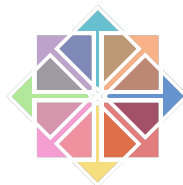


PERSUer's Handbook

VOLUME 1: THE FRAMEWORK

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Vol.



PERSU[®]
GOALS
Pursuing personal sustainability.

Volume 1

The Framework: PERSU Goals®

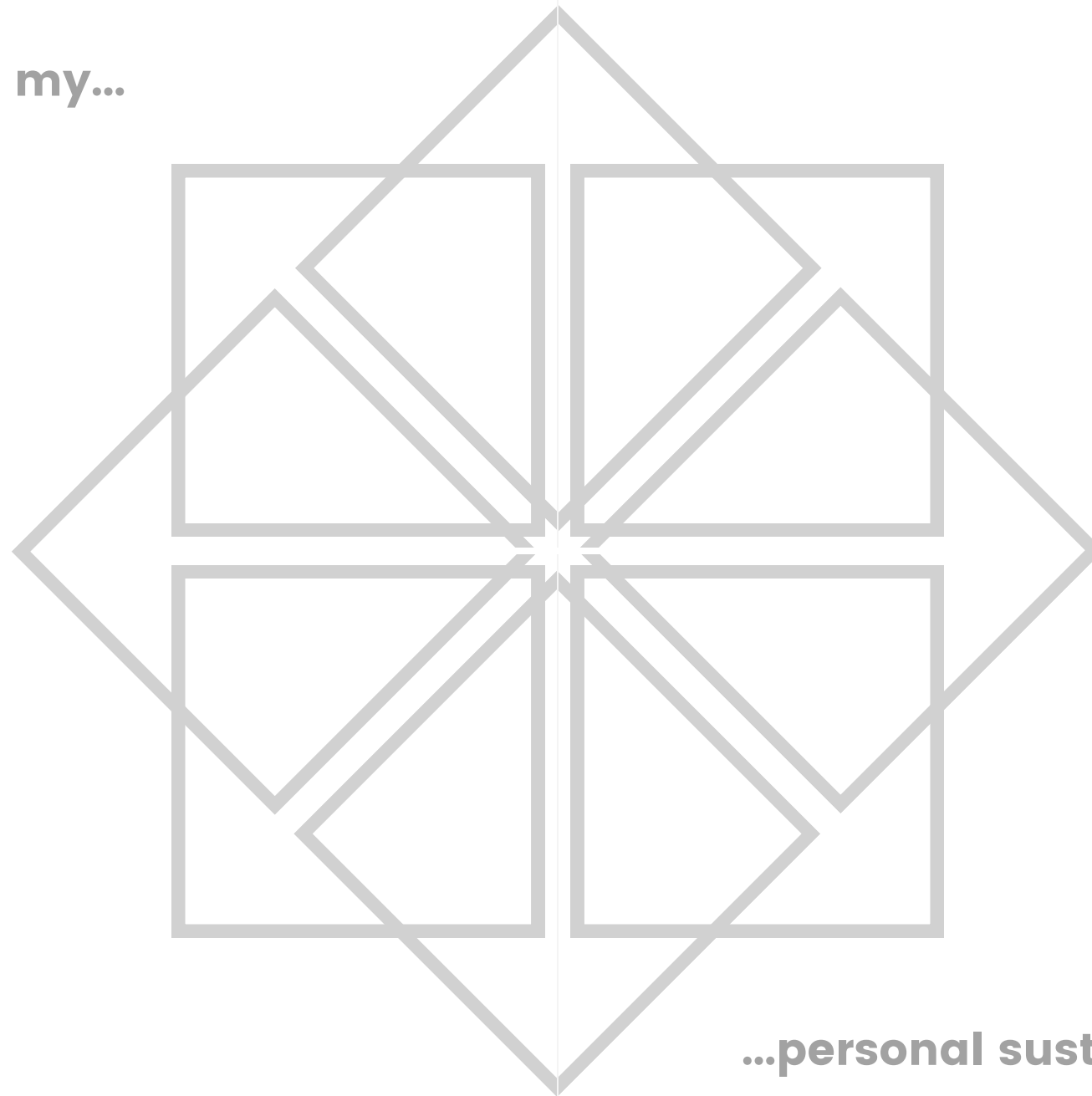


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I AM _____ (NAME)

and this is where my...



