



PERSUer's Handbook

VOLUME 2: THE MODEL

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Vol.



PERSU[®]

G O A L S

Pursuing personal sustainability.

Volume 2

The Model: S-E-L-F-C-A-R-E



www.persuggoals.com

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VOLUME TWO

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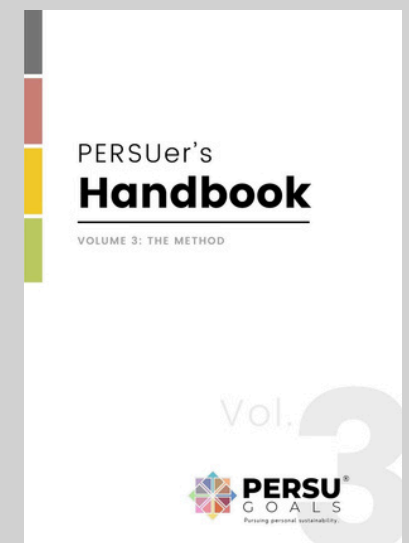
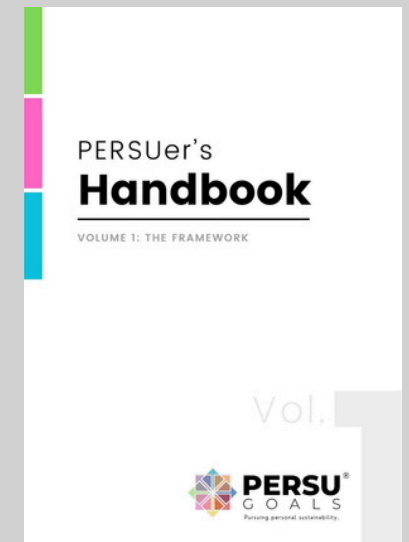
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The Model

PERSU Goals® is a principle-driven framework designed to support sustainable, holistic personal development. At its core are eight key life themes and principles that form The SELFCARE Model. This second volume of the Handbook breaks down each theme, explaining the principle behind it, its purpose, and how it contributes to personal sustainability. You will also discover how these themes are interrelated and interdependent, shaping a balanced and fulfilling life.

At first, you might think eight areas sound overwhelming or too complex to manage. And you're right—human life is naturally complex, with countless aspects to balance in the pursuit of fulfillment. This complexity often leads people to either isolate and hyper-focus on just one or two aspects while neglecting others or to drift without direction, doing whatever feels right in the moment. But as life progresses, neglecting key areas only makes things more overwhelming. That's why understanding and managing this complexity with systems thinking as well as strategic sustainable approach is crucial—and that's exactly what PERSU Goals® is here to help you with through The SELFCARE Model.

Regardless of cultural background or social status, these eight life themes apply to all adults. However, since everyone navigates life differently, not all areas develop equally. To lead a sustainable life, you must view life as a system and take an integrative approach. These themes are deeply interconnected—meaning growth in one area can drive progress in others, just as neglecting one can create setbacks across multiple themes.

Now, you might be wondering, "Where do I start?" The answer: start from within. PERSU Goals® presents a hierarchical approach, encouraging you to first focus on areas within your control—aspects of life that involve only yourself. The SELFCARE Model diagram below highlights the foundational themes you should prioritize first. As shown in The Model, personal sustainability principles are represented by theme blocks, structured according to their interrelationships and interdependencies.

The base tier consists of internal themes—areas that concern only you. The top tier consists of external themes—areas that involve others. Like Jenga blocks, the top themes rely on a stable foundation. If a base theme is neglected, the related top-tier themes may stagnate, weaken, or even collapse. The following pages ("Theme Sheets") provide an in-depth exploration of each life theme and principle, along with their critical interconnections.

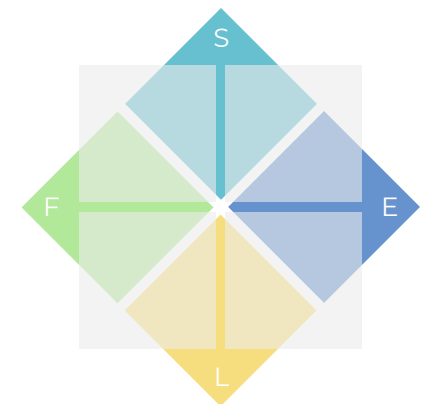
SPiritUALITY	Prioritising mental health and nurturing a growth mindset.	
EDUCATION	Constantly building knowledge, experiences, skills, and relevant qualifications.	
LIFESTYLE	Developing healthy, active, and balanced lifestyle through mindfulness and sustainable good habits.	
FINANCE	Maintaining positive outlook, behaviour, and ambitions leading towards financial independence.	
CAREER	Pursuing a career which you enjoy doing and where you excel and earn more.	
AVOCATION	Planning extracurricular activities in order to live life to the fullest.	
RELATIONSHIPS	Intentionally nurturing and attracting healthy, positive relationships.	
ENTREPRENEURSHIP	A thriving business that has a vision and mission that resonate with you.	

INTERNAL LIFE THEMES

EXTERNAL LIFE THEMES

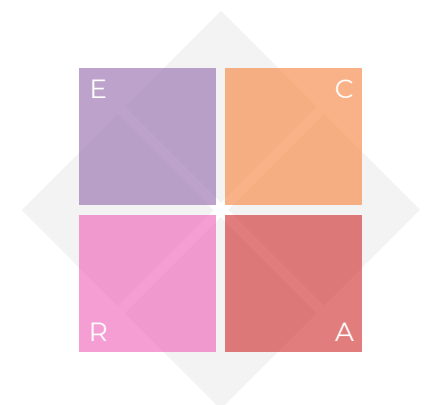
BASE TIER

Consists of **internal** theme blocks i.e. spirituality, education, lifestyle, and finances (S-E-L-F). These are life themes that are driven by internal factors or aspirations, thus, requiring intrinsic approach. Each individual has to work on these key areas of life to be able to succeed and grow on external areas of life as well.



TOP TIER

Consists of **external** theme blocks i.e. career, avocation, relationships, and entrepreneurship (C-A-R-E). The outcomes of these external life themes are the byproducts of the internal ones. Mostly influenced by the person's environment, sustaining growth on these aspects of life can only be achieved when one's inner self are all aligned and stable.



The SELFCARE Model

In PERSU Goals®, personal sustainability is all about caring for every aspect of your life—not just your well-being, but also your human connections and wealth. It's self-care, redefined.

According to our survey, where we asked over 100 people about their thoughts on "self-care," 100% agreed self-care important and associated it with mental and physical health, which was rather expected. However, what's surprising is that 84% also believed self-care should extend to all other key areas of life, such as finances and relationships, nurturing personal growth on a holistic manner.

This aligns with the purpose of The SELFCARE Model—to provide a structured, systems-based approach to not just managing but growing the eight key life themes in PERSU Goals®, essential for holistic and sustainable personal development. It organises these themes into two tiers: the base tier, consisting of internal themes (S-E-L-F), forms the foundation, while the top tier, made up of external themes (C-A-R-E), builds upon it.

To achieve lasting transformation and consistent growth, you must first strengthen your foundation—ensuring your spirituality, education, lifestyle, and finances are in good shape before building on your career, avocations, relationships, and entrepreneurship (if applicable). Below are real-life scenarios illustrating how growth in the top-tier themes depends on the strength of the base-tier themes.

SPIRITUALITY > ENTREPRENEURSHIP

All great businesses came from an idea, and you can only achieve it when you have clear and right mindset. If you are thinking of starting up a business, you already got what it takes – all you have to do is to believe you can do it and just do it!

FINANCE > ENTREPRENEURSHIP

How you view and manage money directly impacts the success of your career and business. Those who develop financial literacy early often gain a head start, launching their careers and businesses sooner and more successfully. If you're just starting now, don't worry you are not alone and it's never too late.

FINANCE > RELATIONSHIPS

Research have shown that money-related problems are the common causes of marriage failures. A healthy finance supports healthy relationships. Whilst love and other traits is key, they cannot replace the practical need for financial resource in building and sustaining relationships.

LIFESTYLE > RELATIONSHIPS

Learn to love and care for yourself first before extending that love to others, whether in romantic or platonic relationships. Know your worth and live by it to attract the right people and communities who reflect the same values. Stay true to yourself and cultivate a healthy, active lifestyle that aligns with your authenticity.

SPIRITUALITY > CAREER

Growth mindset and mental focus built as habits is the key to a successful career. Your outlook in life and attitude reflects your behavior and outcome at work. If you want to excel at your job, work on your attitude not just your skills.

EDUCATION > CAREER

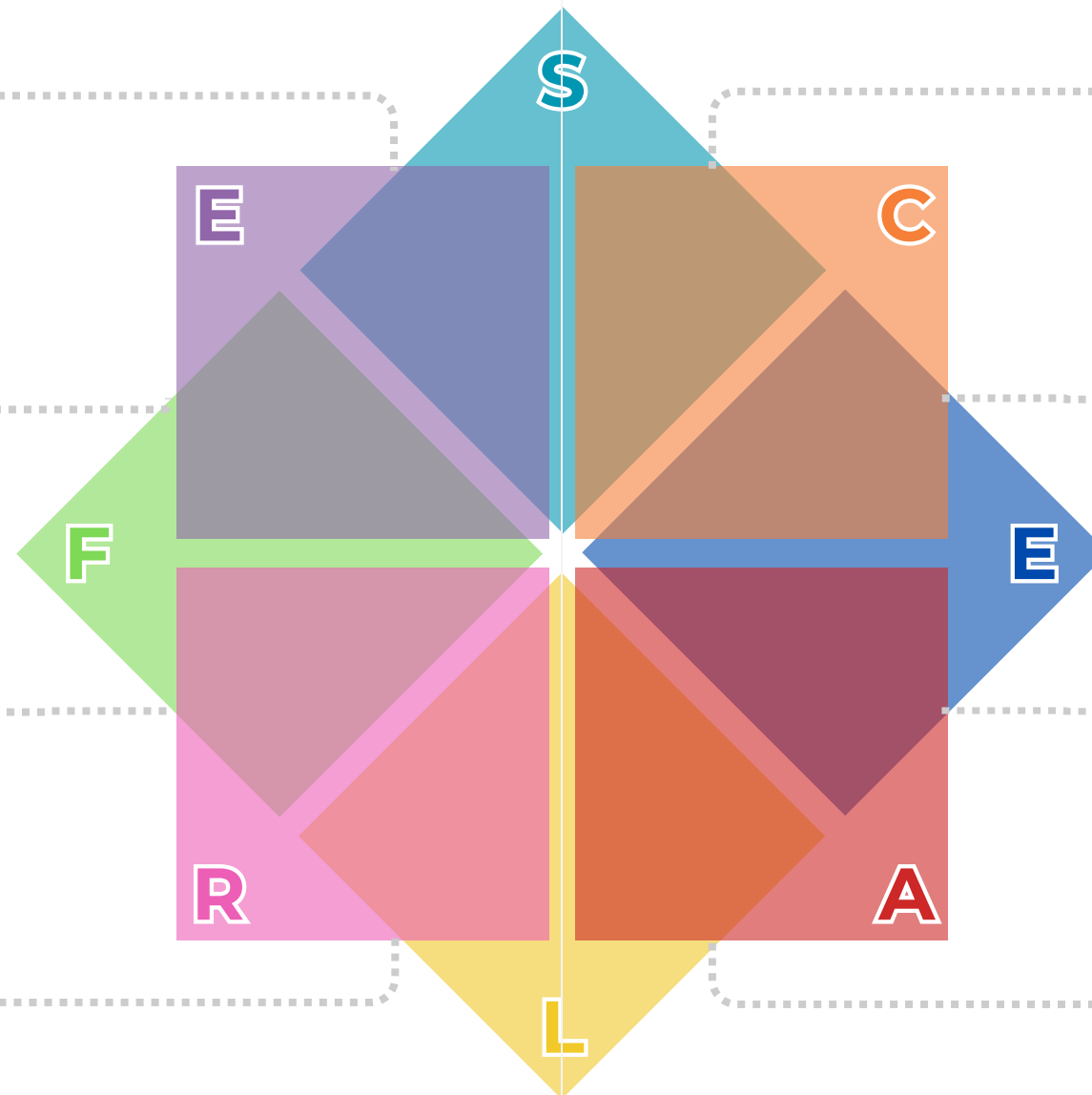
Degree and skills are prerequisites for pursuing the right career for yourself. Education is the best investment you can have and it is the first key step towards achieving a career goal whether it is a promotion or change job/role.

