

SELF INVESTED

JOB CRAFTING
Designing Work That
Fits Your Life





What inspired today's session

We want more meaning...
more alignment...
more income...

While at the exact same time...
we're more afraid than ever to
make a move.



Workers are ‘hugging’ their jobs. There’s a right way and a wrong way to do it

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KEY POINTS

- “Job hugging” is the dynamic in which workers are clinging to their current roles.
- Hiring and job creation have slowed, meaning job seekers aren’t finding many new opportunities. Some are fearful about a change given labor market and economic uncertainty.
- Workers who “hug” their jobs should find ways to stand out, and should prepare for the future by expanding their career networks, experts said.

Job growth [has weakened considerably](#), and the pace of hiring [has slowed](#) to its lowest level since 2013, excluding the early days of the Covid-19 pandemic.

“I think a lot of workers are cognizant of the uncertainty in the market right now,” said Nicole Bachaud, a labor economist at ZipRecruiter.

“In a job-hugging market, you might actually have to work harder to be impressive because if there’s not as much hiring activity out there, your employer may feel like they’re in a position to ask more from you,” Guarino said. “They may have a high level of confidence that you can’t go anywhere anyway.”

TECHNOLOGY

AMERICA ISN'T READY FOR WHAT AI WILL DO TO JOBS

Does anyone have a plan for what happens next?

By Josh Tyrangiel

Illustrations by Stephan Dybus



PART ONE:

WHAT DESIGNERS DO DIFFERENTLY



Designers don't think their way forward.

They build their way forward.

They get curious before they get certain

They try things before they commit to them

They talk to people instead of overthinking alone

They treat everything like a prototype, not a final decision

**CLARITY COMES FROM
ACTION, NOT THINKING.**

THE DESIGNER JOURNAL

If you want your work to evolve, you have to stop waiting for it to change and start shaping it in real time. **This is how you do it.**

01

WHAT DID I LEARN?

High performers are constantly refining how they see.

02

WHAT DID I INITIATE?

This is the difference between people who grow... and people who plateau.

03

WHO DID I HELP?

The most powerful people in any room are not the smartest. They are the most useful.

THE DESIGNER JOURNAL

Day	What did I learn?	What did I initiate?	Who did I help?
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Bonus			
Bonus			

THE DESIGNER JOURNAL: HOW TO USE IT

01 **Track your week.** Each day (or a few times a week), write down where you were: learning, initiating, helping.

02 **Do this for 3–4 weeks.** This isn't about one good day. It's about noticing patterns over time.

03 **At the end of each week, reflect.** Ask yourself: *What am I noticing?*

04 **Look for imbalances.** Are you mostly learning but not initiating? Helping, but not growing? Initiating, but not supporting others?

05 **Adjust intentionally.** If something is missing, decide how you'll bring more of it into your next week.

06 **Pay attention to how it feels.** Not just what you did, but how you showed up. Where did you feel most confident, energized, or in control?


PART TWO:

START WHERE YOU ARE

YOU
ARE
HERE

pd





“I need a new job” is often not the real problem.

“**I need more time**” → actually a prioritization / boundary / capacity problem

“**I feel stuck in my career**” → actually a clarity / visibility / decision problem

“**No one is recognizing me**” → actually a visibility / communication / positioning problem

“**I’m overwhelmed all the time**” → actually a systems / boundaries / decision fatigue problem

