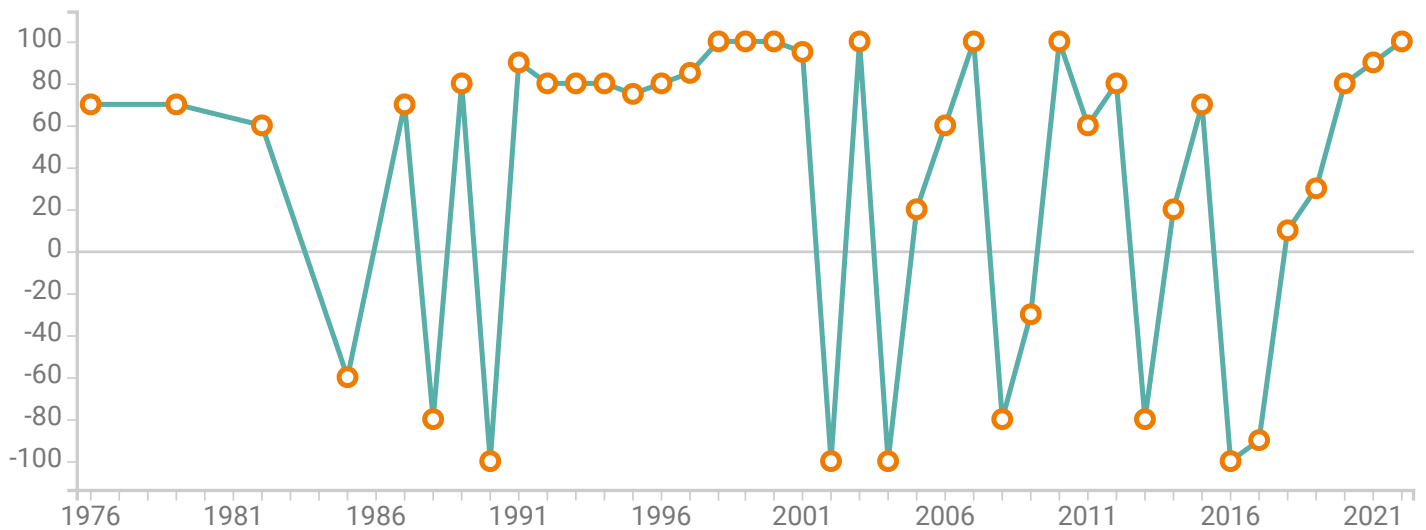
	First love	90
1992	Parties	80
1993	Exchange student	80
1994	Partying	80
1995	Straight A student	75
1996	University	80
1997	Own apartment	85
1998	Bachelor of Arts	100
1999	Met my wife	100
2000	M.Sc. Econ.	100
2001	Product Manager	95
2002	Death of Father	-100
2003	Marriage	100
2004	Still-born baby	-100
2005	6-month project	20
2006	Marketing Manager	60
2007	Daughter	100
2008	Operation	-80
2009	Hospital	-30
2010	Son	100
2011	New house	60
2012		

	Marketing Director	80
2013	Wife's operation	-80
2014	150 days of traveling	20
2015	Executive education	70
2016	Break down	-100
2017	Stress and delayering	-90
2018	Job seeking	10
2019	Job offers and time to reflect	30
2020	Chief Commercial Officer	80
2021	CEO of small BtB business	90
2022	PBP - NXT LVL Relaxed readiness	100

2.A Heaven and Hell

Here is your life in a graph. You will probably notice that your life is predominately in the upper or lower part.

Look at the picture overall and make sure it is credible and realistic. Go back and edit your events and wellbeing scores until you are satisfied that the graph paints the right picture of your life.



Reflect on your typical reactions – how did you overcome your crises, and how did you make the most of your highs? What worked for you and what didn't? Look for patterns. Reflect on what you could change in order to become more resilient and best prepare for future life crises.

I've always worked hard to overcome crises.

Looking back, I see that it was an exercise of forgetting and denial. You can't work around crises. You need to go through them and confront the issues - also your internal ones. I've always felt comfortable taking on more challenges - just bring them on!

My breakdown in 2016 and being delayed in 2017 brought forward a new sense of reality. I also have my limits. My two years of job-seeking in 2018 and 2019 also made me more humble. Now I appreciate my daily life to an even higher degree.

I am now in the process of completing The Personal Business Plan. I am sure it will help me tell myself a new and more positive story. I don't need to live up to other people's expectations, I need to take care of my own interests and look after my family. For the first time in my life, I look forward to feeling relaxed, at ease, and in control.

2.B What do I like doing?

Take 6½ minutes to write down what you like doing. You must write without interruption. Associations will follow freely. Don't stop writing. You can do it. Now!