...personal sustainability journey

BEGINS!

VOLUME ONE

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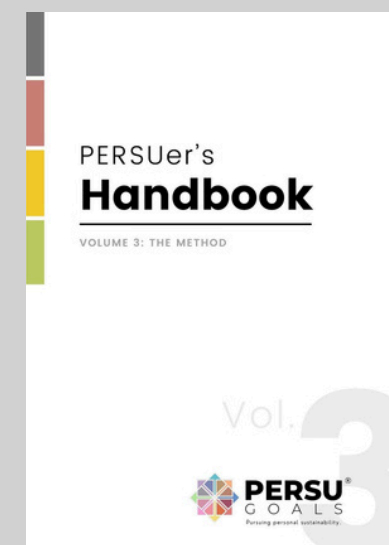
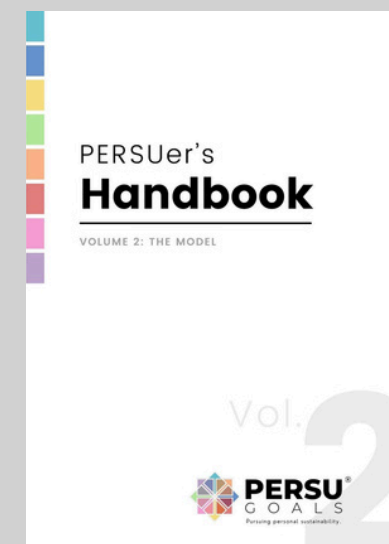
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Introduction

In a world focused on global sustainable development—driving economic growth whilst mitigating environmental and social impact—the importance of personal sustainability is often overlooked or misunderstood.

What does 'personal sustainability' truly mean?

The term "Nachhaltigkeit," now translated as "sustainability," was first coined by Hans Carl von Carlowitz in 1713 when he advocated for balanced logging and reforestation to sustain the mining industry in Germany. Nearly three centuries later, the concept has evolved significantly, expanding beyond forestry to other major industries worldwide, including energy, construction, transportation, agriculture, etc.

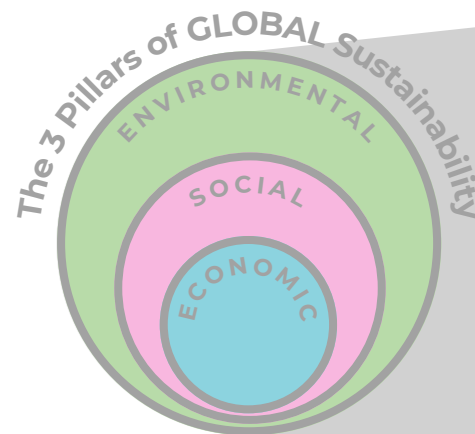
In 1987, the United Nations Brundtland Commission introduced the concept of sustainable development, defining it as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." That same year, environmental resource economist Edward Barbier expanded on this concept, highlighting the interaction among the biological (and other resource) system, the economic system, and the social system. This has led to the identification of the three pillars of sustainability: environmental; social; and, economic.

Bob Doppelt, in *The Power of Sustainable Thinking* (2008), presented these pillars through the 3-Nested Dependencies Model, illustrating that the economy exists within society, and both depend on the environment. This model underscores the interconnectedness of these systems by emphasising that economic growth and societal well-being are only possible through the responsible use of natural resources. In this hierarchy, the model points out that environmental health is the foundation upon which social stability and economic progress are built, reinforcing the need for an integrated approach to sustainability.

Today, this economic model remains undeniably relevant, especially in an era where climate emergencies are declared by governments and scientists worldwide. However, it was designed for sustainable GLOBAL development—not for our sustainable PERSONAL growth as individuals.

Shouldn't we, as human beings, be striving for our own sustainability too?

A survey on Personal Development & Sustainability we recently carried out, with over 100 respondents, revealed that 8 out of 10 people (77%) associate personal sustainability with reducing carbon footprints, protecting wildlife, and minimising ecological impact. Interestingly, majority of them also believe that personal sustainability is about sustaining themselves as individuals, putting high value on developing key areas of a person's life holistically and sustainably, not solely on our planet's.