Most people waste **years** solving the **wrong problem!!**

GET
STUCK

Gravity Problems

PROBLEMS YOU CANNOT CHANGE

YOUR AGE

AI DISRUPTION

YOUR PAST

Actionable Problems

PROBLEMS YOU CAN DO SOMETHING
ABOUT

YOUR SKILL SET

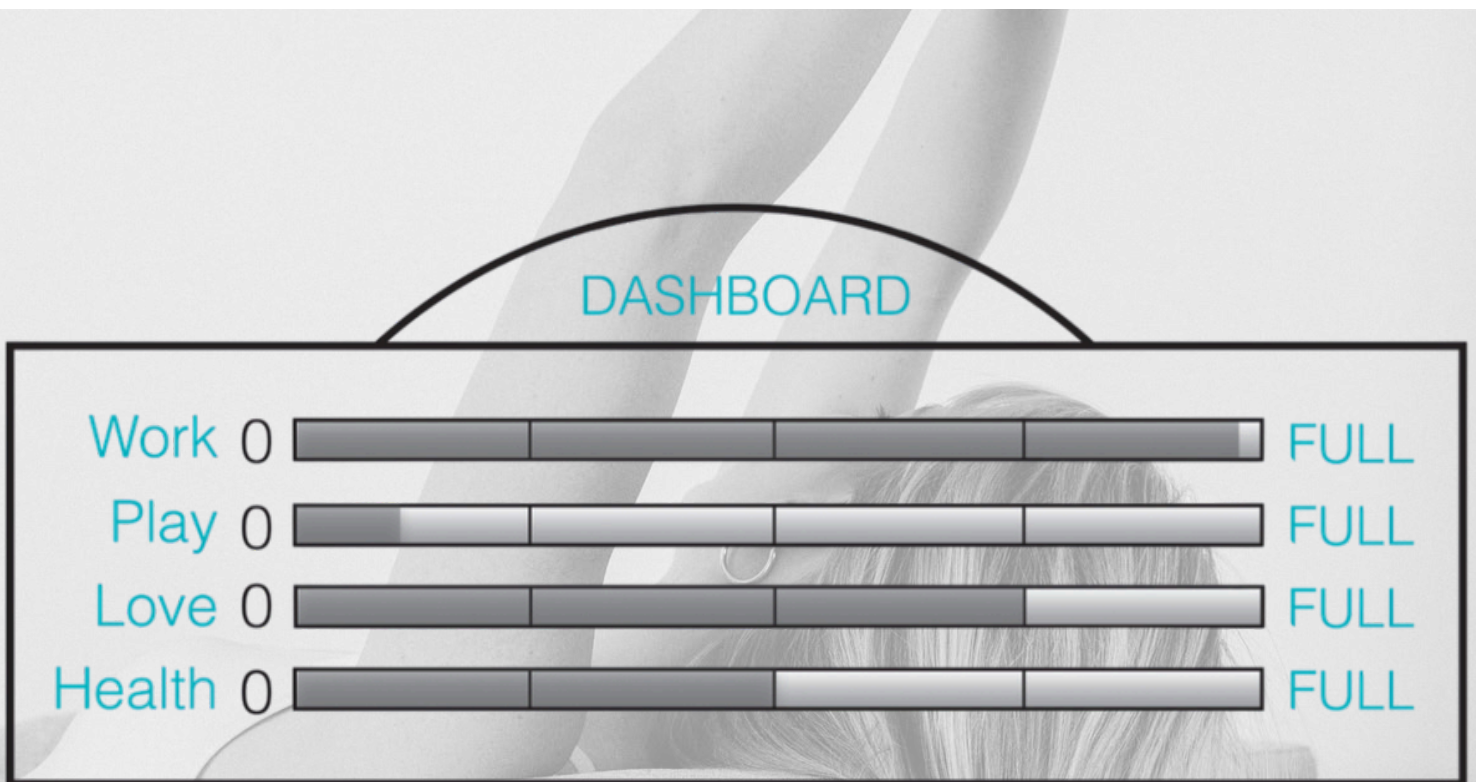
YOUR NETWORK

YOUR DAILY ACTIONS

THE
SHIFT

The Life Design Dashboard

1. WRITE A FEW SENTANCES ABOUT HOW EACH OF THESE 4 AREAS (HEALTH, PLAY, LOVE, WORK) ARE GOING.
2. MARK WHERE YOU ON ON EACH GUAGE (0 - FULL)
3. ASK YOURSELF IF THERE'S A DESIGN PROBLEM YOU'D LIKE TO TACKLE IN ANY OF THESE AREAS.
4. NOW ASK YOURSELF IF YOUR "PROBLEM" IS A GRAVITY PROBLEM.



You don't need a perfect plan. You need a compass

- ① A plan **assumes certainty**. A compass works in uncertainty.
- ② **Workview** What do I believe about work? Why do I work? What makes work meaningful? What role does money play? What does “good work” look like to me?
- ③ **Lifeview** What do I believe about life? What matters most? What gives life meaning? What is success, really? What is a good life?
- ④ **The goal is not perfection. It's coherence:** “Do who you are, what you believe, and how you work... align?”





