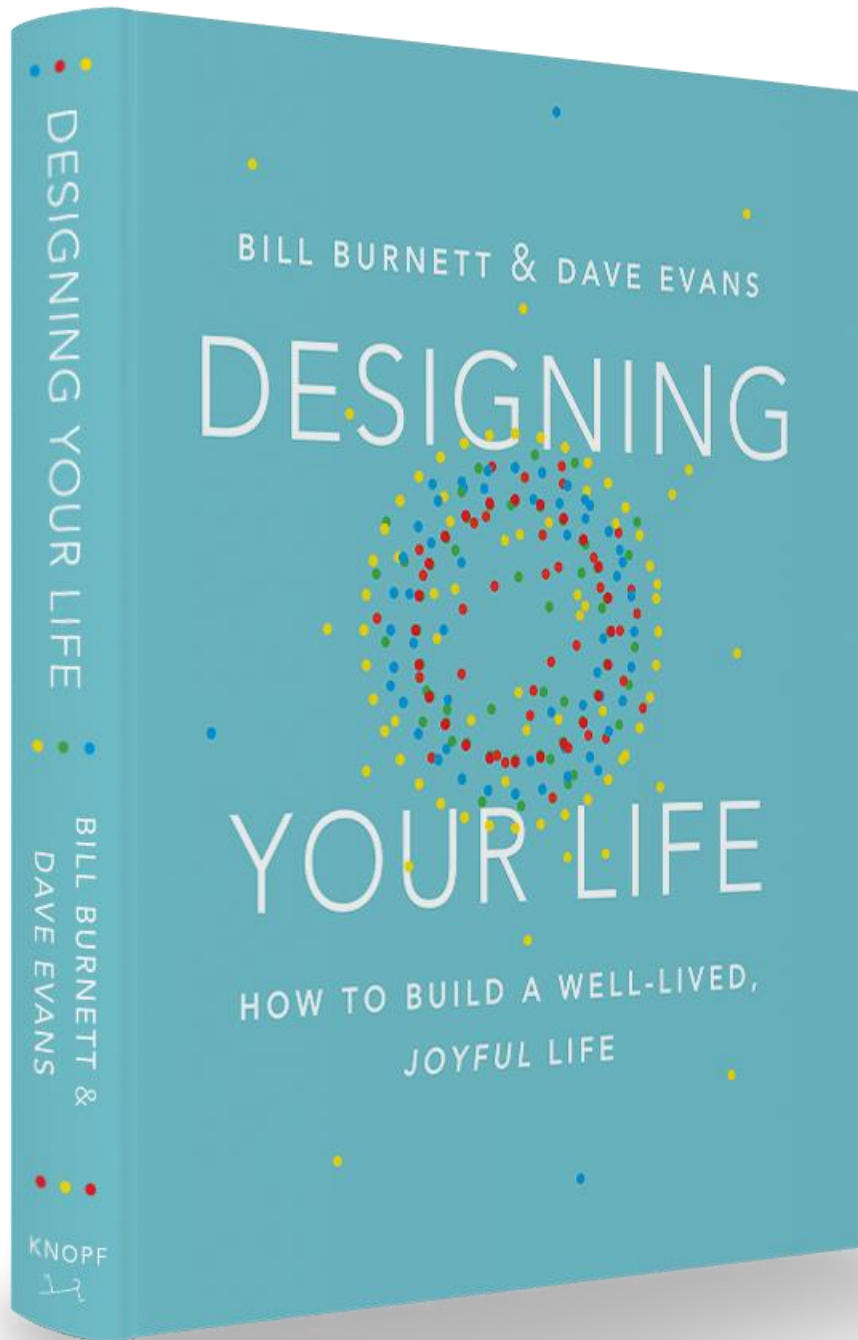


Designing Your Life

A course at Stanford that helps students answer the question of “**what kind of life do you want to live?**” rather than “what do you want to do”



Exercise: Design Three Lives



#1 CURRENT LIFE+

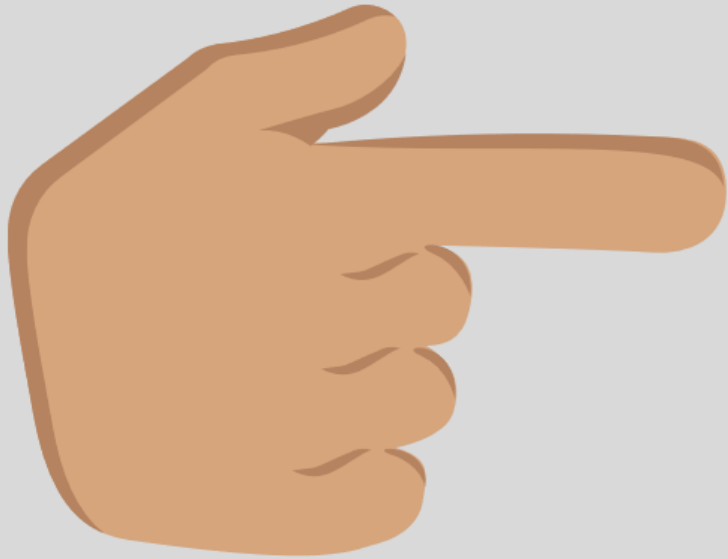
Current life but more
experimental and
amazing

#2 MAKE A CHANGE

You 100% commit to
pursuing a shift in the
next six months

#3 A "WILD CARD" LIFE

"What if no one would
laugh at me?"