EDUCATION > AVOCATION

Before getting becoming an expert on your new hobby, don't you need to learn about it first? Also, learning comes in many forms and the best one is by experience. Doing activities and adventures that can prove or challenge the things you have learned inside or outside the classroom.

LIFESTYLE > AVOCATION

A healthy lifestyle leads to a healthy body, which is crucial for doing things we desire especially those physical ones (i.e., traveling, bucket list, charity works, etc.). The perfect time to do what we are passionate about is when we are young and able.



Spirituality



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.

Scientific research and psychological literature highlight the importance of spirituality, mental health, a positive or growth mindset, and belief systems for well-being. Studies in the Journal of Affective Disorders and Journal of Health Psychology show that high levels of spirituality correlate with better mental health, greater resilience, and reduced risk of depression and anxiety. Kenneth I. Pargament's "The Psychology of Religion and Spirituality" underscores spirituality as crucial for coping with stress and fostering well-being.

The concept of a positive or growth mindset promotes achievement and success. A study in the Journal of Personality and Social Psychology revealed that students with a growth mindset, believing intelligence can be developed, showed greater academic improvement. Another study in the Journal of Experimental Social Psychology found that individuals with a positive mindset persevered through difficult tasks more effectively. Carol S. Dweck's "Mindset: The New Psychology of Success" details how a growth mindset is key to personal and professional development.

Belief systems help in understanding the world and managing stress. Research in the Journal of Personality found that a strong sense of purpose improves stress management and mental health outcomes. The Journal of Traumatic Stress reported that robust religious or spiritual beliefs enhance resilience in the face of trauma. Viktor Frankl's "Man's Search for Meaning" emphasizes how purpose and meaning help navigate life's challenges. These references collectively show how spirituality, mental health practices, a positive mindset, and belief systems are essential for fostering well-being and resilience.

There are several ways that you can improve and grow your Spirituality regardless of what your belief system is. Some of these include, but not limited to, the following:

☐ Affirmation

A positive, present-tense statement starting "I am," "I can," or "I am" promoting self-empowerment and motivation.

☐ Faith

Belief in higher powers, providing community, purpose, moral guidance, and emotional support, enhancing well-being and resilience.

☐ Gratitude

The act of recognizing and appreciating the positive aspects of life, fostering a sense of thankfulness and contentment.

☐ Intentions

Purposeful goals guiding actions, promoting focus, motivation, and clarity, leading to more deliberate and meaningful life choices.

☐ Journalling

Involves recording thoughts and experiences, enhancing self-awareness, reducing stress, and fostering personal growth and clarity.

☐ Meditation or Mindfulness

Focusing the mind on the present, reducing stress, enhancing self-awareness, improving concentration, and promoting emotional health and overall well-being.

☐ Therapy or Counselling

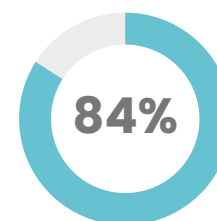
Professional mental health support involves guided discussions to address emotional issues, enhance coping skills, improve relationships, and promote personal growth.

You may already be familiar or have tried some of them before. If not, you don't have to do all of them at once. It is important to know that strengthening your spirit (mental and emotional) is building a strong foundation for your entire holistic personal development. Besides, there is a reason why Spirituality comes first in the PERSU Goals framework.

Did you know

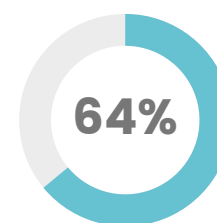
In early 2023, we carried out a survey about personal development and sustainability, which had over 100 respondents in few months. The survey shows that Spirituality (i.e., faith, belief system, etc.) is what people (94% of the respondents) value the most compared to other areas of life. This is the reason why Spirituality tops all other themes in The SELFCARE Model.

Here are top major benefits of Spirituality:



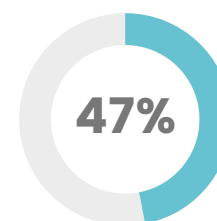
of people who meditate say it **reduces stress and anxiety**

Source: Mellowed, 2020



of individuals affiliated in their faith communities reported to have **received emotional support from them in times of crisis**

Source: Pew Research Center, 2021



of people who journal their stressful or traumatic experiences resulted to **reduced doctor visits, improving immune system for 6 months**

Source: Psychosomatic Medicine, 2021

In addition to these facts, daily gratitude practice leads to significant improvements in emotional health, particularly 30% fewer depressive symptoms and a 23% reduction in stress hormone levels (University of California, Davis, 2021). If you're reading this and you are in a grim situation, don't lose hope because data have already shown that you are not alone and there are ways to improve and take care our mental health.



You have power over your mind—not outside events. Realise this, and you will find strength.

Marcus Aurelius

Application

Achieving mental and emotional healing and stability is often easier said than done. Yet, the journey is invaluable, contributing significantly to your overall personal development. To facilitate this spiritual transformation, consider embracing the sustainability hierarchy composed of three critical steps: Recognize, Replace, and Repeat. Understanding this iterative process, followed by doing recommended practical steps whether you are just beginning or sustaining your personal development, are key to cultivating a resilient and spiritually enriched life.

SPIRITUAL TRANSFORMATION & SUSTAINABILITY HIERARCHY



Recognise

Start by identifying negative thought patterns or limiting beliefs. For example, if you often think "I'm not good enough," this is a sign of a self-defeating belief that needs attention. Awareness is the first step towards change, and it involves observing your reactions and emotions without judgment.



Replace

Once you've recognized these harmful patterns, actively replace them with positive affirmations or constructive behaviors. If you struggle with feeling inadequate, affirm daily, "I am capable and valuable." Choose to engage in activities that reinforce this new belief, like volunteering or learning new skills.



Repeat

Change requires consistency. Continuously practice your new, healthier thought patterns and behaviors. Integrating them into your daily routine. For instance, meditate each morning on your affirmations or write them in a journal. Repetition solidifies these positive changes, making them automatic over time.



Ask Yourself

- How would you describe your future best self in terms of mental or emotional health as well as your outlook in life (belief system) and behavior towards yourself and others?
- What are your limiting beliefs that hinder you from achieving your goals or becoming the best person you are supposed to be? E.g. "I don't like people," "Therapy is weird," etc.
- Have you been struggling improving your mental health and negative behavior that they already impacting your wellness, relationships, and finances?

Do these...

To begin

1. **Develop positive belief system.** Recognise your limiting beliefs by writing them down and replace them with positive affirmations.
2. **Learn meditation practices.** Start with simple mindfulness or guided imagery for improved mental clarity and emotional balance.
3. **Establish a routine:** Include daily meditation, exercise, sleep, and balanced meals for wellbeing.
4. **Seek professional help:** Consult a therapist or counselor for tailored strategies and support.

To grow and sustain

1. **Expand knowledge.** Read books, watch videos, or listen to podcasts on psychology and spirituality to gain new insights and learn more advanced, enjoyable techniques.
2. **Volunteer.** Helping others can enhance mood, provide purpose, and strengthen spiritual connections.



It is recommended to seek help or counsel from a professional.

Let's get going!

Now is the time to chart your path forward with PERSU Goals® as your guide. By integrating the sustainability principles from this theme into your personal goals, you'll cultivate spiritual growth while fostering holistic and lasting sustainability. The key is setting meaningful goals with a strong purpose and taking sustainable actions with clear, realistic targets to track your progress. Where do you begin? Start by selecting a Spirituality sub-theme to develop. For example, if you choose 'Meditation & Mindfulness,' here's how:



Go to PERSUer's Handbook Vol. 3 to learn more about this process including how to use the PERSUTool for creating, implementing, and tracking your roadmap.

Wait, there's more! Here's how SPIRITUALITY contributes to holistic personal and global sustainability:



Personal Sustainability Goals (PERSU Goals)

- Enhances focus, leading to better financial decision-making skills.
- Fosters positive relationships through increased empathy and appreciation.
- Reduces stress, boosts physical health.
- Boosts business success, clarifies goals.



United Nations Sustainable Development Goals (UN SDGs)

- SDG 3 (Good Health): Mindfulness promotes mental health, contributing to wellbeing.
- SDG 4 (Quality Education): Enables focus which enhances education quality.
- SDG 16 (Peace, Justice): Gratitude towards others strengthens social bonds.



Good Reads

- "Mindset: Changing The Way You Think To Fulfil Your Potential" - Carol Dweck
- "The Mountain Is You: Transforming Self-Sabotage Into Self-Mastery" - Brianna Wiest



Tech & Tools

- 5 Minute Journal (app)
- Headspace / Calm - Meditation, mindfulness, sleep, etc. (apps)
- BetterHelp - Therapy (app)
- YouTube, Spotify, Apple Music (apps)

NOTE: These resources and tools are recommended as they demonstrate alignment with personal sustainability principles. PERSU Goals have no affiliation with their author or maker. Send us your feedback and recommendations, if any, by emailing support@persuggoals.com.

Education



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.

Education is essential for human development because it provides individuals with the knowledge and skills needed to navigate and contribute to society. Learning new things and upskilling enable people to adapt to the rapidly changing job market, enhancing employability and job security. Formal education, whether through schools or specialized training programs, fosters critical thinking, problem-solving abilities, and creativity. As Malcolm X famously stated, "Education is the passport to the future, for tomorrow belongs to those who prepare for it today." This preparation empowers individuals to improve their socioeconomic status and participate more fully in civic life.

The importance of education is underscored by numerous studies and scholarly articles. For instance, "The Power of Education: A Global Compendium of Studies" highlights how higher education correlates with improved health, higher earnings, and greater societal contributions. Formal schooling and training programs offer structured learning environments where individuals can gain specialized knowledge and credentials, enhancing their career prospects. David J. Deming's research published in the Harvard Gazette emphasizes that soft skills such as communication and teamwork, often developed through education, are increasingly valued in the workplace.

Books like "Educated" by Tara Westover illustrate the transformative power of education on a personal level. Westover's memoir recounts how education helped her escape a restrictive environment and achieve personal growth. Education also promotes social cohesion and reduces inequalities, as noted in the UNESCO Global Education Monitoring Report. By fostering a well-informed and skilled populace, education not only benefits individuals but also strengthens communities and drives economic development.

Education is not always about getting a piece of paper from a university or college. It's about the valuable learning we get from something or somewhere. Some sub-themes under Education are the following:

□ Formal Study or Learning

Pursuing a degree, diploma, or certificate involves structured education and assessments, equipping individuals with specialized knowledge and skills. This enhances career opportunities, increases earning potential, and fosters personal growth, professional credibility, and lifelong learning.