EXERCISE

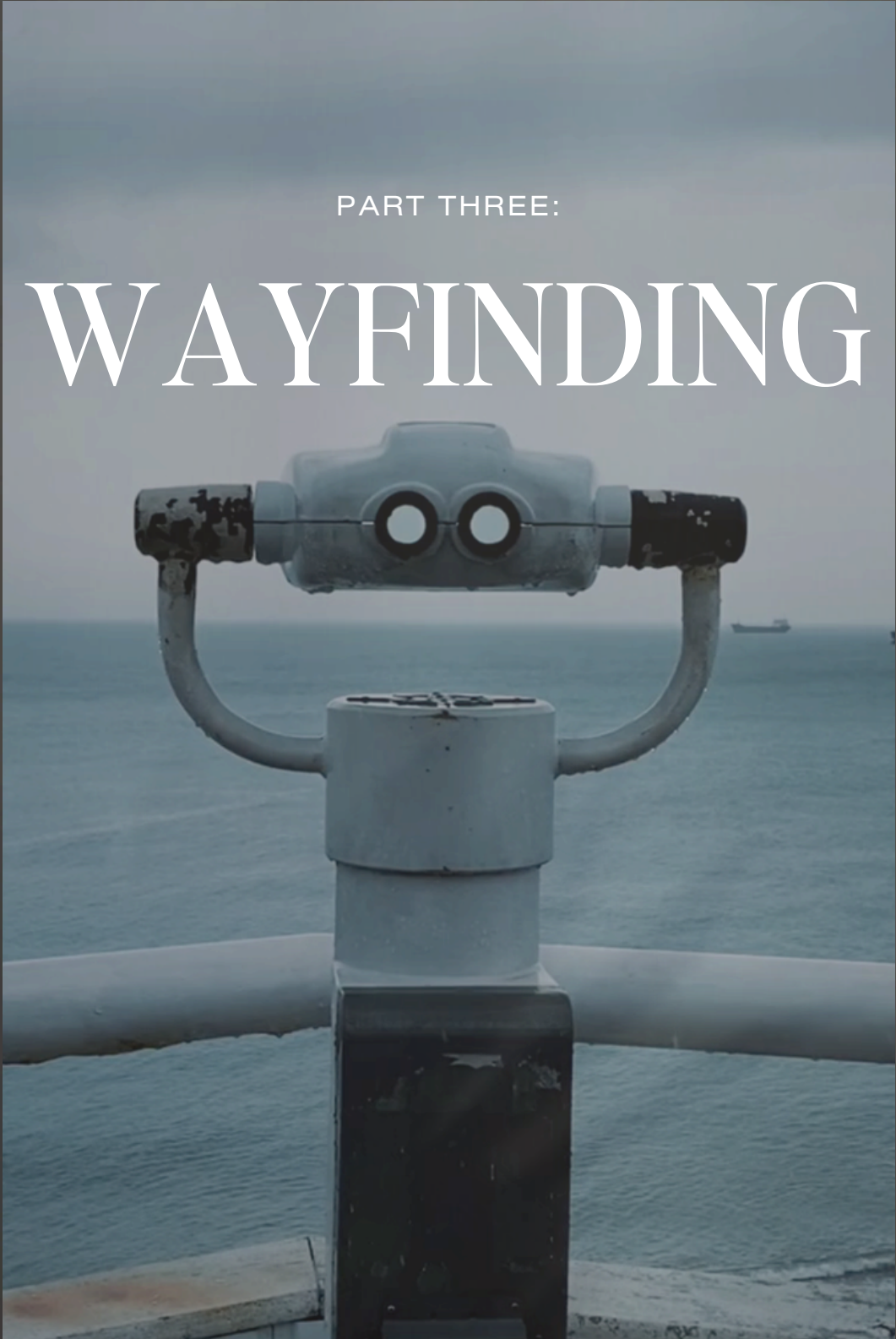
Write a short reflection on your Workview. Take about 20–30 minutes. Keep it simple, around a few paragraphs. Focus on what work means to you, and what makes it feel worthwhile.

Write a short reflection on your Lifeview. Again, 20–30 minutes. Capture what matters most to you and what a meaningful life looks like in your eyes.

Now read both together and reflect on the connection between them: Where do your views on work and life support each other? Where do they feel out of sync? Is one shaping the other? If so, how?

PART THREE:

WAYFINDING





YOUR WAYFINDING PRACTICE

This next exercise is about learning how to read your own life. Instead of guessing your path, you're going to start noticing it. Over the next few weeks, I want you to begin tracking your days in a simple way.

