

# QUARTER LIFE

## FRAMEWORK



A guide for your 20s and 30s  
to achieve what you want in life

BEN MACNEVIN



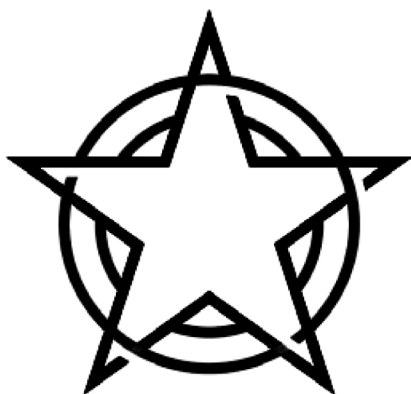
# **QUARTER LIFE**

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ISBN 979842112266 Paperback

A special thanks to the QLA Community  
that made this book possible.

To everyone that receives the daily QLA insights in their  
inboxes, it's a joy sending you messages every day.

To Andrew, Ben W, Emma, Gemma, Grace, Madi and Sarah,  
thank you for sharing your stories. I greatly appreciate the time  
and effort you gave to provide such considered feedback, and  
I'm grateful to have had so many meaningful conversations  
with you all.

And a very special thank you to my soulmate, Bec.  
You make my life an incredible adventure.

# About The Author

Ben MacNevin is a coach in the Quarter Life Academy team. He is passionate about helping young adults set themselves up for the rest of their lives.

Ben had two dreams when he finished school - to be a fund manager and to run his own business.

Ben lived his first dream after university by working in a \$1 billion equities fund as an investment analyst and the Head of Operations. This experience helped him understand the value of a company and what's required to run a company.

He is now living his second dream by purchasing and growing private businesses, as well as being an angel investor.

Ben also has extensive experience with running leadership programs for young adults and understands how individuals and teams can thrive.

Taken together, Ben loves helping people understand that amazing results can be achieved by performing small actions consistently, which he demonstrates by writing insights every day at **[www.quarterlifeacademy.com](http://www.quarterlifeacademy.com)**

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# Thank you

Thank you for giving yourself the time and space to consider your life and how you want to live it. We are delighted to be with you on this journey.

The Quarter Life Framework was created for people in their 20s and 30s to achieve what they want in life.

At this moment you may feel lost or overwhelmed. You may feel like you're having a quarter life crisis. Or you may want to go from good to great.

No matter where you are with life right now, this book is for you.

The Quarter Life Framework can be applied to any area of your life, but it's particularly helpful if you:

- Want to pursue a career that's fulfilling.
- Want to launch a business or go out on your own.
- Already have a business and want to make a greater impact.
- Are struggling to understand what you're doing in life.
- Want to improve your mental health and physical health.
- Want closer relationships with friends, family and loved ones.
- Want to live a more meaningful life.

You may have noticed this book is a short read. This is intentional.

You are already overloaded with information. What you need is clarity and the ability to take action.

We hope you find the Quarter Life Framework valuable, and if you do, we'd love you to gift this book to someone who needs it too.



# Here's why we love what we do

*Ben and Bec have taken me through the QLA Framework over the past 12 months. They have a unique understanding of what twenty-somethings are seeking - clarity, purpose and systems to achieve what they want in life (to name a few). It is with sobering gratitude that I can reflect on the past year and say wholeheartedly that I've managed to gain all of the above with QLA's help.*

Grace

*The Quarter Life Framework is so simple, yet so powerful. I tend to overcomplicate things and burden myself with a lot of different problems to make sure everything is working. The Framework allowed me to simply get clear on what I actually wanted. A lot of the things that were stressing me and bothering me fell away when I realised they didn't really matter or they didn't affect what I was aiming for. It allowed me to be more laser-focused on the actions that would help me get to where I want to.*

Ben W

*Initially, my goals for the next few years were fuelled by fear of running out of time, but through regular discussions with QLA surrounding my life plan, goals, passions and ideal lifestyle, I was able to pursue the right projects with purpose and clarity. QLA took away a lot of the pressure and stress I was feeling, and helped me understand if my interests were just whims or if they were the right paths for me to take.*