I like
having success, reflecting, producing,
interacting, being present, living a great life,
playing, discovering, learning, having fun, eating out,
traveling the world, trekking,
being with the children, being with my wife,
helping people, earning money,
developing new things,
being independent, feeling free, being positive, being optimistic,
leaving a legacy, being a role model,
watching movies, going to concerts, listening to music,
going to the theatre, gardening,
being with friends, inspiring others,
building a great future for my family,
planning and enacting the good life
and many other beautiful activities!

2.C What don't I like doing?

Identify what derails you and what your show stoppers are. Which specific factors tend to destabilize you? Is there a pattern? What common elements drain you of energy? Once again take 6½ minutes, don't stop writing and follow all your associations.

I tend to procrastinate.

I don't like anybody telling me what to do. There is a great leap from idea to implementation. I have so many great ideas and have trouble prioritizing them in order to succeed with the ones that are most value-creating.

I have a tendency to take criticism personally. I need to reconstitute - to replenish the reservoir. In order to help others, I need to always be my strongest me. I am a very resilient person, who needs to check in from time to time to see, whether the circumstances have changed.

I am not a great risk-taker - I need to up my game.

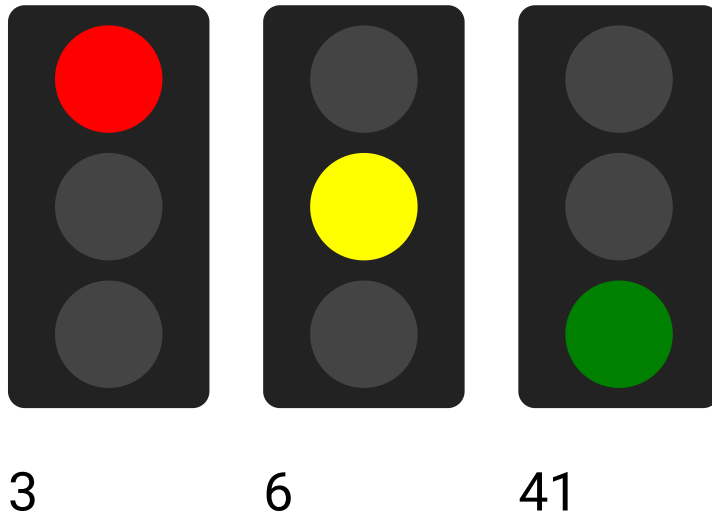
Also planning more long-term rather than simply producing short-term.

I need to stop doubting myself. Onwards and upwards!

6.C Why must I do something now?

Here are your personal traffic lights. The numbers under each color show how many symptoms you experience

- Always or often (red)
- Sometimes (yellow) and
- Never or rarely (green).



Assess your level of discomfort. The principle is that green lights are not dangerous. They are like a headache, i.e. they are annoying and not productive, but occasional headaches are not critical. Yellow lights are more serious. Like reduced hearing and popping in your ears, they should be accepted only for short periods of time. Finally, red lights mean that you should stop doing whatever you are doing. They could reflect symptoms like spots in front of your eyes and difficulty focusing.

If you have red lights, you may be operating at the boundary of your maximum performance. Being on constant standby is taking its toll on you. You need to alter your perspective and change your behavior.

Reflect on your traffic lights. What is causing you frustration? Are you lacking some satisfaction in your daily life? Think about why you simply cannot let things go on as they are.

I have had several red and yellow light symptoms for a number of years. This is no longer acceptable to me. I am grown-up, and I want to feel on top of the situation, planning and acting in a controlled way. I want to feel at ease in my life.

So now, I really plan to do something about the symptoms. This is what I'll do:

RED - Always or often:

Nervous habits, fidgeting, feet tapping: I will focus more on the task at hand, eliminate multitasking such as continuous presence on social media, and remind myself that it is just a question of controlling my impulses.

Excessive defensiveness or suspiciousness: I will simply accept that I am good enough and that people like me because of who I am and not because of what I do.

Frequent urination: I will drink less coffee and alcohol.

YELLOW - Sometimes:

Ringling, buzzing, or "popping sounds": I will run more often in order to get my pulse up and stay in shape.

Neck ache, back pain, muscle spasms: I will do back exercises and get a massage once in a while.

Lightheadedness, faintness, dizziness: I will start meditating. It has helped me before.

Difficulty breathing, frequent sighing: I will start doing breathing exercises.

Difficulty in making decisions: I will change my daily routine, rising earlier and starting with the tough decisions.

Rapid or mumbled speech: I will think more before I speak, giving myself the advantage of reflection.

I am looking forward to a great journey with new rituals and new relationships, combining my professional and my personal lives.

Session 9: What is my personal business plan?

Welcome to Session 9.

In Session 9 you will reinvent yourself and explore your fallback position. You will define your guiding principle, and you'll see your place in the big picture.

This video is about aligning with your life ambition, reducing friction, and being an interesting conversation partner.

View the video at <https://youtu.be/IAIwhvb5Gyw>.