□ Accreditation and Licenses

Obtaining accreditation and licenses validates professional expertise, ensuring adherence to industry standards, enhancing credibility, expanding job opportunities, and fostering trust among clients and employers, ultimately leading to career advancement and higher earning potential.

□ Training and Upskilling

Training and upskilling, available through free or paid programs, enhance abilities and knowledge. This improves job performance, supports career advancement, increases adaptability to new roles, and ensures competitiveness in the evolving job market, fostering continuous personal and professional growth.

□ Experience

Gaining knowledge and skills through direct, hands-on activities rather than formal instruction. Benefits include practical understanding, improved problem-solving, and adaptability. Examples include internships offering real-world job experience or travel enhancing cultural awareness and language skills.

Again, you don't have to do all of them at once. But it is important to know that learning is a crucial part of life. Gaining knowledge, skills, and experience are always added value to your life both personally and professionally. In order to achieve other goals or grow in other areas of life, more often than not, they will require education.

Did you know

In the survey about personal development and sustainability with over 100 respondents, a total of 92% (52% Very Important and 40% Important) have placed high importance on Education and that's reflected on their goal setting. This makes Education comes 2nd among all other SELFCARE life themes. Surprisingly, it ties up with Relationships theme but this will be covered later with the external life themes of the model.

Here are some facts why Education is very important:

\$15k to \$20k

more earnings of college graduates annually than non-graduates in countries like the US and the UK

Source: Organisation for Economic Co-operation and Development (OECD), 2020

85% of Employers

worldwide prioritise candidates who sow a commitment to continuous learning – digital and technical skills

Source: International Labour Organisation (ILO), 2020

3.5x more likely

to move into higher-paying jobs for individuals who invested in pursuing upskilling opportunities

Source: World Economic Forum, 2021

70% of Volunteers

believed that their volunteering significantly enhanced their communication and leadership skills

Source: United Nations Volunteers (UNV), 2022

There is no doubt how much valuable education and literacy is not only for enhancing an individual's quality of life but for the global economic progress as well. A study about economic gains on eradicating illiteracy in the US (Barbara Bush Foundation for Family Literacy, 202) shows that low literacy costs about \$2.2 Trillion of annual income for the country. The good thing is that learning has been very accessible to almost all people through digital platforms tools. Many of them are free and inclusive. All you need is time and effort.



If you think education is expensive, try ignorance.

Derek Bok

Harvard University, Former President

Application

Many people struggle with learning due to a lack of understanding of the process. Martin Broadwell's "4 Stages of Competence," introduced in 1969, offers valuable insight into this journey. Widely adopted in management training and coaching since the 60s and 70s, this model helps you progress from unconscious incompetence to unconscious competence. By recognizing your current stage, you can better navigate challenges, build confidence, and enhance your learning development, leading to greater success in acquiring new skills and knowledge.

THE 4 STAGES OF COMPETENCE (Martin Broadwell, 1969)



Unconscious Incompetence (Ignorance)

You don't know what you don't know. For example, starting a new hobby, unaware of the skills required, like attempting to play the guitar without lessons.



Conscious Incompetence (Awareness)

You realize what you don't know. For instance, after trying to play the guitar, you recognize your need for lessons to improve.



Conscious Competence (Learning)

You're learning and improving, but it requires effort. Now, you can play a simple song on the guitar, but you must concentrate on every chord.



Unconscious Competence (Mastery)

You master the skill, performing effortlessly. Playing the guitar becomes second nature, allowing you to strum songs without thinking about the mechanics.



Ask Yourself

- When was the last time you have dedicated time to learn somethin new, whether it is a formal/paid or informal/free course, training, or upskilling?
- What is that one skill you've been wanting to learn or improve so bad but you keep delaying for a long time? What's keeping you from learning it?
- What is your learning style? Have you developed a learning technic that you've proven effective for you and aligned with your personality and lifestyle?

Do these...

To begin

1. **Identify your learning style.** Try visual, auditory, or hands-on methods to find what works, like using videos for complex topics.
2. **Set clear, achievable goals.** Break down big objectives into smaller tasks, such as mastering one guitar chord before advancing.
3. **Seek feedback and adjust.** Regularly evaluate progress and adapt techniques, like changing study methods if you're not retaining information well.

To grow and sustain

1. **Incorporate active learning.** Engage in discussions, teach others, or apply concepts practically to make learning dynamic and memorable.
2. **Mix up techniques.** Alternate between videos, reading, and practice to keep learning stimulating and prevent monotony.
3. **Gamify the process:** Set challenges, earn rewards, or use interactive apps to make learning fun and engaging.

Let's get going!

It's the time to take action and create your personal roadmap with PERSU Goals® as your guide. By integrating the Education theme's sustainability principles into your goals, you'll gain knowledge, skills, and qualifications while building holistic, sustainable growth. The key is setting the right goals with a strong reason and taking sustainable actions with clear, measurable targets. Ready to start? Choose an Education sub-theme you want to develop. For example, if you select 'Accreditations & Licenses,' here's how it looks like:



Go to PERSUer's Handbook Vol. 3 to learn more about this process including how to use the PERSUTool for creating, implementing, and tracking your roadmap.

Wait, there's more! Here's how EDUCATION contributes to holistic personal and global sustainability:



Personal Sustainability Goals (PERSU Goals)

- Deepening spiritual understanding.
- Enhances financial literacy.
- Improves communication skills, fostering healthier, more meaningful connections.
- Equips you with business skills.
- Informs health and lifestyle decisions.



United Nations Sustainable Development Goals (UN SDGs)

- SDG 3 (Good Health): Promotes health literacy and well-being worldwide,
- SDG 5 (Gender Equality): Empowers women through education and skill development.
- SDG 13 (Climate Action): Raises awareness and drives sustainable practices.



Good Reads

- "Grit: The Power of Passion and Perseverance" – Angela Duckworth

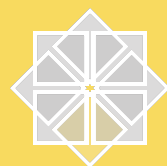


Tech & Tools

- YouTube (app)
- LinkedIn Learning (app)
- Udemy/Domestika – Online Courses
- Coursera – Learn Career Skills (app)
- Study Bunny: Focus Timer (app)

NOTE: These resources and tools are recommended as they demonstrate alignment with personal sustainability principles. PERSU Goals have no affiliation with their author or maker. Send us your feedback and recommendations, if any, by emailing support@persuggoals.com.

Lifestyle



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.

A healthy, active, and positive lifestyle is paramount for human life as it encompasses physical well-being, mental health, and social dynamics. Engaging in regular fitness activities not only strengthens the body but also enhances mental clarity and emotional stability. The World Health Organization highlights that regular physical activity reduces the risk of cardiovascular diseases, diabetes, and depression. Moreover, the mind-body connection is well-documented in scientific literature, including "Spark: The Revolutionary New Science of Exercise and the Brain" by John J. Ratey, which underscores the cognitive benefits of maintaining an active lifestyle.

Personal branding through looking and dressing well also plays a significant role in an individual's life. It goes beyond mere aesthetics, influencing self-esteem and social interactions. Psychological studies have shown that dressing well can boost confidence and positively impact how others perceive and respond to us. According to The Psychology of Fashion by Carolyn Mair, "our clothing choices reflect our identity and can affect our psychological state and performance." Dressing well can boost confidence and influence social interactions, enhancing personal and professional relationships.

Living a lifestyle aligned with one's character and personality is crucial for genuine happiness and fulfillment. Authenticity fosters stronger relationships, reduces stress, and promotes a deeper sense of self-worth. According to Brené Brown's "The Gifts of Imperfection," embracing authenticity is essential for cultivating meaningful connections and a wholehearted life. When our external lives reflect our internal values and beliefs, we achieve harmony and satisfaction that enrich our overall wellbeing. This alignment ensures that our lifestyle choices not only enhance our personal brand but also resonate with our true selves, creating a life of integrity and purpose.

Lifestyle could be perceived as a rather broad topic that encompass other themes. However, in this framework, it is defined as how you design and live your daily life which reflects who you are. Here are some major contributors to transforming or improving your lifestyle whilst maintaining authenticity:

Life Admin

Managing daily tasks, such as paying bills and scheduling appointments, ensures your life runs smoothly. Staying organized reduces stress and frees up time for enjoyable activities. For example, creating a budget or setting reminders improves overall efficiency and balance.

Fitness & Sports

Engaging in physical activities improves your health, boosts energy, and enhances mental well-being. Regular exercise, like running or playing soccer, strengthens your body, reduces stress, and fosters teamwork and discipline, benefiting overall lifestyle and happiness.

Food & Nutrition

Consuming a balanced diet and understanding nutritional needs improves your health, boosts energy, and supports overall well-being. For example, eating fruits and vegetables enhances immunity, while proper hydration maintains bodily functions and mental clarity.

Personality Development

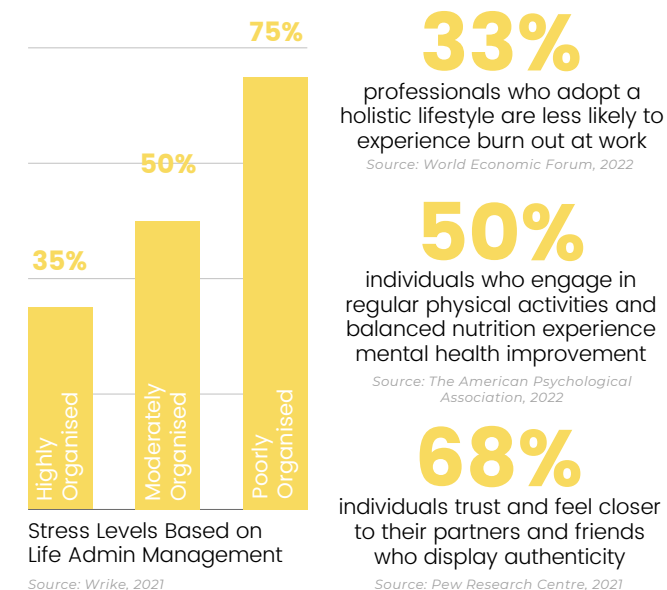
Enhancing your self-presentation, including your image and attire, boosts confidence and opens opportunities. Dressing well and cultivating a positive image, like networking effectively or improving communication skills, strengthens professional relationships and personal growth.

Have you done or been doing these? That's good if you are but, if not, doing all of them at once is not necessary. One of the core message behind the principle for a sustainable lifestyle is authenticity. We believe that the only way you can sustain a lifestyle is when it is in alignment with your personal belief system and identity. So perhaps the question here is – who and what do you believe you are?

Did you know

In our survey on personal development and sustainability, 85% of respondents emphasised the importance of Lifestyle, ranking it as the third most valued life theme in the SELF-CARE model. This highlights a growing awareness of the need to set meaningful goals to stay physically active and healthy, manage personal endeavors consistently, and improve personality by embracing authenticity. People are increasingly recognising that a sustainable lifestyle fosters overall well-being, contributing to long-term personal growth and fulfillment.

Here are some key facts about Lifestyle:



Adopting a lifestyle that is organised, physically healthy, and authentic is essential for holistic personal growth. Studies have already highlighted its many benefits, from boosting mental health to enhancing career success and nurturing fulfilling relationships. The facts are clear: prioritising and sustaining this balanced Lifestyle can significantly improve your overall wellbeing and success. Hopefully, this convinces you to embrace its importance.



Your time is limited, don't waste it living someone else's life.