Madi

*Quarter Life Academy not only enabled me to gain clarity in what I want for myself now and in the future, but also empowered me and grounded me with a confidence that I can achieve all I set out to do. Ben not only provides his insights and thought provoking questions, but he is supportive and encouraging the whole way through. The structure was comprehensive and thorough and I felt inspired to lead the career journey with Ben's caring and considered guidance. For anyone who wishes to elevate their lives beyond where they're currently at, I recommend the Quarter Life Academy wholeheartedly.*

Gemma

*Working with QLA has enlightened the extent to which fear dominates me. Once I understood this, I've more easily considered and grown excited by the prospect of success, rather than focussing on the potential failure which my mind had decided would most definitely eventuate.*

Sarah

*By following the steps outlined in the Quarter Life Framework, I was able to map out what I really wanted my professional life to look like in the foreseeable future. For anyone who wants to take their career and life to the next level, I highly recommend Quarter Life Academy!*

Andrew

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**Making the most  
of your 20s and 30s**

# Your 20s and 30s have opportunities...and challenges

Your 20s and 30s are an incredible period of your life, though it can sometimes make you feel anxious and confused.

We are told we can do anything or be anyone, but this can be overwhelming.

We also need to make some big life decisions. However, saying yes to something means saying no to something else, and this can be scary and challenging.

And while we're trying to understand ourselves, we also need to deal with a lot of change that's happening around us.

If you are struggling to understand what you want in life, or if you know what you want but don't know how to achieve it, you're not alone in feeling this way.

Quarter Life Academy was created by young adults who have been through this struggle. We know what it's like to want more but not know what that means. And we also know what it takes to live a life that's true to you.

To get the most out of your 20s and 30s, you don't need all the answers, and you don't need to have it all figured out. You just need a Framework that will help you make decisions and consistently move forward.

After a decade of helping young adults with their personal and professional development, we created the Quarter Life Framework to help you achieve sustainable growth in a dynamic world.

When you apply the Quarter Life Framework, you will not just make the most of your 20s and 30s, but you'll also lay a strong foundation for future periods of your life.

And do you want to know the best part?

Once you apply the Quarter Life Framework in your own life, you can help others with their journey too!

Your 20s and 30s really are an incredible time, and we are here to help you make the most of it.

# A guide for your journey

Think about life as an amazing journey (because it is!).

Any journey becomes a lot easier when you have a clear direction and you can move towards it with steady progress.

So achieving what you want in life simply comes down to these two elements: Gaining Clarity (direction) and Taking Action (progress).

These are the two pillars of the Quarter Life Framework.

The Quarter Life Framework starts with Gaining Clarity because your whole world will open up when you are clear on what you want, where you want to go or who you want to be. When you Gain Clarity in your life, you will feel more centred and confident about the next stage of your journey.

But clarity is meaningless without action. Amazing results are produced when small actions are performed consistently. So once you are clear on your direction, the Quarter Life Framework will provide you with structure to Take Action and keep moving forward.

If you want to make a change in your life, the Quarter Life Framework will help you. In fact, once you embrace the Quarter Life Framework, it will become an essential reference for any stage of your journey.

Now that we've introduced the two pillars of the Quarter Life Framework, it's time to reveal the key questions that will help you Gain Clarity and Take Action.

# The simple (yet powerful) Quarter Life Framework

The Quarter Life Framework was developed after a decade of helping young adults make changes in their lives.

The process starts with Gaining Clarity. When you're clear on your direction, the Quarter Life Framework will help you Take Action and move forward.

There are 5 key questions to Gain Clarity and 3 key questions to Take Action. This may sound simple, but these are the important questions that you must answer to make meaningful change in your life.

You will progress through the Quarter Life Framework by answering each question in order. With every question, make sure you give the time and space it deserves so that you are satisfied with your answer before moving on.

The rest of this book will explore each key question of the Quarter Life Framework in detail. For now, here are the 8 key questions in summary form so you have an idea about what we will be working through together.

## **Gain Clarity**

Clarity is gained when you can answer these 5 questions in order:

- What do you want?
- Why do you want it?
- What do you actually want?
- What will it take to achieve it?
- Will you commit to it?

You will notice that the questions go from broad to specific. This is because it's easier to start with broad strokes and then refine.

The last question is the most important - will you commit to the journey ahead? We aren't forcing you to make a change. If you know in your heart that you're not committed, that's great! You can let this path go and focus on the real change you want to make that's true to you!



These questions are powerful because it requires you to explore every element that's needed for sustainable change. You must feel aligned with every answer, otherwise you'll not achieve the desired change, or you'll achieve the change but your behaviour won't last.