Not everything. Just this:

✓ Where you feel engaged

✓ Where you feel energized

✓ And where you don't

HERE'S WHAT TO DO:

Each day (or every couple of days), write down the main things you did. Then ask yourself:

- When did I feel fully **present**, **focused**, or in **flow**? (*engagement*)
- When did I feel **energized** or **alive**? (*energy*)
- When did I feel **drained**, **bored**, or **disconnected**?

Keep it simple. No overthinking. Then, once a week: Zoom out and reflect:

- What **patterns** are you starting to see?
- What kinds of **activities** bring you to life?
- What consistently **drains you**?

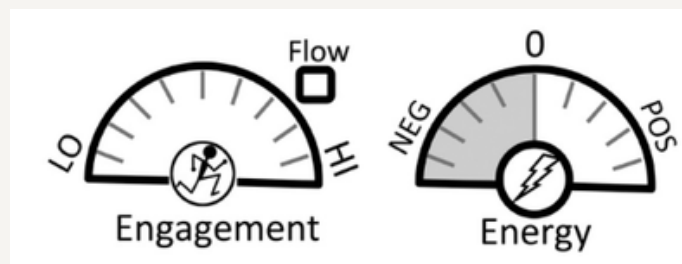
As you go deeper: Start getting more specific. Look at:

- **What** you were doing
- **Who** you were with
- The **environment** you were in
- The type of **task** (*creative, analytical, relational, etc.*)

This is how you begin to design your life from evidence.



THE TWO DIALS: YOUR INNER FEEDBACK SYSTEM



ENGAGEMENT

(Low → High)

This is about your attention + presence.

Low Engagement feels like:

- You're distracted, checking your phone, clock-watching
- You're going through the motions
- It feels boring, repetitive, or meaningless
- Your mind is somewhere else
- You feel disconnected from what you're doing

High Engagement feels like:

- You're focused, absorbed, "in it"
- Time moves quickly (or disappears)
- You feel challenged in a good way
- You care about what you're doing
- You're using your brain, creativity, or skills

ENERGY

(Negative → Positive)

This is about what the activity does to your body and nervous system.

Negative Energy feels like:

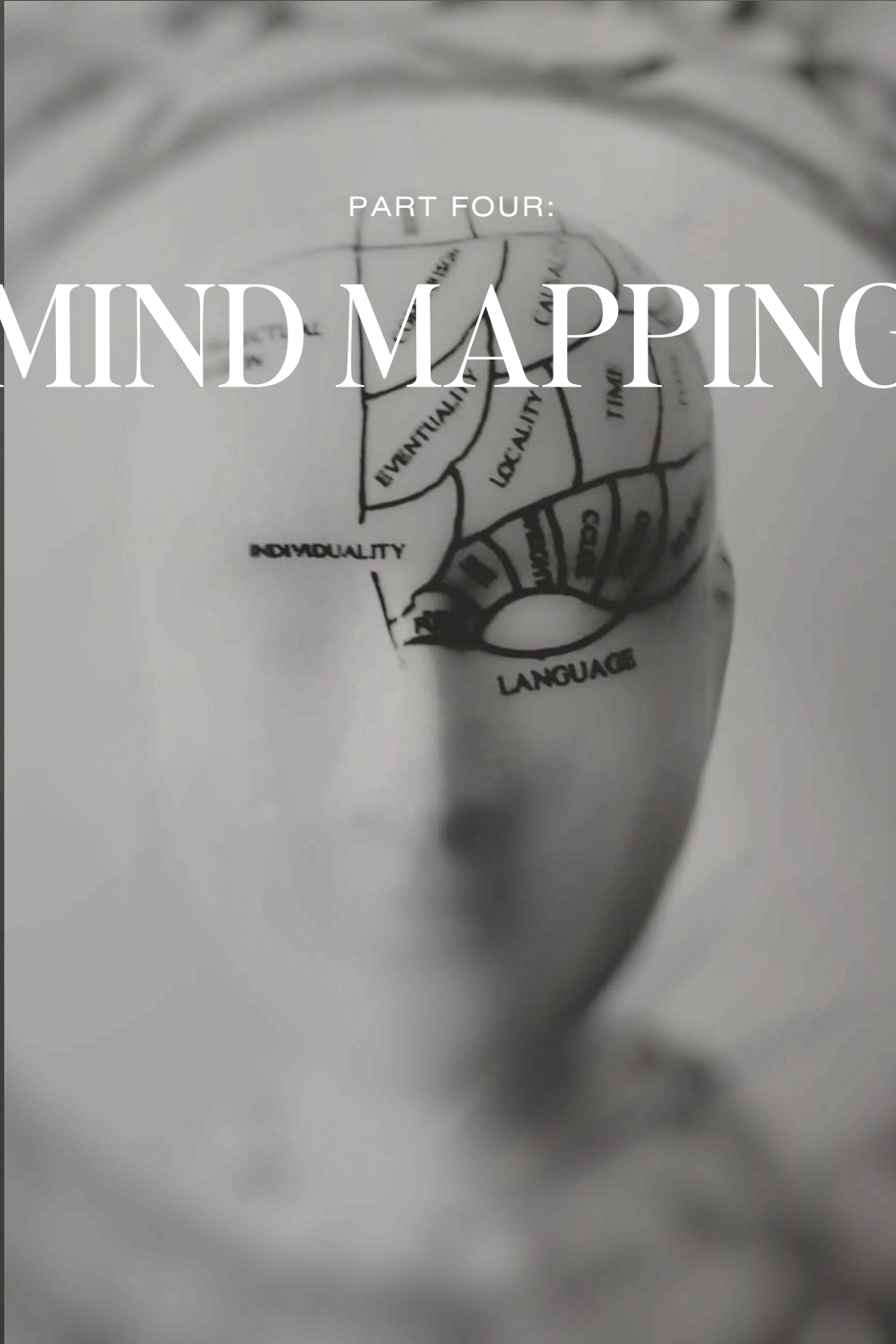
- Drained, depleted, heavy
- Mentally foggy or emotionally flat
- Irritable or resentful
- You need to recover after
- It "costs" you more than it gives