Steve Jobs

Application

To successfully develop and sustain a lifestyle that is aligned with the vision of your future best-self, embrace a mindset of intentionality and commitment. Start by cultivating self-awareness, understanding that each step—Establish, Elaborate, Execute or Eliminate, and Enjoy & Track—requires focus and persistence. Approach this journey with patience, knowing that lasting change takes time. Be open to learning and adapting, as flexibility is key to overcoming challenges. Maintain a positive attitude, celebrating small victories along the way. Remember, progress is more important than perfection, and the process itself is an opportunity for growth and self-discovery.

LIFESTYLE DEVELOPMENT & SUSTAINABILITY HIERARCHY



Establish

Define beliefs that support your growth. For example, adopt a mindset that values health by believing that daily exercise is essential. This foundational belief drives your actions, making it easier to commit to healthy habits.



Elaborate

Develop actionable plans and schedules. For instance, create a weekly workout routine, specifying days, times, and activities. This structure keeps you focused and ensures consistent progress.



Execute or Eliminate

Practice good habits or remove bad ones. Start meditating daily to reduce stress, or quit smoking to improve health. These actions align your behavior with your desired lifestyle.



Enjoy and Track

Celebrate small victories and monitor progress. For example, reward yourself for sticking to a workout plan and use a journal or app to track improvements, ensuring continued motivation and success.

Do these...

To begin

1. **Begin with daily walks.** They improve physical health, boost mental clarity, and fit seamlessly into your routine.
2. **Focus on a balanced diet.** Eat whole foods like fruits, vegetables, and lean proteins that are sustainable and accessible.
3. **Dress to reflect your personality.** This boosts confidence and ensures alignment with your true, authentic self.

To grow and sustain

1. **Refine your habits.** Continuously challenge yourself to achieve new health and fitness milestones.
2. **Add variety to your routine.** Explore new workouts, recipes, and styles reflecting your evolving personality.
3. **Connect with like-minded people or communities.** Sharing experiences and learning from others keeps you motivated, inspired, and focused on growth.



We advice to get a coach for guidance & accountability.

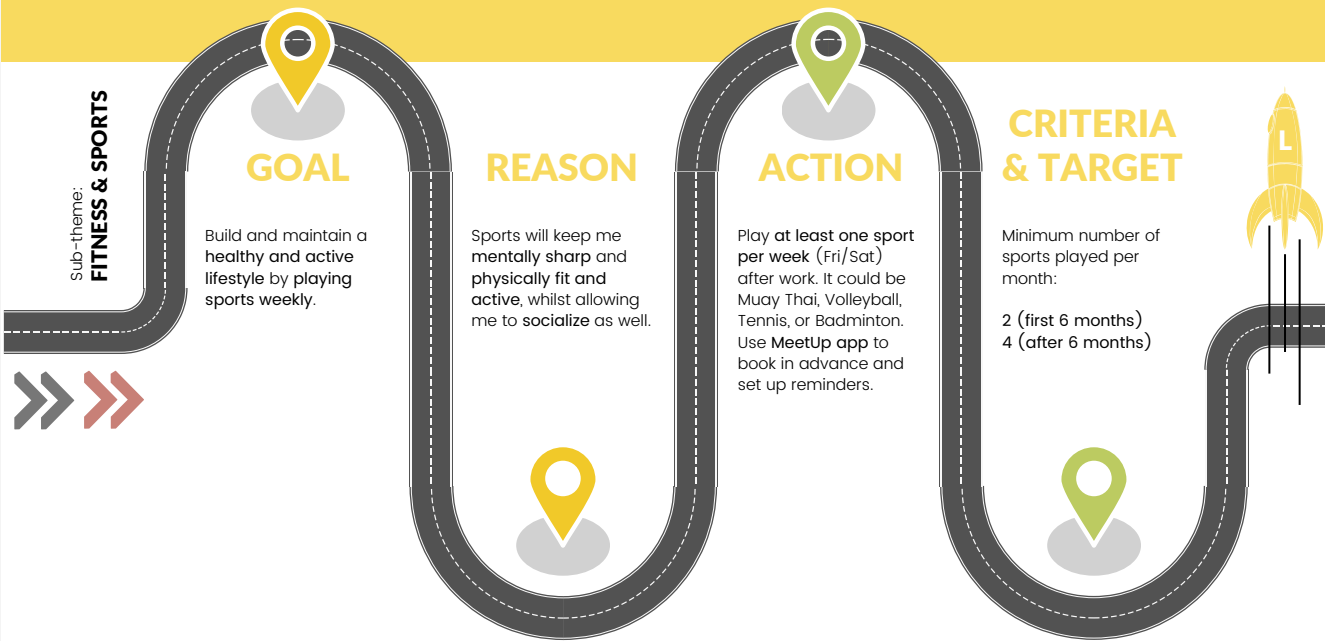


Ask Yourself

- How would you describe your future best self behaviorally and physically i.e. the way you look and present yourself (personal branding), eat (diet), manage/spend your time?
- What are the limiting beliefs that hinder you from achieving your lifestyle (e.g. health and fitness) goals? E.g., "I am always overweight," "The gym is too far," "I am busy," etc.
- Do you adjust your habits to suit your personality, preferences, and resources or are you the one adjusting and beat yourself up to do unrealistic, unsustainable habits?

Let's get going!

Take control of your personal development journey—use PERSU Goals® as your compass to create a roadmap not only for a better lifestyle (e.g., physique and looks), but holistic and lasting life improvement in general. The key is setting the right goal with a strong purpose and taking sustainable actions with clear, measurable targets. Ready to start? Choose a Lifestyle sub-theme you want to improve. For example, if your sub-theme is 'Fitness & Sports,' here's how you do it:



Go to PERSUer's Handbook Vol. 3 to learn more about this process including how to use the PERSUTool for creating, implementing, and tracking your roadmap.

Wait, there's more! Here's how LIFESTYLE contributes to holistic personal and global sustainability:



Personal Sustainability Goals (PERSU Goals)

- Stronger relationships through better health and shared activities.
- Increased productivity in career/business from improved physical and mental energy.
- Effective learning through better focus.
- Reducing wasteful spending via life admin.



United Nations Sustainable Development Goals (UN SDGs)

- SDG 3 (Good Health): Promotes wellbeing.
- SDG 5 (Gender Equality): Fosters equality by empowering individuals.
- SDG 12 (Responsible Consumption): Reduces resource consumption.
- SDG 13 (Climate Action): Sustainable living.



Good Reads

- "Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones" - James Clear



Tech & Tools

- Noom: Health & Weight (app, plan)
- MyFitnessPal: Calorie Counter (app)
- JEFIT Gym Workout Plan Tracker (app)
- Phone's built-in health apps
- Phone's built-in productivity apps

NOTE: These resources and tools are recommended as they demonstrate alignment with personal sustainability principles. PERSU Goals have no affiliation with their author or maker. Send us your feedback and recommendations, if any, by emailing support@persuggoals.com.

Finance



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.

Maintaining a positive relationship and outlook with money is crucial for overall well-being and financial sustainability. Studies show that financial stress can significantly impact mental health, causing anxiety and depression. As Richard Thaler explains in "Nudge," our financial decisions profoundly affect our happiness and security. By understanding money management, individuals can mitigate stress and foster a sense of control over their lives, leading to greater life satisfaction.

Achieving financial sustainability requires a blend of financial literacy, diligence, and discipline. Financial literacy, the understanding of financial principles and concepts, is foundational. A 2018 survey by the Global Financial Literacy Excellence Center revealed that only 33% of adults worldwide are financially literate, underlining the need for education in this area. Books such as "Rich Dad Poor Dad" by Robert Kiyosaki illustrate how financial education can transform perspectives and behaviors towards money, promoting smarter financial decisions. Diligence in tracking expenses and income, as well as disciplined saving and investing, ensures that financial goals are met and wealth is built progressively.

Building wealth is not solely about earning more but managing what one has wisely. As highlighted in "The Millionaire Next Door" by Thomas J. Stanley and William D. Danko, wealth often comes from disciplined saving and prudent investing rather than high incomes. Financial discipline involves living within one's means, avoiding debt traps, and making informed investment choices. Scientific journals like the Journal of Financial Counseling and Planning underscore the importance of education and behavior change in achieving financial stability, reinforcing that good financial habits are integral to building lasting wealth and ensuring a secure future.

Money plays a big role in human life, but not many people are able to sustain a healthy relationship with it. However, it is absolutely possible to achieve it with financial literacy and discipline on the following:

Cashflow & Savings

Ensuring steady income and financial reserves is crucial for managing emergencies. For example, budgeting monthly expenses and setting aside a portion of earnings helps achieve this stability.

Investments

Investing grows wealth and provides financial security. For example, regularly contributing to a diversified portfolio, like stocks and bonds or real estate, can build long-term assets and increase future earnings.

Protection & Security

Insurance and retirement plans offer financial protection and future security. For example, purchasing health insurance and contributing to a government/private pension ensures coverage for medical needs and a stable retirement.

Needs & Wants

Saving for desired items, whether big or small, promotes financial balance and satisfaction. For example, creating a budget and setting aside a small amount monthly allows for guilt-free purchases within one's means.

Generosity

Generosity fosters goodwill and networking, aiding wealth building. For example, donating to charities and helping others can create valuable connections and opportunities, enhancing personal and financial growth.

Always remember that pursuing financial sustainability is not about getting rich, but about having an abundant, wealthy life. Not many people reach this level because it is not easy. It takes commitment, diligence and patience. It is a long game. So, never rush the process nor take short cuts to get there as it may only lead to further delays.

Did you know

With all the "successful" wealthy people showing off their money, cars, and mansions in every social media, many people would assume that finance belongs to the top of their priorities. Surprisingly, our survey showed otherwise. With only 79% of the respondents saying looking at their personal finance is important, the Finance theme only came 4th place amongst the life themes in the SELF-CARE model. It only came before Spirituality (94%), Education & Relationships (92%), and Lifestyle (85%). Whilst people are saying that money is not the most important aspect of human life (it should not be), it is still a very valuable tool and resource that enable us to do amazing things and live the life we want for ourselves, our loved ones, and our communities.

Table below outlines the benefits of personal Finance:

ASPECT	BENEFITS	FACTS
Cash flow management	Reduced stress	Finances impact mental health; 72% of Americans are stressed with money. <small>Source: APA, 2021</small>
Responsible Spending	Reduced debt and increased savings	People who budget are 50% more likely to save for their financial goals. <small>Source: Northwestern Mutual's 2019 Planning & Progress Study</small>
Savings	Better mental health	Experts recommend 3-6 months equivalent of living expenses. <small>Source: Bankrate, 2023</small>
Investing	Long-term wealth building	90% of millionaires have built their wealth through real estate investments. <small>Source: The Millionaire Real Estate by Gary Keller</small>
Insurance	Safety net, reduced stress	Medical expenses are the leading cause of bankruptcy in the US. <small>Source: Kaiser Family Foundation, 2023</small>

“ Building wealth is about creating the life you want, not just the money you need.

Suze Orman

Application

Achieving personal financial success and sustainability is a goal that remains elusive for many. Research suggests that only a small percentage of the population—often estimated around 10%—achieve true financial sustainability. This low figure is primarily due to the widespread lack of financial literacy, poor spending habits, and failure to plan for long-term financial stability. However, by adopting the right mindset and disciplined behavior, understanding the 4 Stages of Wealth Building and Financial Sustainability—Stable, Saver, Secure, and Sustainable—anyone can work towards financial independence and lasting security.

4 STAGES OF WEALTH BUILDING AND FINANCIAL SUSTAINABILITY



Stable

In this stage, you have a consistent income that covers your basic needs but little else. You're getting by, but there's no room for unexpected expenses. For example, living paycheck to paycheck.



