UNSERIOUS

Upshots Cheat Sheet

VISION WRITING

JENNIFER KATTULA

Episode air date: Monday, April 29, 2024

Listen: https://bit.ly/upshotsjenkattula

The Upshot

WHO IS THIS FOR?

• Anyone looking to make long-term change with intentionality and focus.

WHY IS THIS IMPORTANT?

- Forces you to get clear on what's important to you in the medium term: What do you want your life to look like? What changes do you want to make? What do you want to learn? How do you want to spend your time?
- Can be a powerful tool to help achieve ambitious goals.
- Creates a lens through which to notice and say no to things that do not align with your vision.

HOW TO DO IT?

- 1. Plan a full or half day where you can bring your computer and get away from your regular environment into someplace with fun energy: a coffee shop, wine bar, etc.
- 2. Decide which areas of your life you want to focus on.

Examples:

- Home

- Health
- Finances
- Career
- Family
- Travel
- Novelty / Levity
- 3. Start by taking a moment to sit and reflect. Some questions can be helpful to get the ball rolling.

Examples:

- What is my ideal morning / evening routine?
- What does my workspace look like?
- What is my ideal sleep routine?
- Who are the most important people in my life?
- How do I want to invest time with them?
- What things do I currently do that are improving my health?
- If money were not an issue, how would I spend most of my days?
- What worries me most about our financial situation?
- Are there any bad habits or behaviors getting in the way of my goals?
- What gives me energy? What sucks my energy?
- 4. After looking back, now you can begin to look forward with clarity. Begin to set short/medium term goals that align with the values you've unpacked in reflection.
- 5. Begin writing what your next year will look like, as though it's already happened. Get super detailed about what your life will be like in your day-to-day and over the full year.
- 6. Re-read your vision statement from time to time. Talk to others about it. Speaking it into the world means that you are more likely to live your vision into reality.

PITFALLS AND PRO-TIPS

- Schedule time well in advance and protect the block.
- Make a day of it! Make it fun and enjoyable. You could do it with a friend or combine it with other self care activities.
- Don't get too attached to the vision or judge your shortcomings harshly. Visions are ambitious by nature.

Guest Contact

JENNIFER KATTULA

General Manager of Global Marketing, Microsoft Advertising



<u>linkedin.com/in/jkattula</u>

Copyright © 2024 Unserious Group, LLC www.unserious.com