Positive Energy feels like:

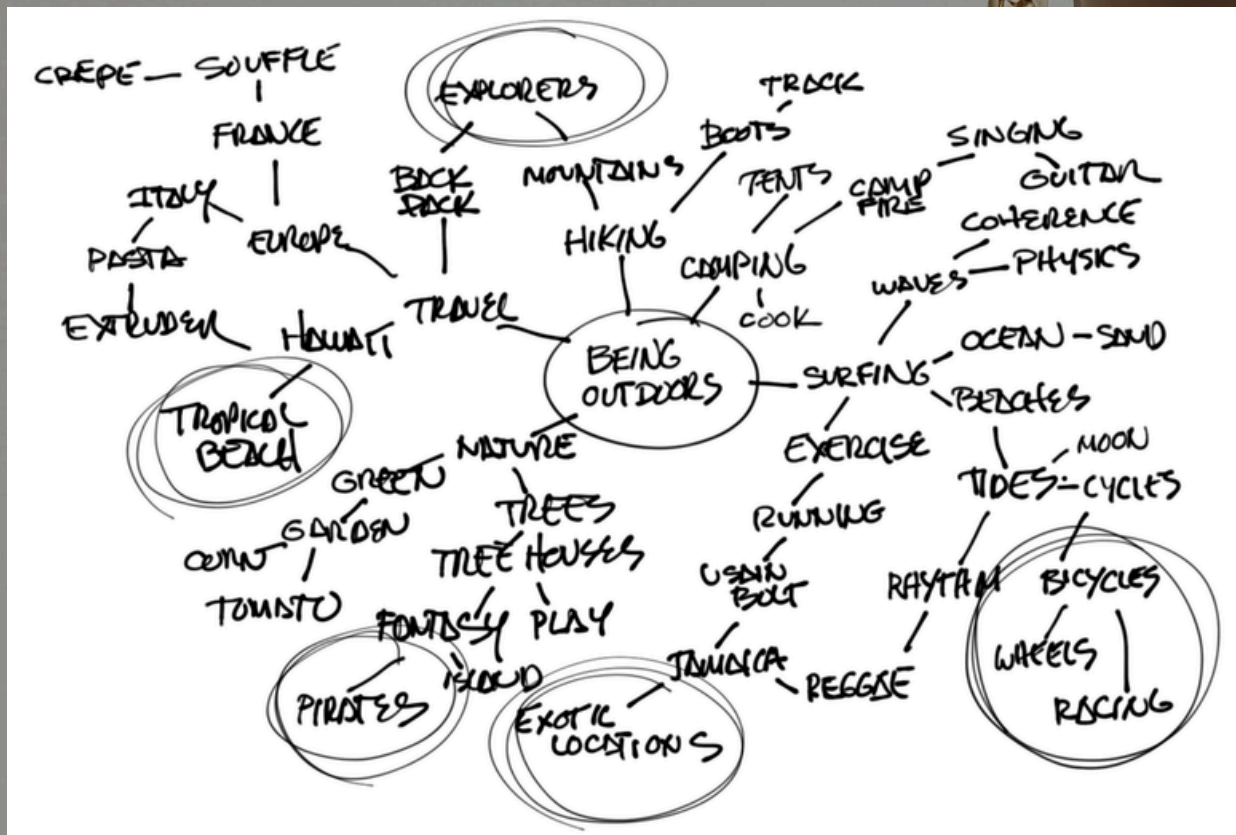
- Energized, alive, clear
- You feel proud, satisfied, or lit up
- You could keep going (even if you're tired)
- You feel like yourself
- It gives you momentum