Saver

Here, you're earning enough to cover your needs and save a portion of your income. This could mean setting aside money for a vacation or building a small savings account for future needs.



Secure

You've moved beyond just saving; now you have an emergency fund, insurance, and a retirement plan in place. For instance, you might have three months' worth of expenses saved and contribute regularly to a private/government pension scheme.



Sustainable

Financial independence is within reach as you've developed multiple streams of passive income. At this stage, your investments or side businesses generate enough to cover your living expenses without relying solely on a job.



Ask Yourself

- Where are you now in the 4 Stages of Wealth Building and Financial Sustainability?
- Which aspect of your personal finance are you struggling?
- What is your mindset towards money? What are your limiting beliefs in terms of your finances? "I'm born poor," "I'm bad with numbers," "Money is evil," "Rich people are bad."
- How would you describe your future best self in terms of finances and wealth? This includes your mindset, behavior, and state (e.g. has insurance, investments, properties).

Do these...

To begin

1. **Educate Yourself.** Start with basic personal finance books or online courses. Example: "Rich Dad Poor Dad" by Robert Kiyosaki.
2. **Track Your Spending.** Use a budgeting app to monitor where your money goes. Example: Try apps like Mint or YNAB.
3. **Start Saving.** Begin with a small, consistent amount each month. Example: Automatically transfer \$50 monthly to a savings account.

To grow and sustain

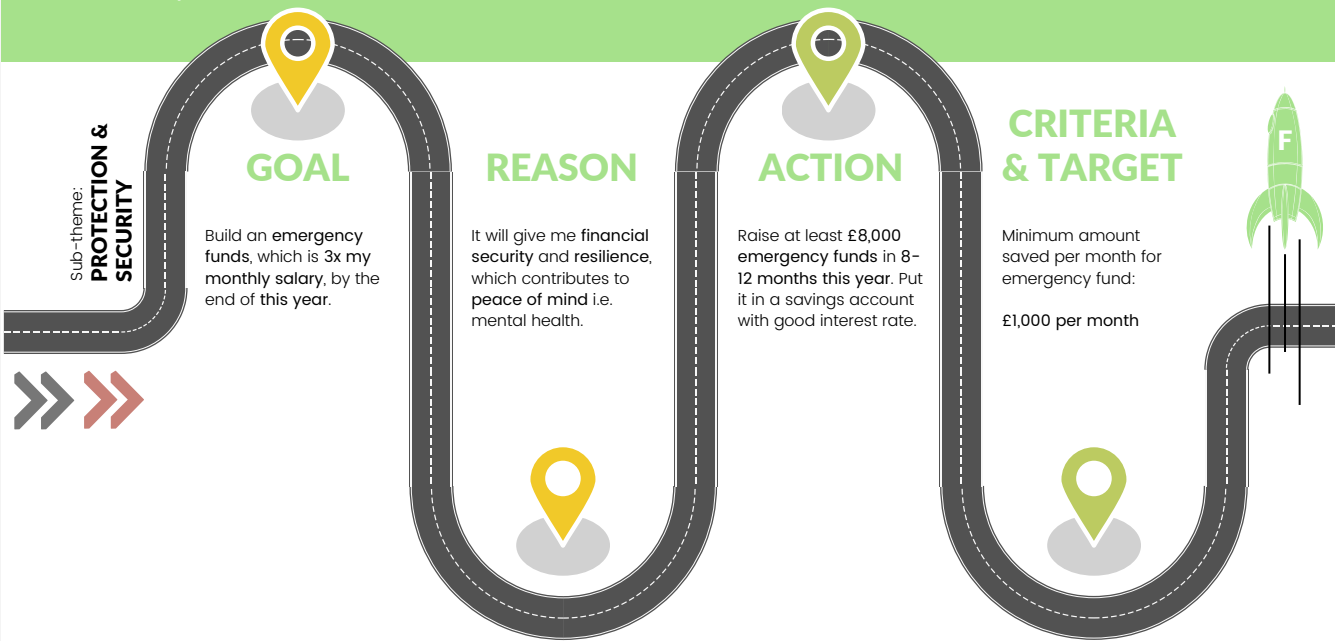
1. **Invest Wisely.** Diversify into stocks, bonds, or real estate. Example: Invest in index funds.
2. **Increase Income Streams.** Develop side businesses or passive income. Example: Start a blog or rental property.
3. **Regularly Review Goals.** Adjust financial plans as life changes. Example: Reevaluate retirement contributions annually.



It is wise to consult financial, tax, and legal experts for guidance.

Let's get going!

Build a strong financial foundation by starting with a clear plan. Use PERSU Goals® as your guide to create a roadmap that drives both financial growth and holistic, sustainable personal development. The key is setting the right goal with a compelling reason and taking sustainable actions with clear, measurable targets to track your progress. Where do you begin? Start by selecting a Finance sub-theme you want to develop. For example, if you choose 'Protection & Security,' here's what it looks like:



Go to PERSUer's Handbook Vol. 3 to learn more about this process including how to use the PERSUTool for creating, implementing, and tracking your roadmap.

Wait, there's more! Here's how FINANCES contribute to holistic personal and global sustainability:



Personal Sustainability Goals (PERSU Goals)

- Provides resources for better, healthy lifestyle.
- Offers flexibility and risk-taking opportunities.
- Enables charitable giving, community support.
- Reduces financial stress, fostering stronger connections and improved relationships.
- Allows continuous learning and upskilling.



United Nations Sustainable Development Goals (UN SDGs)

- SDG 1 (No Poverty): Financial stability reduces poverty by providing security.
- SDG 8 (Economic Growth): Financial contributions to local economy.
- SDG 10 (Reduced Inequality): Generosity and financial equity bridge income disparity.



Good Reads

- "Think and Grow Rich" – Napoleon Hill
- "Rich Dad, Poor Dad" – Robert Kiyosaki
- "Money Master the Game" – Tony Robbins
- "The Psychology of Money" – M. Housel
- "The One-Page Financial Plan" – C. Richards



Tech & Tools

- Wallet: Budget Planner Tracker (app)
- Money Manager (app)
- Bank app's built-in finance tracker
- MS Excel or Google Sheets (apps)
- Local investment and insurance apps

NOTE: These resources and tools are recommended as they demonstrate alignment with personal sustainability principles. PERSU Goals have no affiliation with their author or maker. Send us your feedback and recommendations, if any, by emailing support@persuggoals.com.

Career



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.

Choosing the right job or career is crucial for personal growth and sustainability because it aligns one's daily activities with their intrinsic motivations and strengths. When individuals engage in work they enjoy, they experience higher levels of job satisfaction and wellbeing. Research from the Journal of Vocational Behavior indicates that people who pursue careers aligned with their interests and values are more likely to exhibit increased motivation, productivity, and overall life satisfaction. As Joseph Campbell once said, "Follow your bliss and the universe will open doors where there were only walls."

A career that leverages one's strengths can lead to exceptional performance and advancement opportunities. The Gallup Organization's "StrengthsFinder" research emphasizes that individuals who use their strengths daily are six times more likely to be engaged at work. This engagement not only fosters personal growth through continuous learning and skill development but also enhances one's professional reputation and career prospects. Daniel Pink, in his book "Drive: The Surprising Truth About What Motivates Us," points out that mastery, autonomy, and purpose are key drivers of motivation and job satisfaction, all of which are more accessible when one's career aligns with their innate talents and passions.

Financial sustainability is another critical aspect influenced by career choice. Careers that match an individual's skills and interests often lead to better job performance, higher earnings, and greater job stability. According to the U.S. Bureau of Labor Statistics, individuals in occupations that they are passionate about tend to pursue additional qualifications and certifications, further increasing their earning potential. Thus, the right job or career not only supports personal growth through satisfaction and engagement but also ensures long-term financial stability, making it essential for overall life sustainability.

Career growth is often, if not always, defined by or aligned with your employer's career development programme. Hence, the bias to the company's interest rather than yours. They expect that it is your responsibility to look after your career growth and align it with your overall development as a person, not just as an employee. Below are areas where you can grow in your career while ensuring that it supports your personal growth as well:

□ Work-life Management

Balancing work and life is crucial for health and growth. For example, setting boundaries and scheduling regular leisure activities ensure sustained productivity and personal well-being.

□ Leadership

Enhancing leadership skills drives career advancement and personal growth. For example, taking leadership courses and practicing decision-making can boost confidence and foster long-term success.

□ Mentorship

Mentoring and being mentored foster growth and knowledge exchange. For example, seeking guidance from experienced professionals and mentoring juniors enhance skills, networks, and career progress.

□ Promotion or Role Change

Advancing or changing jobs boosts skills and motivation. For example, seeking new roles or asking for promotions challenges abilities and opens pathways to career growth and stability.

□ Achievements & Awards

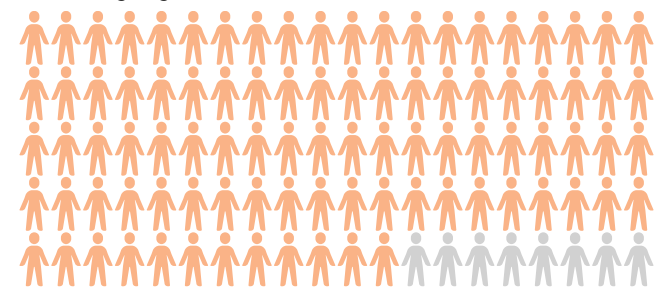
Career achievements and recognitions enhance confidence and opportunities. For example, aiming for awards or certifications showcases expertise and commitment, promoting personal growth and long-term career success.

Again, you don't have to do all of them at once. You may not have to do some of them they do not apply to the nature of your work or if career progression is not something you're considering this year. Important is that the you are happy with your life and what you do for a living at the same time.

Did you know

Career development is often separated from personal development. Although Career may indeed be considered as external part of life, without alignment to a person's holistic growth, work can to create a destructive imbalance in life. It can negatively impact an individual's internal life themes (i.e. Spirituality, Education, Lifestyle, and Finances), which are the most important. That is why in the SELF-CARE Model, Career has been integrated as part of personal development and sustainability. In fact, our survey on subject shows that 79% of respondents claimed that setting career goals are crucial (very important 35% + important 44%).

Below highlights some facts about Career:



92% of workers are looking for career progression at their workplace

They think having many opportunities to advance in their workplace is important or very important

Source: American Opportunity Index Report via Forbes, 2024



70% of workers say their sense of purpose is largely defined by work

Employees are equally concerned about money and mission. The top 25% of ranked priorities indicate that workers value practical concerns like commute, salary, and planning, as well as purpose-driven goals such as making a positive impact, having a sense of calling, and pursuing personal interests.

Source: McKinsey and Populace via Forbes, 2024



Choose a job you love, and you will never have to work a day in your life.

Confucius

Application

Pursuing a career that you truly enjoy, excel in, and provides financial stability is essential for a fulfilling and balanced life. Too often, people remain stuck in unfulfilling jobs, trapped by fear and comfort, neglecting their passions and potential. However, achieving personal and professional sustainability is possible with the right mindset. By embracing the Process of Sustainable Career Development—discovering your passions and skills, exploring viable options, making a detailed plan, and taking immediate action—you can break free from stagnation and build a career that nurtures both your aspirations and overall well-being.

THE PROCESS OF SUSTAINABLE CAREER DEVELOPMENT



Discover Yourself

Understand your passions, interests, and skills. What activities excite you? Where do you naturally excel? For example, if you love problem-solving and data, a career in analytics could be fulfilling.