Once you've answered every question with confidence and have committed to making a change, it's time for action!

## Take Action

To help you Take Action consistently, we will explore these 3 questions:

- What is your Long Game?
- What is your Game Plan?
- What is your Scorecard?

The Long Game is a term we use that embraces sustainable growth. If you want to achieve something in the future, you need to live every day like you've achieved that future state.

A Game Plan contains the steps you must take with the next stage of your journey. It's better to consider your journey one stage at a time, rather than planning the whole journey at the start.

A Scorecard is needed to measure your progress and keep you accountable. You will always get better results when you track how you're going and have structures in place to keep you moving forward.

This is the Quarter Life Framework in summary form. Hopefully you are already thinking about answers to some of the questions!

Before you dive any deeper, we first must explain how to complete the Quarter Life Framework to get the best results.

# Applying the Quarter Life Framework

The full Quarter Life Framework is presented as a template at the end of this chapter. This template is also available to download for free at:

**[www.quarterlifeacademy.com](http://www.quarterlifeacademy.com)**

Before you attempt the Quarter Life Framework, here are a few things to get the most out of it.

We recommend focusing on one area of your life to begin. Once you start experiencing gains in this area, you can build on this momentum and consider other areas you'd like to change.

When you're working through the Quarter Life Framework, be patient with yourself. The answers will come easily in some sections, while some questions will be more difficult to answer.

Some answers will also lead to more questions. This can be frustrating, but it's a good thing. These questions are the ones that truly matter. Keep leaning in.

Take your time to answer each question and make sure you don't skip ahead. However, you can always go backwards and revise your previous responses (this may happen more than you realise).

Appreciate that you're not looking to find one "right" answer to each question. It would be lovely if life was crystal clear, but a lot of it is messy. You just want to feel confident with an answer, then move forward (you'll know when an answer doesn't sit well with you).

Once you finish the Quarter Life Framework, use it as a dynamic reference for your journey. We can't plan for everything, so it's important that you keep asking what's working for you and what's working against you. The Quarter Life Framework breaks down success into segments so you can quickly identify which element is not aligned if you're not getting the results you like.

Every time you reflect on your progress it's a good idea to repeat the Quarter Life Framework on a fresh template. This will help you understand if you're aligned with the other elements, and comparing past templates will provide interesting insights.

Each chapter from here will explore a question from the Quarter Life Framework. Make sure you've got a template of the Quarter Life Framework ready so that you can write down your responses at the end of each chapter. And bring extra writing paper or your favourite journal so you can capture your thoughts as you reflect on each question!

Let's now work through the Quarter Life Framework together.

*You don't really know what to expect when you start the Quarter Life Framework. At first I was unsure what I would get out of it, and I was told that the process was going to involve challenging conversations, but once you lean into the Framework it unfolded in a way that I never expected. It's something you've got to give a chance for a couple of months, and when you look back you'll realise the progress you've made. I had written down goals at my first session, and looking back now I've realised that I've gotten everything I wanted to and more. So I encourage anyone to start and see where it takes you.*

Madi

*If you are completing the Quarter Life Framework I would recommend getting your biggest, most harrowing problem and dumping it on the table and see what comes of it. The process is extremely simple and that's why it works.*

Ben W

*Lean into the discomfort, and go for it. It was the best decision I made for my business and I would wholeheartedly recommend QLA and the Framework to anyone even considering starting a business venture. My only regret was not finding QLA sooner!*

Emma

*Be curious enough to go to the other side of your comfort zone. You have an obligation to yourself and to those around you to at least be curious about what you could become and the value you can contribute to the world.*

Sarah

# MY QUARTER LIFE FRAMEWORK

My name is

The date is

The area of my life I am focusing on is

## First, **Gain Clarity**

**What do I want?**

**Why do I want it?**

**What do I *actually* want?**

**What will it take to achieve it?**

**Will I commit to it?**

☐ Yes

☐ No

**Really?**

☐ Really Really

☐ No

**Signed**



**QUARTER LIFE**  
ACADEMY

## Then, **Take Action**

(Only complete this section if you have full alignment from the Gain Clarity questions)

### **My Long Game**

Write your Long Game here as a statement

### **My Game Plan**

What is the objective for the next stage of your journey?

What are the required actions?

### **My Scorecard**

How will you sustain your progress?