This raises more important questions:

What really are the key areas of human life essential for personal sustainability? As individuals, what model or framework we should be adopting for pursuing our own holistic, sustainable personal development?

This Handbook will answer these questions, beginning with the key pillars of sustainability specifically designed for personal development—the foundation upon which the PERSU Goals® framework was built.

The 3 Pillars of Personal Sustainability

Similarly to global sustainability, there are also three pillars of personal sustainability but modelled around key areas of human life (wellbeing, connections, and wealth) and personal development rather than economic, social, and environmental. This concept of personal sustainability also depicts nested dependencies of each of the following pillars:



Well-being

Well-being is the foundation of personal sustainability, as physical, mental, and emotional health determine an individual's ability to grow, make sound decisions, and engage meaningfully in life's opportunities and challenges.



Connections

Positive, meaningful connections with oneself, others, and communities require emotional resilience, a healthy body, as well as resources for engaging in activities that strengthen bonds and mutual support.



Wealth

Wealth is only attainable through well-being and strong connections, as financial stability and success rely on an able mind and body, as well as a supportive network that creates opportunities for growth.



This interconnected hierarchy of human well-being, connections, and wealth defines 'personal sustainability'—the core foundation of PERSU Goals®. These three pillars encompass every vital aspect of life, including yours and mine, from spirituality, education, and lifestyle to finances, career, avocations, relationships, and entrepreneurship. To truly sustain your holistic personal development, you must nurture and balance these elements. How do you achieve this balance? This is where the PERSU Goals® comes in—offering a transformative framework composed of a robust model and effective method, seamlessly integrated into a digital tool designed not just to help you create and pursue your own personal sustainability roadmap, but to empower you to achieve it.

Our Mission

“Do I have a sustainable life?” This question has lingered in my mind since 2021. A single thought that led me down a path I never expected—to explore ‘personal sustainability,’ a concept I had never encountered, despite nearly two decades in the sustainability industry.

For 18 years, I have been a Strategic Sustainability Consultant in the built environment, working across Southeast Asia, the Middle East, and Europe before settling in the UK. My work has revolved around helping high-profile, multibillion-dollar projects—from cities and communities to buildings and infrastructure—become more sustainable. I collaborate with stakeholders to define their sustainability goals and craft strategies to achieve and maintain them.

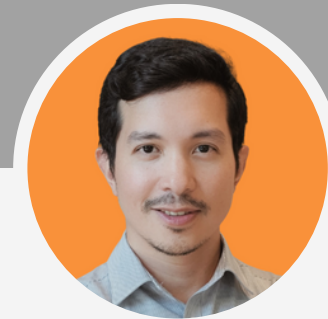
Through this experience, I gained a profound understanding of how sustainability adds value to these large-scale developments. But then I asked myself: if sustainability is essential for cities and buildings alike, why aren't we applying the same concept of sustainability to human life? That realisation was the turning point.

My pursuit of personal sustainability led me to develop a structured framework that applies sustainability principles to human progress. Just as cities and buildings need strategies for sustained growth, individuals require a blueprint for long-term development. This framework ensures balance, resilience, and continuous holistic improvement across all key life areas. To make it practical, I created a digital tool that integrates these principles into goal-setting, decision-making, and daily routines—while also measuring progress. After all, if I can measure it, I can manage it.

Aligning my personal development goals with this framework led to a profound, lasting transformation. In just one year, I gained clarity, purpose, and direction. Another year later, I experienced massive growth across multiple areas of life: a new job at The Shard with over 30% salary increase, new business emerging, increase in passive income, bought my first home in London, lost 22 kg making me feel more healthy and confident than ever, and I even met the love of my life with whom I just got engaged recently. It was truly life-changing! But that's just the beginning of my personal sustainability journey.

A journey I genuinely wish for everyone to experience. I believe this revelation came to me for a reason—not to keep it, but to share it with the world. This deep conviction drove me to refine the personal sustainability framework into something anyone can access, understand, personalise, and use in their own life.