Determine Your Options

Explore career paths that align with your strengths, pay well, and are in demand. Think about what the world needs and what will bring you joy. Research, network, and reflect.



Decide and Plan

Choose the best career option based on your self-discovery and research. Create a detailed action plan, setting clear, achievable steps. E.g., start with earning relevant certifications or building a portfolio.



Do It Now (Don't Wait)

Don't let fear or perfectionism hold you back. Commit to your decision and begin taking action today. Embrace challenges as growth opportunities. Your dream career is within reach if you start now.

Do these...

To begin

1. **Seek Guidance:** Talk to mentors, career coaches, or industry professionals for insights and advice.
2. **Explore Interests:** Try new activities or courses to discover what excites and motivates you.
3. **Network Actively:** Connect with professionals in different fields to learn about various career paths and opportunities.

To grow and sustain

1. **Continuous Learning:** Take advanced courses or certifications to enhance your skills and stay competitive.
2. **Seek Feedback:** Regularly ask for constructive feedback from peers and supervisors to identify growth areas.
3. **Expand Your Network:** Build relationships with industry leaders to discover new opportunities and potential promotions.



Having a career mentor inside or outside the company is encouraged.

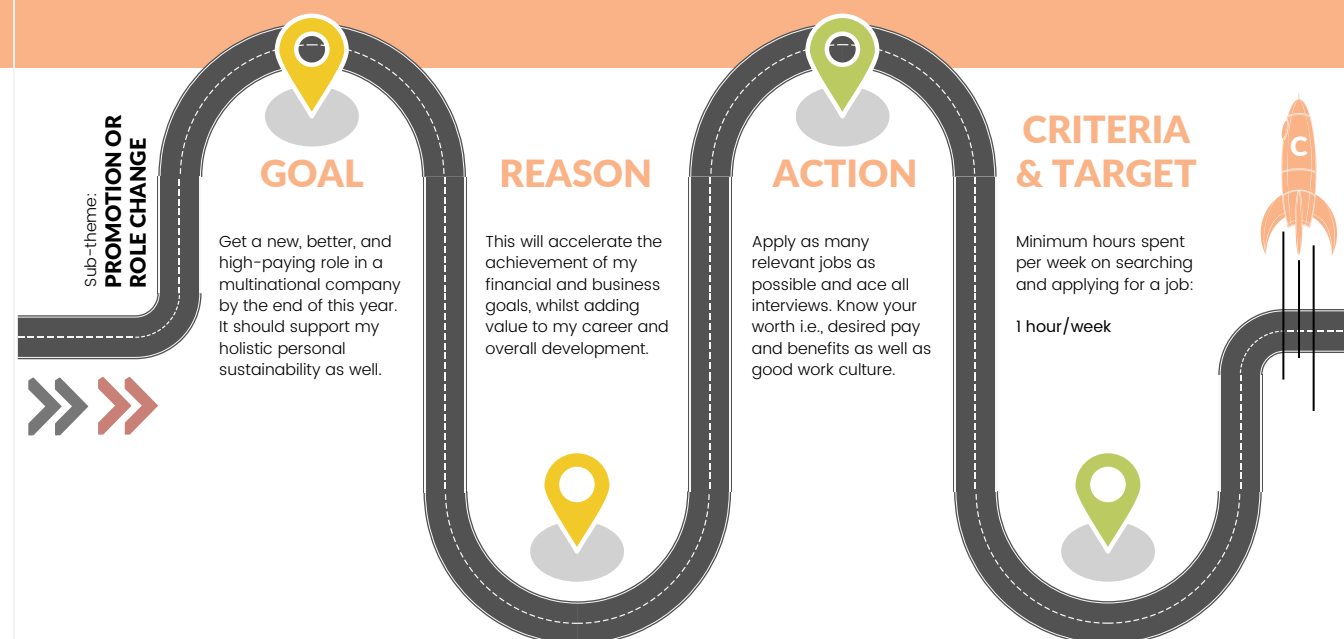


Ask Yourself

- How do you feel about your current job? Does it make you feel fulfilled and authentic i.e. aligned with who your personality and mission in life? Is it rewarding and enjoyable?
- Are you proactively setting career goals and working hard to achieve them?
- If there's one career development goal you want/need now, what would it be?
- A classic question but worth asking: How do you see yourself career wise in 2, 5, or 10 years? (e.g. a Manager, retired early and running my own business, or full-time mother)

Let's get going!

Take charge of your career growth and future. With PERSU Goals® as your guide, create your own roadmap that leads not only to career success but also to holistic, sustainable personal development. The key is setting the right goal with a strong reason and taking sustainable actions with clear, measurable targets to track your progress. Where do you start? Choose a Career sub-theme you want to develop. For example, with 'Promotion / Role Change' sub-theme, here's how:



Go to PERSUer's Handbook Vol. 3 to learn more about this process including how to use the PERSUTool for creating, implementing, and tracking your roadmap.

Wait, there's more! Here's how CAREER contributes to holistic personal and global sustainability:



Personal Sustainability Goals (PERSU Goals)

- A fulfilling career ensures financial stability.
- Job satisfaction reduces stress, improving personal relationships.
- Balanced career supports physical and mental wellbeing i.e. healthy lifestyle.
- Fulfilling work enables hobbies and travel.



United Nations Sustainable Development Goals (UN SDGs)

- SDG 1 (No Poverty): Higher earnings reduce poverty and economic disparities.
- SDG 8 (Decent Work and Economic Growth): Contribute to progress and innovation.
- SDG 12 (Responsible Consumption and Production): Via sustainable careers.



Good Reads

- "Ikigai: The Japanese Secret to a Long and Happy Life" – H. Garcia & F. Miralles
- "What Color is Your Parachute?" – R. Bolls
- "Pivot: The Only Move That Matters Is Your Next One" – J. Blake

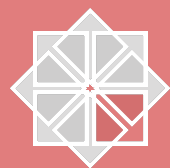


Tech & Tools

- LinkedIn (website, app)
- Glassdoor (website, app)
- CV Wallet – Career Manager (app)
- Coursera – Learn Career Skills (app)
- Indeed – Job Search (website, app)

NOTE: These resources and tools are recommended as they demonstrate alignment with personal sustainability principles. PERSU Goals have no affiliation with their author or maker. Send us your feedback and recommendations, if any, by emailing support@persuggoals.com.

Avocation



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.

An avocation is a pursuit or activity that one engages in outside of their primary occupation, often for pleasure or personal enrichment. Hobbies, travels, adventures, and charity fall under this category, providing essential avenues for holistic personal development, happiness, and sustainability. Engaging in these activities helps reduce stress, boost creativity, and enhance overall wellbeing. The Journal of Occupational and Organizational Psychology highlights that individuals who invest time in hobbies experience lower levels of burnout and higher life satisfaction. Elizabeth Gilbert's Eat, Pray, Love illustrates how travel can profoundly transform one's perspective and growth, emphasizing the value of stepping outside comfort zones.

Living life to the fullest entails dedicating time to pursuits that bring joy and align with personal values. This alignment fosters a sense of fulfillment and purpose, contributing to a more meaningful existence. Charity work, for instance, not only benefits the community but also enhances the giver's sense of purpose and happiness. Research from UC Berkeley's Greater Good Science Center underscores that altruistic activities significantly boost life satisfaction. Viktor Frankl's Man's Search for Meaning asserts that "life is never made unbearable by circumstances, but only by lack of meaning and purpose," highlighting the intrinsic value of meaningful engagement.

Focusing on meaningful activities nurtures personal happiness and a sense of accomplishment, contributing positively to society. As noted in the Harvard Business Review, aligning daily activities with personal goals enhances productivity and life satisfaction, leading to a sustainable and enriching life. Thus, avocations are not just pastimes but essential elements for a thriving and sustainable life, contributing to both personal and societal advancement.

Amongst all life themes in the SELF-CARE Model, this is the most fun. Anyone can easily advance on this area without stress. Although, if not mindful, it can also negatively compromise other important areas in life such as finances, relationships, or career. The good thing is that you can strategically align the following avocations in a way that would support your holistic personal growth:

Travels

Traveling broadens your perspective, enhances adaptability, and reduces stress. For example, plan a budget-friendly trip to a new country, experiencing different cultures and learning new skills. This enriches your personal growth and sustains mental well-being, fostering a more rounded and resilient individual.

Adventures

Trying new things expands your horizons and builds resilience. For example, creating a bucket list and setting achievable goals, like learning a new hobby or traveling solo, boosts confidence. This enriches your experiences, fosters adaptability, and supports long-term personal growth, ensuring a more fulfilling life.

Advocacy

Advocacy fosters empathy and community engagement, enriching your life. For example, volunteering at local charities or participating in awareness campaigns enhances your social connections, builds skills, and contributes to personal fulfillment and sustainable development.

Passion & Hobbies

Having a passion project and hobbies enhances personal growth and sustainability by reducing stress, fostering creativity, and building new skills. For example, dedicating weekends to gardening or playing sports balances work life and nurtures well-being, ensuring long-term happiness and productivity.

Whilst some people tend to overlook their priorities due to being preoccupied with their avocations, some people tend to discount the benefits of having them. They thought hobbies are waste of time and money. There are many activities that are free but they give the same fun and fulfillment. The key take away here is that you can't be too extreme. Have fun, variety, and meaning in life!

Did you know

In our survey, only 26% of respondents think that leisure activities and adventures (e.g., bucket list, travels, hobbies) as well as advocacies are very important when setting their life goals. Whilst 42% responded they are important, 26% feel neutral and the rest think it is less important. This shows that majority still agree that Avocations is a key ingredient to personal growth and sustaining a happy, fulfilling life. These activities give fun, variety, and meaning in life. The best-selling author and renowned life coach (who gives life advice to Fortune 500 CEOs and US Presidents) teaches that "variety" i.e. the need for change, adventure, surprise, and spontaneity is one of the Six Human Needs.

Here are more facts about Avocations:

Employees who take vacations are 30% more productive and show a significant reduction in burnout upon returning to work.

Source: Global Commission on Aging, 2013

Individuals who volunteer for at least 100 hours per year are 44% more likely to live longer compared to those who don't.

Source: Harvard School of Public Health, 2020

Individuals participating in group hobbies were 25% more likely to report strong social ties, which in turn contributed to higher emotional resilience.

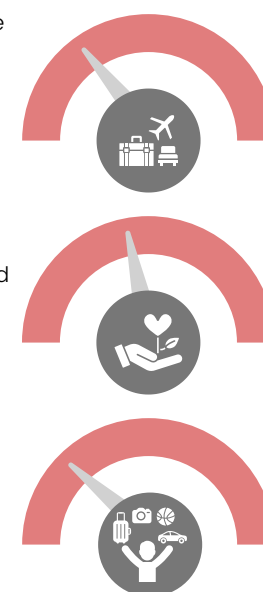
Source: British Journal of Psychology, 2020

These activities are not only fun to do, facts have shown that they are beneficial on other aspects of life. The only question is, are your avocations contributing to your holistic personal growth and sustainability or are they merely activities that consumes time and money?



The biggest adventure you can take is to live the life of your dreams.

Oprah Winfrey



Application

People often hold extreme views on avocations—some invest heavily in hobbies and adventures, neglecting other responsibilities, while others see them as a waste of time and money. However, meaningful avocations are essential for living a fulfilled life and can coexist with other priorities. By integrating purposeful, well-planned activities into life outside of work, one can grow personally and professionally. Embracing the four key considerations—Purpose, Plan, Place & People, and Play—ensures that these pursuits enrich rather than detract from overall life balance.