PART FOUR:

MIND MAPPING



Mind mapping is a way to think on paper without controlling it. Instead of trying to “figure out the right answer, you’re letting your brain make connections freely.



HOW TO DO IT

Start with one thing in the center

Something you loved, Something that energized you or Something where you felt engaged or in flow. (Example: *Coaching a client, Building a portfolio, Writing content*)

Branch out from it

Ask yourself: What was I doing exactly? What skills was I using? Who was I interacting with? What part did I love most? Then just... write. Let it look messy.

Keep expanding

Each word becomes a new branch. Example: “Coaching a client” → Listening, Problem solving, Finance, Emotional support Then from “problem solving” → Strategy, Big picture thinking, Simplifying complexity

LOOK AT THE OUTER EDGES. ASK:

- WHAT STANDS OUT?
- WHAT FEELS INTERESTING?
- WHAT FEELS LIKE ME?

THEN: PICK 2-3 THINGS AND COMBINE THEM INTO SOMETHING NEW. (AND WRITE A POSSIBLE JOB DESCRIPTION!)

A 3D rendered image of Princess Peach from the Super Mario series. She is wearing her signature pink dress with a large white collar and a crown with red and blue jewels. She has blonde hair and large blue eyes. The background is a soft, light purple and pink gradient. The text 'PART FIVE:' is centered above the main title.

PART FIVE:

DESIGNING MULTIPLE LIVES

Most people believe there is one “**right**” life, the one they’re supposed to figure out, plan perfectly, and execute. But that belief keeps people stuck. Because when there’s only one right path, every decision feels heavy. Every wrong move feels like failure. And most people stay frozen... trying to get it right instead of moving forward.

There isn’t one life available to you. There are **many**. And they’re not all wildly different versions of you... they’re different expressions of you. Different combinations of your skills, your interests, your values, your season of life.

This is especially important for the women here because so many of you have lived lives that were shaped by responsibility, by survival, by what was required of you... not necessarily by what was alive inside of you.

So instead of asking: “*What should I do with my life?*” We shift the question to: “***What are a few different lives I could step into next?***” Because when you give yourself options, something powerful happens:

- You release pressure
- You expand possibility
- And you start designing... instead of reacting

This is what we call an **Odyssey Plan**: creating multiple possible versions of your next chapter so you can explore, test, and choose from a place of clarity.

The ODYSSEY PLAN

01

CREATE THREE DIFFERENT 5-YEAR PATHS

Design three distinct versions of your life over the next 3–5 years. Not small variations. Three different directions.

You can use this framework:

- **Life 1:** The Expected Path: What you're already doing... extended forward (the “safe,” logical next step)
- **Life 2:** The Pivot: A meaningful shift using your existing skills in a new way (more aligned, more intentional)
- **Life 3:** The Desire Path: The life you would explore if money, fear, or judgment weren't constraints

02

GIVE EACH LIFE A NAME

Write a six-word title for each version. Something that captures the essence.

Examples:

- “Building Wealth While Raising My Family”
- “Creative Freedom Through Coaching and Writing”
- “Health, Travel, and Work That Feels Alive”

This forces clarity.

03

DEFINE THE QUESTIONS EACH LIFE IS ASKING

Each path comes with uncertainty. Instead of avoiding it, name it. For each life, write 2–3 questions, like:

- “Can I actually build income this way?”
- “Will this feel meaningful long term?”
- “Do I have the capacity for this version of me?”