How will you measure your progress?

# An attitude of gratitude

Before diving into the Quarter Life Framework, we want you to embrace an attitude of gratitude.

It is wonderful that you are taking this time and space to consider what you want in life.

But this doesn't mean your life needs to be "fixed".

And this isn't a process to discover what's "right" or what's "wrong" in your life.

We are simply seeing things for as they are, and as we are.

To do that, we start with gratitude.

So please take this moment of reflection.

What is one thing in your life that you are grateful for?

**Gain Clarity**



# What do you want?

It's easier to make decisions by focusing on one area of your life at a time. So to make the most of the Quarter Life Framework, start by choosing an area of your life where you'd like to make a change.

Which area of your life would you like to focus on? What's taking up the most headspace?

Here are some examples to help you choose (but don't limit yourself to this list):

- Your work, career or business
- Your physical health
- Your mental health
- Your relationships
- Your friendships
- Your lifestyle
- Yourself!

Choose an area that feels right to start from. When you're ready, write your answer down on your template beside the statement: *The area of my life I am focusing on is \_\_\_*

Well done! We can now build on this first step.

Now, **what do you want in this area of your life?**

Take the time to consider this fully.

You may have a clear idea of what you want or you may feel lost. Either way, try to write down all your thoughts first on your notepad, journal or spare paper before you start processing or questioning them in your head. Remember, there are no wrong answers here.

It's ok if this question feels a little daunting. But it helps to appreciate that this has been on your mind for a while, so you're simply capturing the thoughts that are swirling around. Give yourself the space to reflect on this question and you'll be surprised how freely the words flow.

If you already know what you want in this area of your life, pause to consider if you are being too specific. Our perspective is harder to shift

when we have a narrow focus. If you start with a broad perspective, it may reveal options that better align with your underlying desires.

And if you don't know what you want, maybe you have a better idea of what you don't want? Why not start there?

Here are some questions that may help you channel your thoughts:

- What energises you in this area?
- What drains you in this area?
- How does this area of your life make you feel?
- How do you want to feel?
- Do you want to overcome a fear that you're holding onto?
- What does being fulfilled in this area mean to you?
- Is there one thought or desire that you keep returning to?
- Are there any thoughts you haven't acknowledged but should?

Once you have reflected, refine all your thoughts into a statement that's just 1 to 3 sentences in length. That's all. Then write your answer down on your Quarter Life Framework beside the question: *What do you want?*

If you're not comfortable with your answer, that's ok. The most important thing is you have written something down which you can build from. You can always come back to change your response.

Congratulations on starting this process! Now let's understand why you've responded in this way.

*The year before I began my coaching journey with QLA, I had achieved a major career breakthrough in the form of a promotion that was all I had dreamt of achieving. But after the initial excitement of the new role wore off a year later, I realised that I had not considered my career pathway beyond that point. Whilst I was incredibly grateful for the opportunity and was genuinely enjoying my new position, I knew that I was capable of more and wanted to ultimately have a positive impact on the world through my profession.*

Andrew

# Why do you want it?

Our actions are based on our identity, which is formed over many years and many experiences.

To make a change in your life, you need to go to the heart of your identity. And your identity is revealed through the reasons you give to yourself and others about wanting to make this change.

This is what we mean by asking what your 'why' is. We aren't asking you to define your purpose or your mission. We simply want you to provide an explanation for this desire to change.

Just like the last section, write down as many of your thoughts as possible. We encourage you to dive deeply into this question, as the first reason that comes to mind is probably not the real reason.

Here are some questions to help you reveal this part of your identity:

- What have you told other people about this desire in your life?
- What have you kept telling yourself?
- What are you afraid to tell other people about this desire?
- What are you afraid to tell yourself?
- Is this something you've wanted for yourself or have others wanted this for you?
- What is your motivation for this change?
- Why have you been holding onto this desire?
- If this is something you've wanted for a while, why haven't you pursued it?

Once you've written down all your reasons, **what is the reason that rings truest for you?**

When you identify this reason, write it down on your Quarter Life Framework beside the question: *Why do you want it?*

Before we move on, let's reflect on this reason.

Does this reason really justify your desire to make this change in your life? Many of us carry around a desire to change for so long that we lose sight of whether we really want it. In order to sustain a change, you must accept the reason behind it.