4 KEY CONSIDERATIONS TO HAVING MINDFUL AND MEANINGFUL AVOCATIONS



Purpose

Understand why you engage in an avocation. Are you seeking relaxation, growth, or connection? Knowing your intentions ensures that your activities align with your personal values and bring genuine fulfillment.



Plan

Create a flexible plan to minimise time and financial waste. Spontaneity is welcome, but having a general roadmap helps you balance your avocations with other life priorities, like budgeting for a hobby without overspending.



Place & People

Your avocation doesn't need to be extravagant or far away. Enjoy solo pursuits or find local communities of like-minded individuals. For example, join a neighborhood hiking group instead of traveling far.



Play

Remember, avocations should be fun! Whether you're crafting alone or engaging in group activities, the joy you derive from these pursuits is what makes them meaningful. Don't lose sight of enjoyment amidst planning.



Ask Yourself

- Are you mindful of your avocations (i.e., hobbies, travels, volunteer/charity works)?
- Surely avocations are fun, but how do they align, contribute, or impact other important areas of your life such as finances, relationships, career/business, education, etc.?
- In terms of your overall current situation in life, do you think you should reduce or introduce avocation time and expenses? Reduce to focus on other priorities such as relationships, finances, etc. Introduce if you need balance on your career/business life.

Do these...

To begin

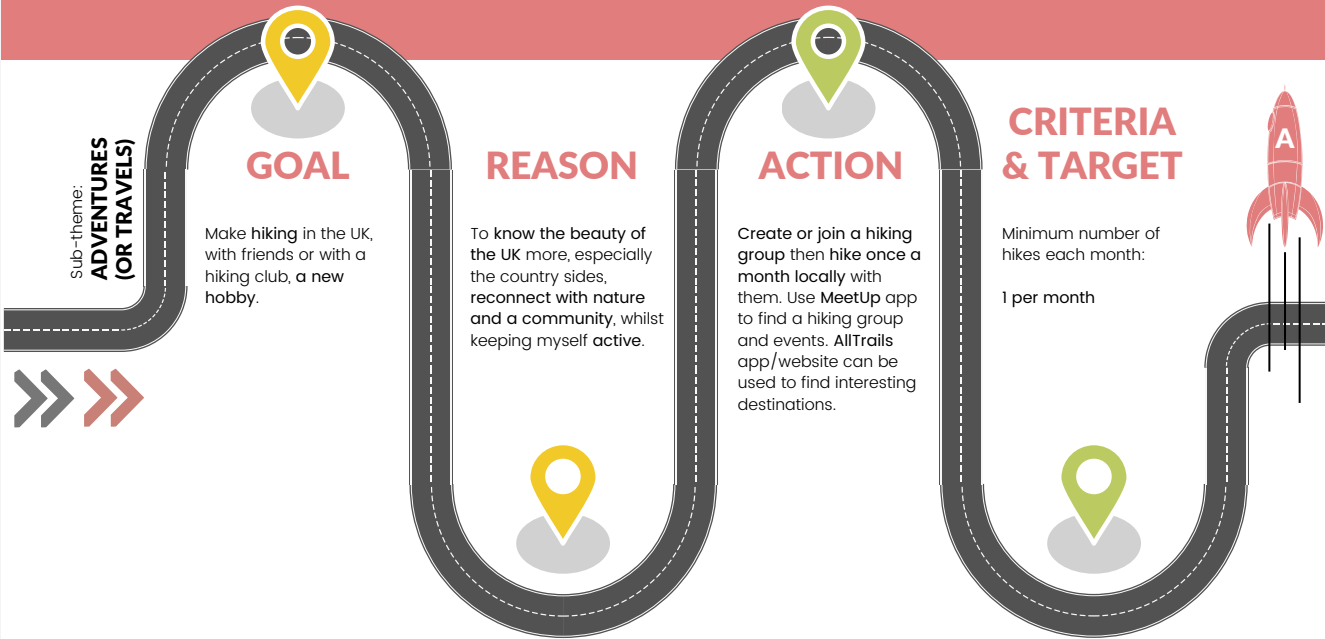
1. **Set clear boundaries:** Dedicate specific time for avocations, ensuring work, relationships, and other important areas of life aren't neglected. E.g., reducing the frequency of charity works.
2. **Budget wisely:** Establish spending limits to enjoy hobbies without financial strain, like setting aside a monthly amount for travels.
3. **Prioritize balance:** Regularly reassess commitments, ensuring avocations enhance rather than overshadow other priorities.

To grow and sustain

1. **Automate reminders:** Use productivity apps to schedule and track time for your hobbies and other extracurricular activities as well as your priorities efficiently.
2. **Simplify finances:** Set up automatic bank transfers to allocate budget for hobbies, travels, or charity without stress.
3. **Streamline activities:** Combine related tasks, such as exercising while hiking, to maximize time and enjoyment.

Let's get going!

Design a life that fuels your passions and personal growth. With PERSU Goals® as your guide, you can create a roadmap that not only helps you live life to the fullest but also ensures holistic and sustainable development. The key is setting meaningful goals with a strong purpose and taking sustainable actions with clear, measurable targets. Ready to begin? Choose an Avocation sub-theme that excites you. For example, if you selected 'Adventures' (or 'Travels'), here's how:



Go to PERSUer's Handbook Vol. 3 to learn more about this process including how to use the PERSUTool for creating, implementing, and tracking your roadmap.

Wait, there's more! Here's how AVOCATION contributes to holistic personal and global sustainability:



Personal Sustainability Goals (PERSU Goals)

- Active avocations promote healthier lifestyle choices and foster mindfulness.
- Budgeting hobbies teaches discipline and financial responsibility.
- Shared activities create or strengthen bonds.
- Hobbies spark creativity i.e. business thinking.



United Nations Sustainable Development Goals (UN SDGs)

- SDG 4 (Quality Education): Travel and volunteering enhance learning opportunities.
- SDG 11 (Sustainable Cities): Local activities support sustainable community development.
- SDG 13 (Climate Action): Eco-friendly travel promotes environmental sustainability.



Good Reads

- "Ikigai: The Japanese Secret to a Long and Happy Life" – H. Garcia & F. Miralles
- "The Art of Happiness" – D. Lama, H. Cutler

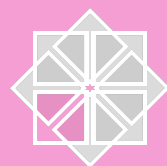


Tech & Tools

- Phone's built-in calendar app
- Meetup – Social Events & Groups (app)
- Tripadvisor – Plan & Book Tips (app)
- Strava – Run, Bike, Hike (app)

NOTE: These resources and tools are recommended as they demonstrate alignment with personal sustainability principles. PERSU Goals have no affiliation with their author or maker. Send us your feedback and recommendations, if any, by emailing support@persuggoals.com.

Relationships



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.

Healthy relationships, whether romantic or platonic, with a partner, family, and friends or community, are fundamental to human personal holistic growth and sustainability. These relationships provide a foundation for emotional support, trust, and a sense of belonging, which are critical for personal development. According to the Harvard Study of Adult Development, close relationships, more than money or fame, are what keep people happy throughout their lives. This landmark study, one of the longest of its kind, highlights how strong relationships are intricately linked to overall life satisfaction and mental wellbeing. As Robert Waldinger, the study's director, notes, "Good relationships keep us happier and healthier. Period."

Psychologically, supportive relationships buffer against stress, anxiety, and depression. A study published in the Journal of Health and Social Behavior indicates that social support significantly reduces the risk of mental health issues, providing a safety net during challenging times. Additionally, relationships foster accountability and motivation, encouraging individuals to pursue personal and professional growth. The "Social Support and Physical Health: Understanding the Health Consequences of Relationships" article in the Annual Review of Psychology illustrates how social ties improve physical health by promoting healthy behaviors and increasing resilience against illnesses.

Financial success is also intertwined with the quality of relationships. The book "The Relationship Cure" by Dr. John Gottman and Joan DeClaire underscores that strong interpersonal connections can enhance professional networking opportunities, mentorship, and collaboration, leading to career advancement and financial stability. Thus, healthy relationships profoundly impact overall well-being and financial success, underscoring their critical role in holistic human development.

Humans are relational beings. It is in our innate nature to long for connections with other human beings (even if some say they don't). Having meaningful relationships is key to living a long whilst sustaining a happy life. So, make sure to nourish the following areas of your relationships:

□ Love & Romance

Having a romantic relationship enhances emotional well-being and personal growth. For example, building trust and support with your partner helps you navigate challenges, fostering resilience and a fulfilling life.

□ Family & Friends

Maintaining healthy relationships and boundaries with family and friends ensures emotional support and balance. For example, communicating openly and respecting limits fosters trust, aiding your holistic personal growth and resilience.

□ Socials & Communities

Being part of like-minded social communities supports your values, boosting personal growth and happiness. For example, joining a volunteer group aligns with your beliefs, enhancing fulfillment and longevity through meaningful connections.

□ Colleagues & Networks

Building networks and positive relationships with colleagues fosters support and opportunities. For example, collaborating effectively can lead to promotions, partnerships, and financial growth, contributing significantly to your career and business success.

As you can see, relationships do not only mean romantic connections. They encompass other platonic connections as well. The key in building and sustaining healthy relationship is being intentional and mindful rather than passive. However, it is also crucial that you know yourself well first i.e. your worth and your boundaries. Having strong bonds with others could greatly influence your mindset, lifestyle, and even finances positively or negatively.

Did you know

Relationships, whether romantic or platonic, emerged as the top external life theme in the SELF-CARE Model, according to our survey. While it tied with education as the second most valued life theme overall, relationships were rated "very important" by 59% of respondents, compared to 52% for education. This highlights the significance people place on cultivating and maintaining healthy, lasting relationships, not just as a goal but because of the numerous benefits they bring. These connections are essential for emotional support, personal growth, and overall life satisfaction, making them a priority for most individuals.

Here are more facts about the value of Relationships:

Longevity



50%

Individuals with strong social networks are 50% more likely to live longer compared to those who are socially isolated.

Source: American Heart Association, 2021

Emotional Resilience



40%

People in committed, supportive relationships were 40% more likely to recover quickly from major life stressors like job loss or bereavement.

Source: Proceedings of the National Academy of Science (PNAS), 2020

Reduced Financial Stress



70%

70% of couples who regularly discuss finances feel more confident about their financial future.

Source: National Endowment for Financial Education (NEFE), 2021

It's not only that. According to the book "Never Eat Alone" by Keith Ferrazzi, individuals with strong professional relationships are 40% more likely to experience rapid career growth. They open up opportunities for career advancement and business partnerships.



Good relationships keep us happier and healthier. Period.

Robert Waldinger

Application

In a world overflowing with books, TV shows, and podcasts about relationships—over 200 million self-help books are sold annually—many people struggle to create and sustain healthy connections, whether romantic or platonic. The abundance of content reveals a profound truth: people are yearning for guidance. Despite our best intentions, we often fail or even give up on relationships because we neglect the key ingredients—identity, boundaries, trust, communication, and generosity—that are essential for maintaining strong bonds. Without these foundational elements, relationships falter, leaving many feeling lost and disconnected.

KEY INGREDIENTS OF HEALTHY ROMANTIC AND PLATONIC RELATIONSHIPS



Identity

Embrace your true self; knowing who you are helps you build genuine connections and prevents losing yourself in relationships.



Boundaries

Set and respect clear boundaries; understanding limits prevents resentment and maintains mutual respect and emotional safety in relationships.



Trust

Trust is the foundation; without it, love and friendship can't flourish. Trust builds over time through consistency and honesty.