This process gave birth to PERSU Goals®, a name I coined from the term ‘personal sustainability.’ Although, it's more than just a brand; it's a reminder of our continuous pursuit of sustainable, holistic personal growth. With PERSU Goals®, what began as a revelation turned into a reason, and that reason has now become a mission.



I'm on a mission to make sustainability personal, bringing it from the global stage to you!
The PERSU Goals® framework is more than just a system—it's your guide to building a balanced, fulfilling life while achieving your short- and long-term goals. It helped me grow, thrive, and stay true to who I am, and I know it can do the same for you. Let's create the best version of yourself, one sustainable step at a time!

Jean Paul Peteza

PERSU Goals Founder
Personal Sustainability Accountability Partner (PERSU AP)
Global Sustainability Consultant

PERSU Goals® Framework

Now, it's your turn to ask yourself, "am I living a sustainable life?" You may or may not have an answer to this now and that is absolutely okay. The important is how will you respond to this realisation moving forward. Besides, isn't this why you are here in the first place – to learn how to pursue your own personal sustainability?

As you continue using this Handbook, there is one important thing I need you to do:

Maintain a learning attitude and growth mindset.

You may either internalise or verbalise this commitment to yourself. Do this and surely our future self will thank you for it.

Ready? Let's have a look at the framework!

PERSU Goals® is a framework designed to provide you guidance on building your own roadmap towards a holistic and sustainable personal development. This can be achieved by adopting its model and method.

What makes it effective

What makes PERSU Goals® so effective and easy to use is its structured approach, offering both a model and a method—two essential ingredients for pursuing your holistic and sustainable personal growth. The model provides a clear framework for understanding the hierarchy and interrelationships of key areas of life, ensuring a balanced and holistic approach to goal-setting. The method offers a practical step-by-step process that transforms your life aspirations into personalised, actionable and achievable synergistic goals, forming a clear roadmap to personal sustainability—designed by you, for you. Together, they go beyond simply setting SMART goals (specific, measurable, achievable, realistic, and timebound); they help you create RIGHT goals—relevant, impactful, growth-oriented, holistic, and truly aligned with your personal sustainability journey.