These aren't problems. They're experiments.

04

PRESSURE-TEST EACH LIFE

Now we bring in discernment. For each path, assess:

- Resources → Do I have (or can I access) the time, money, skills?
- Alignment → Do I actually like this life?
- Confidence → Do I believe I could grow into this?
- Coherence → Does this make sense with who I am becoming?

05

NOTICE YOUR ENERGY

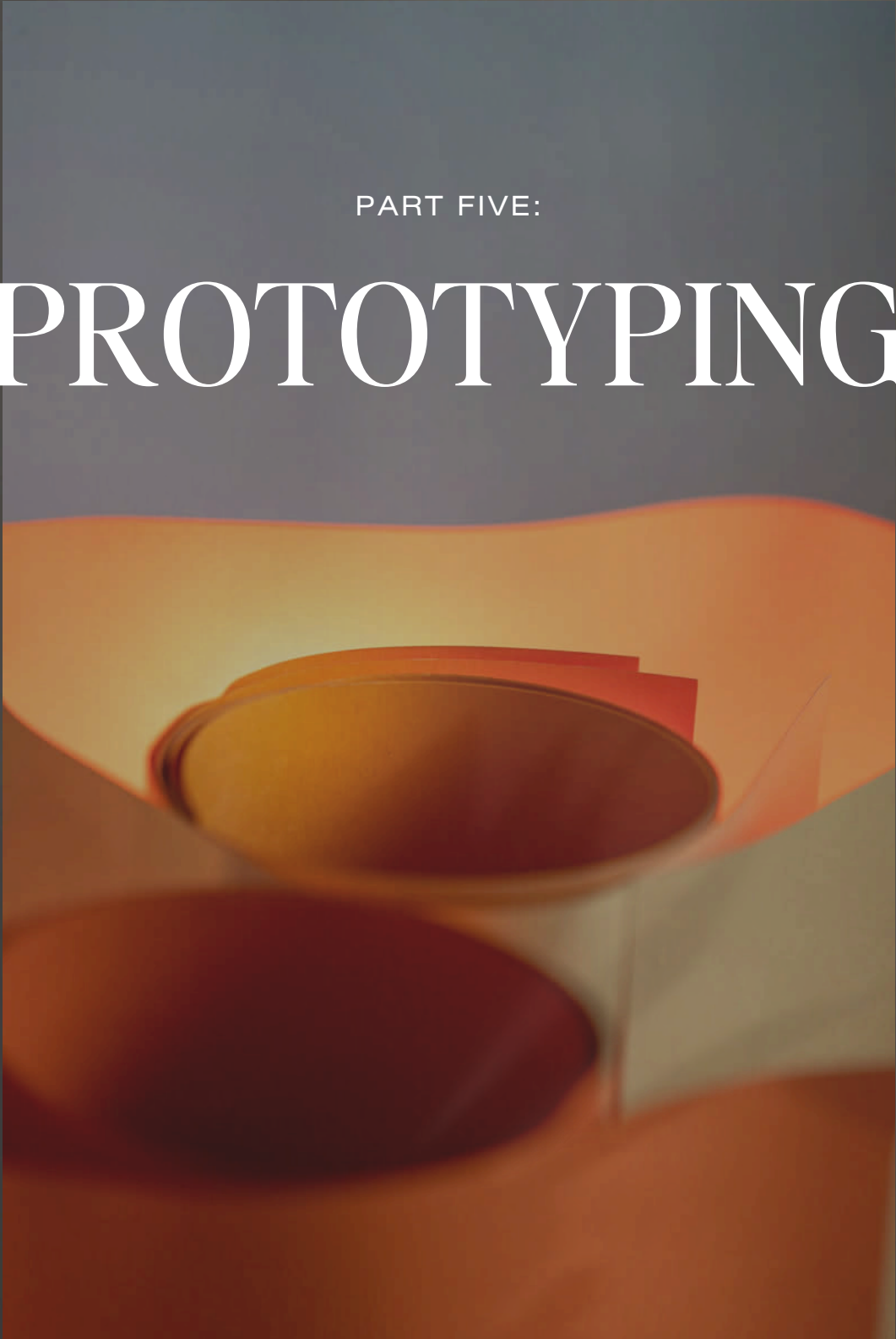
Which life expands you? Which one feels heavy? Which one feels like obligation... vs aliveness?