Communication

Open, honest dialogue keeps relationships healthy. Misunderstandings arise when you avoid expressing your thoughts and feelings clearly.



Generosity

No selfish person are able to lead a happy relationship. That is because relationship is more about giving rather than receiving.



Ask Yourself

- Do you have self-awareness – knows and respects your boundaries? Can you confidently say you truly embrace and love who you are, where you're from, how you look?
- Do you have all the ingredients to create and maintain relationships whether they are romantic or platonic? Would you date or be friends with someone like yourself?
- How would you describe your future best self in terms being a romantic partner, a parent, a friend, a colleague, and a part of community?

Do these...

To begin

1. **Self-awareness:** Begin journaling daily to explore and understand your emotions, triggers, and needs. Seek guidance or engage with relationship books or podcast.
2. **Set small boundaries:** Start by asserting simple needs, like requesting personal space, to gradually build confidence in boundary-setting.
3. **Express gratitude:** Regularly thank your loved ones, fostering appreciation and reinforcing the positive aspects of relationships.

To grow and sustain

1. **Communicate openly:** Share your thoughts and feelings honestly, even if it feels uncomfortable, to strengthen trust.
2. **Healthy conflict resolution:** Address disagreements calmly and constructively to prevent resentment and maintain relationship harmony.
3. **Shared goals:** Set and work towards common goals, such as travel plans or projects, to strengthen your partnership.

Let's get going!

Build meaningful relationships that enrich your life. Using PERSU Goals® as your guide, you can create a roadmap that flourishes and strengthens not only your relationships but also your holistic growth and personal sustainability. Success comes from setting intentional goals with a clear purpose and taking sustainable actions with measurable targets. Where do you begin? Choose a Relationships sub-theme to focus on. For example, if you want to grow in 'Love & Romance,' the following shows you how:



Go to PERSUer's Handbook Vol. 3 to learn more about this process including how to use the PERSUTool for creating, implementing, and tracking your roadmap.

Wait, there's more! Here's how RELATIONSHIPS contribute to holistic personal and global sustainability:



Personal Sustainability Goals (PERSU Goals)

- Healthy relationships enhance lifestyle i.e., promotes physical and mental health.
- Emotional support boost financial resilience.
- Collaborations in charitable communities enrich avocations and spirituality.
- Encourage creative partnerships in business.



United Nations Sustainable Development Goals (UN SDGs)

- SDG 3 (Good Health): Strong relationships promote mental and physical well-being.
- SDG 10 (Reduced Inequalities): Inclusivity reduces social and economic discrimination.
- SDG 16 (Peace and Justice): Foster peaceful, just, and inclusive communities.



Good Reads

- "The Five Love Languages: The Secret to Love that Lasts" – Gary Chapman
- "Crucial Conversations: Tools for Talking When Stakes Are High" – K. Patterson et al
- "Attached" – A. Lavine and R. S. F. Heller

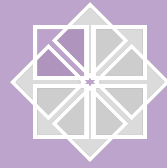


Tech & Tools

- Meetup – Social Events & Groups (app)
- Bumble, Hinge, and other dating apps

NOTE: These resources and tools are recommended as they demonstrate alignment with personal sustainability principles. PERSU Goals have no affiliation with their author or maker. Send us your feedback and recommendations, if any, by emailing support@persuggoals.com.

Entrepreneurship



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

Entrepreneurship plays a pivotal role in personal development by fostering skills such as creativity, resilience, and problem-solving. As individuals navigate the challenges of starting and managing a business, they cultivate a growth mindset, becoming more adaptable and innovative. This journey of self-improvement not only enhances personal fulfillment but also boosts confidence and leadership abilities. In "The Lean Startup," Eric Ries emphasizes that entrepreneurship is fundamentally about learning and iterating, which translates into continuous personal growth.

Moreover, the entrepreneurial spirit paves the way for financial independence through various avenues like side hustles and passive income streams. Platforms such as Etsy, YouTube, and affiliate marketing enable individuals to monetize their passions and skills with minimal initial investment. This democratization of business opportunities means that virtually anyone can start a small enterprise alongside their primary job, gradually building a sustainable income. According to Chris Guillebeau's "The \$100 Startup," microbusinesses can often be launched with limited resources, leading to greater financial security and independence.

Businesses, regardless of their size, can significantly contribute to global sustainability goals. Small enterprises often adopt sustainable practices more swiftly than larger corporations, reducing environmental footprints and promoting ethical consumption. Initiatives like eco-friendly packaging, renewable energy usage, and fair trade sourcing are becoming standard among conscientious entrepreneurs. Scientific journals, such as those published in the "Journal of Cleaner Production," highlight how small-scale businesses can drive sustainable innovation, ultimately contributing to broader environmental and social goals. Thus, entrepreneurship not only empowers individuals but also fosters a collective movement towards a sustainable future.

If you have entrepreneurial spirit or already have a business, this is for you! Some may argue that this theme is not for everybody. Though that may be true, doing business is something anyone can learn and do without leaving their day job. Here are some key areas you can start or continue working on to ignite or elevate your Entrepreneurship theme:

□ Ideation & Planning

Business ideation involves generating and refining ideas, while planning develops strategies to execute them. For example, you brainstorm a new app concept and create a launch plan.

□ Execution & Management

Business execution turns strategies into action, while management oversees operations. For instance, launching a marketing campaign and manage resources to achieve business goals.

□ Outcomes

Business outcomes include increased revenue, market expansion, and customer satisfaction. For example, you might see profits grow after launching a successful product or service.

□ Recurring Income

Recurring income examples include rental income, dividends, and pensions. They provide steady cash flow, ensuring financial security and sustainability during retirement, reducing stress about daily expenses.

□ Impact (ESG)

Your business can impact global sustainability by reducing waste, using renewable energy, or supporting fair trade. For example, adopting eco-friendly packaging aligns with ESG goals.

If you are certain that doing business is not for you because you feel more happy being employed, that is okay. The important thing is that what you do is aligned with your personal sustainability principles. Will your job allow you to retire at the age you desire? Will your savings and dividends from pension or investments enough to give you security and sustainability without working? If the answer to that is yes, then perhaps there is nothing to doubt.

Did you know

It was not a surprise that, in our survey about how much value people place on different areas of life, the Entrepreneurship came last with only 51% of respondents believe it is very important (17%) or important (34%). The rest feel neutral (28%) about it, otherwise, it is less or not important (21%) for them. There could be many reasons why nearly half of the respondents are not into business. This will be explained in the next section (Application), focusing more on how to get into one and succeed. In the mean time, this section presents facts why people choose having a business or side hustles.

Here are the key benefits of being an Entrepreneur:

Psychological

74% of entrepreneurs feel a stronger sense of purpose in their daily work as oppose to employees in traditional jobs.

Source: Journal of Business Venturing, 2021

Financial

Small business owners' median income that is 34% higher than traditional employees, with the potential for higher growth over time.

Source: U.S. Small Business Administration (SBA), 2020

Learning

Entrepreneurs are 30% more likely to develop soft skills (e.g., communication, negotiation, emotional intelligence) as they frequently interact with clients, vendors, and partners.

Source: Bureau of Economic Research, 2020

Health

Entrepreneurs are 25% more likely to exercise regularly and often engage in physical activity as they tend to incorporate wellness routines into their schedules.

Source: American Journal of Lifestyle Medicine, 2021

Social

Individuals with side businesses reported a 22% increase in social interactions, leading to broader professional and personal networks.

Source: Harvard Business Review, 2021



If you don't find a way to make money while you sleep, you will work until you die.

Warren Buffett



Application

Running a business isn't for everyone, but with the right mindset, anyone can start a business without leaving their day job. In fact, studies show that a significant percentage of people (nearly 70%) dream of owning a business, yet only a fraction actually take the leap. Successful and sustainable entrepreneurship hinges on five key elements: Inspiration, which defines your vision and motivation; Innovation, leveraging technology for resilience; Implementation, creating efficient systems; Improvement, adapting to change; and Impact, ensuring minimal negative social and environmental effects. These elements guide businesses toward long-term success.

THE 5 ELEMENTS OF SUCCESSFUL & SUSTAINABLE ENTREPRENEURSHIP



Inspiration

Your vision and motivation drive your business. It's about aligning your personal values with your mission, like starting an eco-friendly product line to promote sustainability.



Innovation

Leverage technology to enhance efficiency and resilience. Think of automating routine tasks, like inventory management, to save time and reduce errors.



Implementation

Create a streamlined system that satisfies both employees and customers. E.g., use customer feedback to refine your service processes, reducing costs and boosting satisfaction.



Improvement

Stay adaptable and open to change. Continuously refine your offerings, like updating your product design based on market trends, ensuring your business remains competitive.



Impact

Minimize negative social and environmental effects. Implement sustainable practices, such as using recycled materials, to contribute positively to the community and planet.



Ask Yourself

- What is your mindset about business or side hustle? Do you believe you've got what it takes to be an entrepreneur? Or do you believe it's not for you and happy to stay employed?
- If you already have your own business, does your company support yours and your employees'/partners' holistic personal development and sustainability?
- What are the efforts your company do to contribute to global sustainability? (e.g. reducing and recycling wastes, reducing carbon emissions, supporting local suppliers, etc.)

Do these...

To begin

1. **Identify Your Passion:** Start with what you love or believe in, turning a hobby into a business idea.
2. **Research the Market:** Understand your target audience and competitors. Explore gaps or needs your business can address.
3. **Start Small and Test Ideas:** Launch a simple version of your idea to gather feedback and refine your approach.

To grow and sustain

1. **Adopt Sustainable Practices:** Transition to eco-friendly packaging, increasing the reduction of ecological footprint.
2. **Expand Ethical Partnerships:** Collaborate with suppliers committed to fair trade and sustainability.
3. **Innovate Product Offerings:** Develop new, sustainable products that meet both customer and environmental needs.



Mentor and community for guidance and motivation is beneficial.

Let's get going!

Turn your vision into a thriving, sustainable business. By using PERSU Goals® as your guide, you'll create a roadmap that leads to financial independence, business success, and holistic personal growth while also contributing to global sustainable development. Achieving this requires setting strategic goals with a clear purpose and taking sustainable actions with measurable targets. How do you get started? Select an Entrepreneurship sub-theme to focus on. For example, if you choose 'Recurring Income,' here's how to do it:



Go to PERSUer's Handbook Vol. 3 to learn more about this process including how to use the PERSUTool for creating, implementing, and tracking your roadmap.

Wait, there's more! Here's how a BUSINESS contribute to holistic personal and global sustainability:



Personal Sustainability Goals (PERSU Goals)

- Passive income secures financial freedom.
- Flexible work fosters strong relationships.
- Ethical business aligns with personal values.
- Entrepreneurship encourages continuous education and skills development.
- More time for hobbies, travel, and charity.



United Nations Sustainable Development Goals (UN SDGs)

- SDG 8 (Decent Work): Creates fair jobs, financial security, and economic growth.
- SDG 10 (Reduced Inequalities): Ensures equal opportunities for all individuals.
- SDG 13 (Climate Action): Reduces carbon footprint through eco-friendly innovations.



Good Reads

- "Start with Why" – Simon Sinek
- "The \$100 Start Up" – Chris Guillebeau
- "Side Hustle: From Idea to Income in 27 Days" – Chris Guillebeau
- "The 4-Hour Workweek" – Tim Ferris



Tech & Tools

- Fiverr, Upwork, Freelancer or other similar apps
- LinkedIn (app, website)
- Instagram, Facebook, TikTok, YouTube, and other social media apps

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