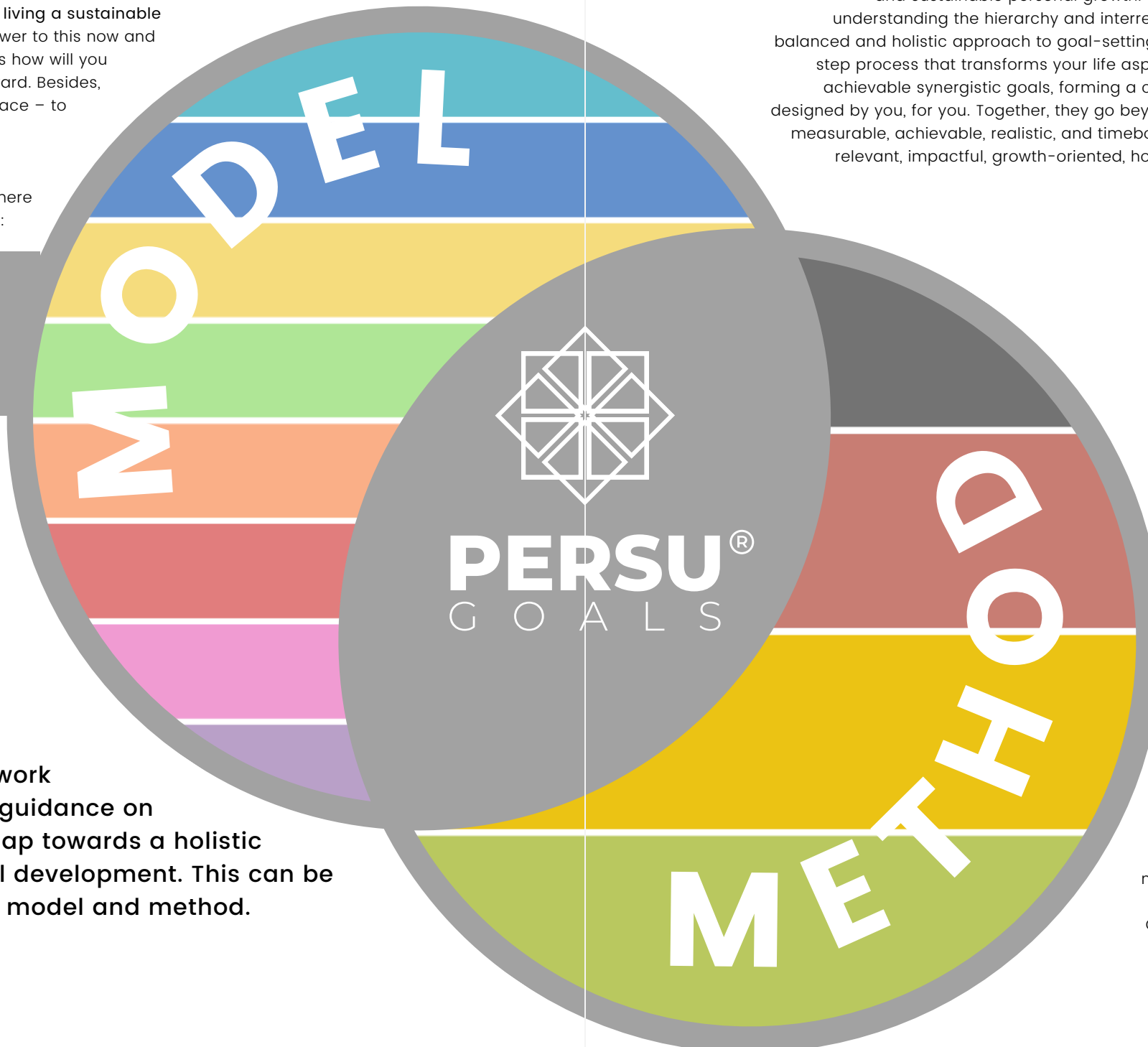
THE MODEL

The model will be the key driver on making goals through principles and structure – it informs the goals you set for yourself and influence their outcomes. Make sure you understand the model before applying the method.

THE METHOD

The method is the practical and strategic approach from setting to monitoring and achieve your personal sustainability goals. Following this method enables you to create your own bespoke personal sustainability roadmap.

A personal development framework is ineffective if it has only a model without a method to apply it—or a method without a structured framework. That's why in PERSU Goals®, both work hand in hand to ensure not just success, but most importantly, sustainability.



Key Framework Components

PERSU Goals® is a robust, principle-driven framework with a strong stance on a sustainable personal development. It has a holistic approach addressing sustainability of a person's overall well-being, human connections, and wealth-building. The 3 Pillars of Personal Sustainability, from which the framework has emerged.

With a defined model and methodology, the PERSU Goals® framework goes far beyond a concept. It provides 8 high-level personal sustainability principles that you can adopt and tailor based on your current priorities, resources, and personality. These principles are represented by 8 key life themes—spirituality, education, lifestyle, finances, career, avocations, relationships, and entrepreneurship—which together form The SELFCARE Model, detailed in Vol. 2 of this Handbook.

The 4-Step Sustainable Growth Cycle serves as the methodology of the PERSU Goals® framework, ensuring these principles are effectively and sustainably integrated into your life. This process begins with assessing your personal sustainability, understanding your true identity and vision, setting the right goals, and taking action. A deeper exploration of this method is provided in Vol. 3 of this Handbook.

THE CONCEPT

THE 3 PILLARS OF PERSONAL SUSTAINABILITY

WELL-BEING

CONNECTIONS

WEALTH

THE MODEL

8 KEY THEMES & PRINCIPLES OF PERSONAL SUSTAINABILITY

SPIRITUALITY

EDUCATION

LIFESTYLE

FINANCES

CAREER

AVOCATIONS

RELATIONSHIPS

ENTREPRENEURSHIP

S

Living a life of happiness, gratitude, and purpose that aligns with your authentic self and personal belief system, by consistently prioritising mental health and nurturing a growth mindset.

E

Investing time and money on building knowledge, experiences, skills, and relevant qualifications to add value not only on your career or business but on yourself as an individual.