You're not choosing today. You're noticing. Because the goal here is not to lock yourself into a plan...

It's to become the woman who can see and choose between multiple aligned lives.

PART FIVE:

PROTOTYPING



You don't think your way into clarity; you test your way into it.

01

WHAT IS PROTOTYPING?

A small, low-risk way to try on a possible version of your future.

02

EXAMPLES

Shadowing someone for a day, Starting a tiny version of a business, Hosting one workshop instead of launching a full program, Volunteering in a space you feel pulled toward

It's **“trying before deciding.”**

03

WHY THIS MATTERS

We feel we can't afford to make the wrong move, we think we need a fully formed plan, we overthink instead of test So we stay frozen.

PROTOTYPING

CHOOSE ONE DIRECTION



From your Odyssey Plans, ask: “**Which version of your life feels the most alive right now?**” Not the most logical. Not the safest. The one with **energy**. Turn it into questions like “*Would I actually enjoy doing this every day?*” “*Am I good at this... or just interested in it?*” “*Can this realistically support my life?*”

Take a minute to write anything in the space below:

Design 3 prototypes. For each question, design ONE small way to test it. ‘*Would I enjoy coaching?*’ → coach 1 person steeply discounted, ‘*Could I work in wellness?*’ → spend a day at a clinic / talk to 3 practitioners” ‘*Could I start a business?*’ → sell ONE offer this week”

HOW TO TEST ANYTHING

- 1. CONVERSATION**
Talk to someone already doing the thing.
- 2. OBSERVATION**
Watch someone do it.
- 3. MICRO-ACTION**
Do the smallest version of the thing.
- 4. IMMERSION**
Step into the world temporarily.
- 5. SIMULATION**
Create a version of the experience.



PART SIX:

DESIGNING YOUR DREAM JOB

A person wearing a black top hat and a white shirt, looking down. The background is a plain, light-colored wall.

MOST OF US WERE TAUGHT THAT OUR DREAM JOB
IS OUT THERE... AND OUR JOB IS TO GO FIND IT.

That's not how this works.
Your dream job is not
found. It is *designed, tested,*
and *co-created*.



REFRAME #1: THERE IS NO UNICORN JOB

There are no perfect jobs. But there are many jobs that can be shaped to fit you. This immediately removes: pressure, perfectionism, “one right path” thinking



REFRAME #2: THE HIDDEN JOB MARKET

Most great opportunities are not posted online. They exist inside conversations, relationships, and proximity. You get access by being interesting, curious, and engaged.



REFRAME #3: YOU'RE NOT LOOKING FOR A JOB. YOU'RE COLLECTING OFFERS

The goal is not: “*How do I get a job?*” The goal is: “*How do I create opportunities around me?*” Women who struggle financially often think in scarcity: “*I hope someone chooses me.*” Women building wealth think in expansion: “*I create options.*”



REFRAME #4: NETWORKING

Networking is not being fake. It's not selling yourself. It's simply: being genuinely curious about other people's lives. Networking = asking for directions.

Life Design Conversations

A Life Design Conversation is just: a 20–30 minute conversation where you ask someone about their work and how they got there. You are not asking for a job. You are not pitching yourself **You are learning + exploring.**

5 simple questions to use:

- “How did you get into this work?”
- “What does a typical day actually look like?”
- “What do you love about it?”
- “What’s harder than people expect?”
- “What would someone like me need to explore this path?”





STEP 1: CHOOSE A DIRECTION

What's one area you're curious about right now?

STEP 2: BUILD THE OUTREACH

Use this script:

“HI [NAME], I CAME ACROSS YOUR WORK AND FOUND IT REALLY INTERESTING. I’M EXPLORING THIS SPACE AND WOULD LOVE TO HEAR MORE ABOUT YOUR EXPERIENCE. IF YOU HAVE 20 MINUTES, I’D LOVE TO BUY YOU A COFFEE (VIRTUAL OR IN PERSON) AND LEARN FROM YOU.”

STEP 3: IDENTIFY 3 PEOPLE AND WRITE TO THEM THIS WEEK!

*You are not leaving
here with a
FINISHED PLAN.*

*You are leaving
here with a new
way of RELATING
to your LIFE.*



The 5 MINDSETS

BE CURIOUS



TRY STUFF



REFRAME PROBLEMS



TRUST THE PROCESS



BUILD A TEAM