The goal is not to design the perfect life nor to suggest that five-year plans are a good idea. The goal is to turn our brains on to imagine new possibilities

QUESTIONS TO ASK

- **Values:** What values were most ignored in my life?
- **Career Baggage:** What “career baggage” did I leave behind?
- **Fear Setting:** What am I afraid of?
- **Creative:** What are elements of my “creative engine” I want to factor in?
- **Constraints:** What are constraints I can design around (e.g. “never set an alarm”)



#1 Your Current Life But More Experimental

Make It As Amazing As Possible!

Year 1

Year 2

Year 3

Year 4

Year 5

Constraints (optional, e.g. own no possessions, never use alarm clock):

Items to populate: Health, Relationships, Work, Travel, Bucket List Items



#2 Make a Change

Dream big!

Year 1

Year 2

Year 3

Year 4

Year 5

Constraints (optional, e.g. own no possessions, never use alarm clock):

Items to populate: Health, Relationships, Work, Travel, Bucket List Items



#3 Wild Card Plan

"What if no one would laugh?"

Year 1

Year 2

Year 3

Year 4

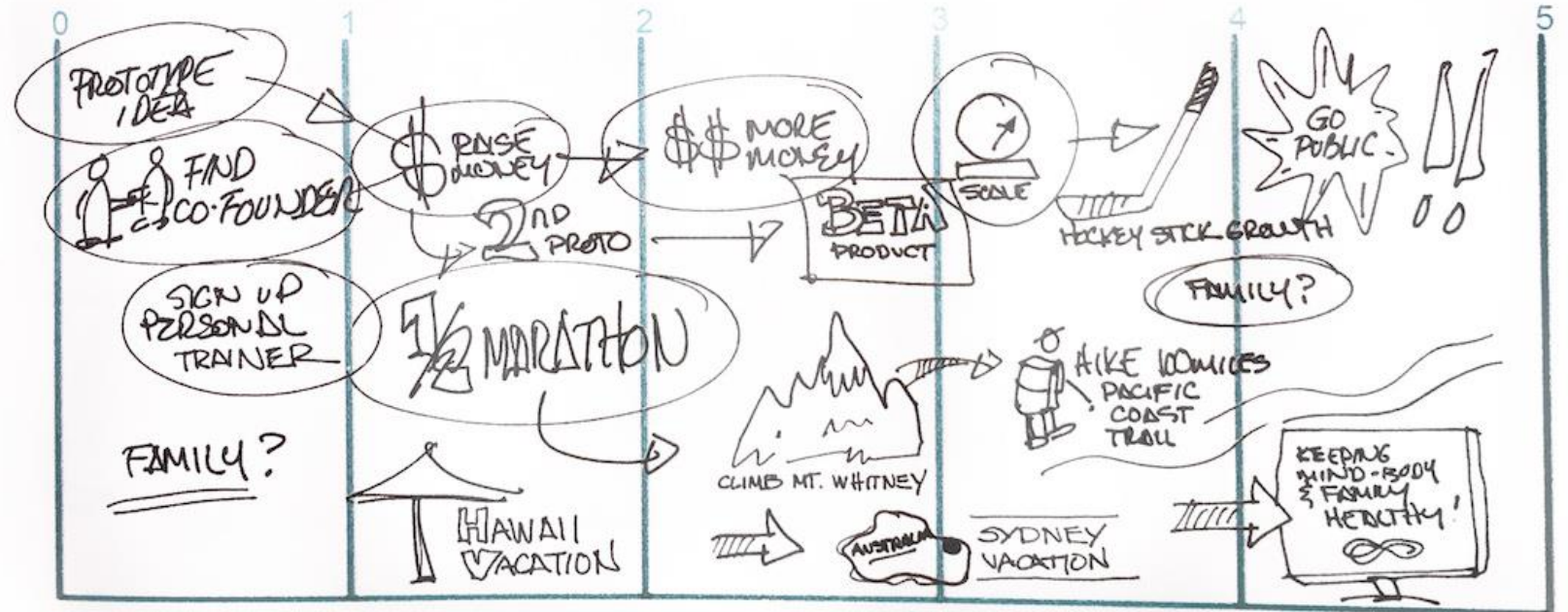
Year 5

Constraints (optional, e.g. own no possessions, never use alarm clock):

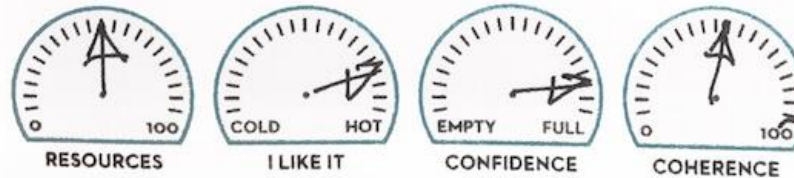
Items to populate: Health, Relationships, Work, Travel, Bucket List Items

Examples

Title: "All In—The Silicon Valley Story"



Alternative Plan # 1



6-word title:

ALL IN—THE SILICON VALLEY STORY

Questions this plan addresses

1. DO I HAVE WHAT IT TAKES?
2. IS MY IDEA GOOD ENOUGH?
3. WILL I ATTRACT VC \$



Examples

RISKING IT ALL: THE STARVING ARTIST

1	2	3	4	5
Quit job at non-profit	Take some painting classes	Start exhibiting at galleries	Get married	Start teaching painting classes at community centers
Find a studio space/apartment in NYC	Find a part-time job as a waitress	Sell first expensive painting	Trip to Costa Rica	Buy a studio space in Brooklyn
Paint full-time		Rent a bigger studio		

Alternative Plan #3



Resources



I Like It



Confidence



Coherence

6 Word Title: Risking it all: the starving artist

Questions this plan addresses:

1. Will I really be able to sell my work?
2. Will I find the work frustrating?
3. Is Brooklyn too "hip" for me?

SOURCE: Bill Burnett and Dave Evans, "Designing Your Life"

BUSINESS INSIDER