L

Being confident with yourself; having a healthy, active, and balanced lifestyle through mindfulness and good habits that are sustainable as they fit well with your unique personality, resource, and environment.

F

Maintaining a good relationship with money and leading a financially independent life by having literacy, diligence, and discipline in terms of managing cashflow and building wealth.

C

Pursuing a career which you enjoy doing, excel most, and earn more whilst allowing yourself to have time for your wellbeing, relationships, and other important areas in life.

A

Deliberately planning extracurricular activities in order to live life to the fullest - ensuring your valuable time is spent on things that make you happy, grow, and fulfilled both as a person and a part of society.

R

Intentionally nurturing and attracting healthy, positive relationships including your partner, family as well as friends or colleagues through self-improvement, character building, and open mindedness.

E

Having fun creating, running or being part of a business that has a vision and mission that resonate with you personally as they contribute to your personal sustainability, as well as the global.

THE METHOD

4-STEP SUSTAINABILITY GROWTH CYCLE

1

ASSESSING

2

KNOWING

3

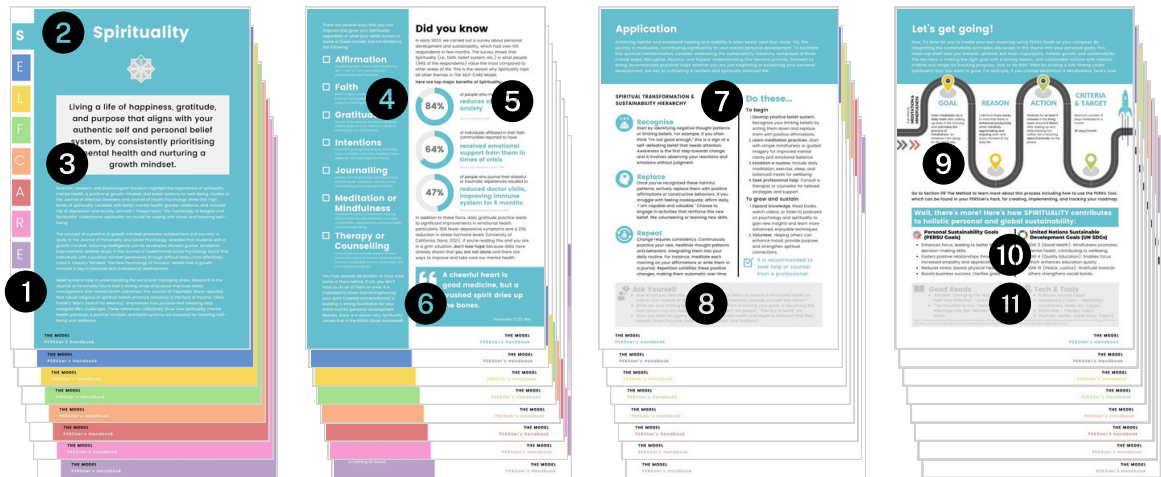
SETTING

4

DOING

How to Use Your PERSUer's Handbook Vol. 2

As you can see on your PERSUer's Handbook Vol. 2, we provide a series of comprehensive guidelines for each key life theme. These guides, known as “theme sheets,” are categorised according to the eight key life themes of the PERSU Goals® framework, which form the foundation of The SELFCARE Model. Below is an illustration and explanation of the structure of a typical layout of theme sheets:



1 SELFCARE Tabs

A simple guide to help you navigate the eight theme sheets in PERSUer's Handbook Vol. 2 with ease.

2 Theme

The core life theme from The SELFCARE Model within the PERSU Goals® framework that is comprehensively explained in the provided theme sheets.

3 Principle

Each of the 8 themes in the Model offers a guiding principle backed by a rationale that highlights its significance for your personal growth and long-term sustainability.

4 Sub-themes

More detailed themes, acting as focus topics from which you will build your customised PERSU Roadmap.

5 Facts Corner

A concise research summary featuring our own survey results along with existing data on the benefits of incorporating PERSU Goals® principles into peoples' lives.

6 Famous Quote

If our insights and research findings haven't convinced you yet, reflect on these insightful quotes from world-renowned individuals or some of the most influential books ever written.

7 Integration Guidelines

This section is divided into two parts: the left side outlines the process, hierarchy, or key elements essential for achieving sustainable transformation and growth within the theme, while the right side offers practical guidance for those starting or progressing in their journey.

8 Guide Questions

Genuine questions for self-reflection and evaluating your personal sustainability in relation to a specific life theme. You may discuss this with a life coach/therapist or an accountability partner (PERSU AP).

9 Next Steps

Whilst this is explained in Vol. 3 of PERSUer's Handbook, here is an overview of your next steps along with some real-life examples.

10 Alignment

This highlights how growth in one key area of your life can positively impact other areas holistically, while also showcasing your contribution to global sustainability in alignment with the UN SDGs.

11 Recommendations

A curated selection of good reads and other digital tools, carefully chosen for you as they are aligned with PERSU Goals® principles—all easily accessible at little to no cost.

How to Use Your PERSUer's Handbook Vol. 3

This time, please refer to your PERSUer's Handbook Vol. 3, which offers a more detailed explanation, practical guidelines for using the PERSUTool, and example scenarios relevant to each step of the 4-Step Sustainable Growth Cycle (SGC). These guides are called “Step Sheets.” It is essential to read and use this volume after completing Vol. 2 of the Handbook. Below is an explanation of the Step Sheets:

1 SGC Indicator

A traffic light, indicating the 4 steps of the Sustainable Growth Cycle (SGC)

2 SGC Step

One of the four steps in the SGC, the PERSU Goals® framework's methodology, designed for effectively integrating personal sustainability principles into daily life.

3 Intention

A high-level statement outlining the intent of each step, including a brief explanation of its importance and purpose.

4 Instructions

A detailed, step-by-step guide on how to effectively implement each SGC step.

5 Worksheet

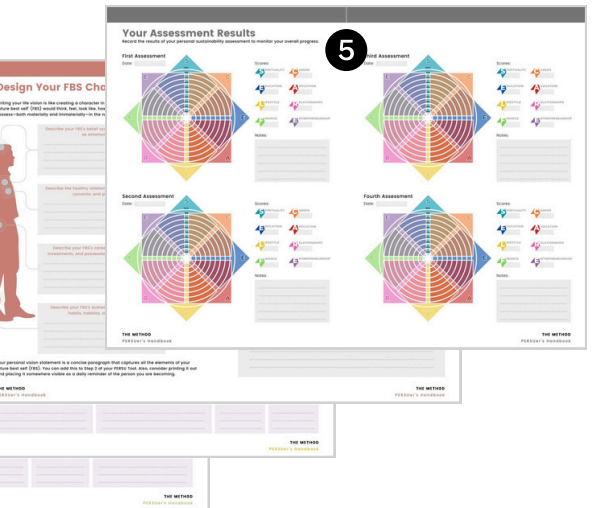
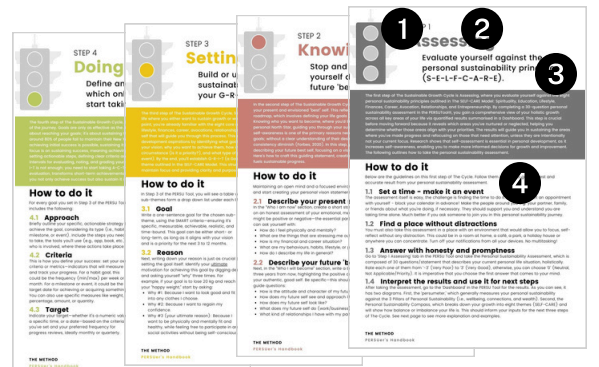
In each step, we provide a spread (combined pages) wherein you can document your results from PERSUTool, write your vision, take notes, or create a 'simple' PERSU Roadmap, which you can print on paper and post it on your wall.

6 Examples

At first glance, using your PERSUTool may feel overwhelming. These examples provide practical scenarios to help you understand how to approach this step effectively. You can refer to them anytime as guidance. Keep in mind that the content in this section of the Step Sheet varies, as it aligns with the specific activities required for each step.

7 Tips

An important tip to help you further on understanding and completing the step.







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