If you cannot accept this reason, then that is a wonderful thing! You have confronted this part of your identity and have realised this change isn't something you really want. You can now give yourself permission to let go of this desire and start afresh.

It may take some time to come to terms with this answer and what this means for your identity. Take whatever time you need to process this development. When you're ready, begin the Quarter Life Framework again on a fresh template. You will find your answers will be more genuine to you.

If you can accept this reason for change, then you are owning your 'why' and can move forward with confidence. So let's make this happen!

Continue onto the next section of the Quarter Life Framework to understand what you actually want.

*As a university graduate looking towards the start of my career, the QLA Framework helped me fully realise my true intentions and desires. It helped me shake societal pressures to pursue the normal route and gave me the confidence to lean into my differences and embrace the unique skills I can bring to the world. The Framework has helped me make life decisions that are integral to who I am. It is a special feeling to know I will always hold the personal ability to choose the path I want in life.*

Grace

# What do you actually want?

Now we can get specific!

Look back at your response to the first question of the Quarter Life Framework which was "What do you want?".

It's important to frame what you want around a clear and measurable outcome. That's because the more you can define what you want, the more likely you are to achieve it.

Let's say you answered "I want a new job" to the first question. People don't generally desire a job. Instead, they desire a particular lifestyle or a particular influence that comes from having a job. So we want you to build on your first response and consider the actual impact you want to have in your working life.

Maybe your response was "I want to be healthier". What does this actually mean? Can you think about the benefits you'd like to enjoy if you made changes to your physical health or your mental health?

If your answer was about feeling closer to your friends or loved ones, then what do great connections mean to you?

The Quarter Life Framework starts broad because we all have a general desire to make a change in our life. When we reflect on this desire, we start to appreciate that it's not really what we're seeking. And once we understand what we actually want, we can take action that aligns with this outcome.

So let's get clearer.

Write down all the ways you and others would benefit if you made a desired change in your chosen area of life. You could frame your thoughts by having MORE or LESS of something, like time, space, money, energy, experiences, confidence, fulfilment, recognition (to name a few!)

You should also consider a range of outcomes that could happen if you made a particular change in your life:

- What would an ideal outcome look like?
- What outcome would be good enough?
- What outcome would you not be happy with?
- What would failure look like?

This exercise should help you better understand your underlying motivation and define it in a more tangible way.

Once you have reflected on all your responses, **can you identify a clear and measurable outcome that best embodies your desire for change?** When you can, write it on your template beside the question: *What do you actually want?*

Before you move on, you will gain a lot more clarity if you share this outcome with 2 or 3 people and ask them if they understand what you want. If you can clearly articulate what you actually want to others, then you will clearly understand it yourself.

Once you are clear about what you *actually* want, it's time to consider what it will take to achieve it!

*This question made me think deeper than I normally would. Usually a gut feeling is enough to send me into action, but this question made me take the extra time to analyse why I wanted to alter my business model. I discovered that my underlying motivation was driven by personal goals and desires, rather than the business-case I was using as a justification. When I aligned my business goals with my personal goals, I was able to move forward with confidence.*

Ben W

# What will it take to achieve it?

To achieve a desired outcome in life, we have to do things differently (and usually keep doing them!).

However, whenever we depart from the norm we will face internal and external resistances that will tempt us back to our safe and comfortable routine.

Many people will embark on a change with great intent and high motivation, but these are generally not enough to overcome hurdles that will inevitably appear.

So before you commit to this journey, it's helpful to consider what the journey may involve and how you are likely to respond. The more awareness you have about your ability to handle change, the more confidence you will have about how to proceed.

You gain awareness by reflecting on your own experiences or drawing on the experiences of others. Now that you are clearer on what you want, you can seek out the most useful and relevant information for your journey ahead.

For this section of the Quarter Life Framework, **your aim is to identify the major changes that you need to make to achieve what you want.**

You are not planning for every contingency. You are simply gaining awareness of how your current lifestyle needs to change.

Here are some examples that may help with this exercise:

- If you want to start your own business, what is needed to replace your current income?
- If you want to get fitter, how will this impact your social engagements that involve eating and drinking?
- If you want to find a partner in your life, what are the different ways you can meet new people?
- If you want to improve a strained relationship, what will it take to reconnect?
- If you want to find a job that fulfils you, how will you determine which opportunities to accept and decline on your search?

As you identify each major change during this exploration, capture each one by writing it in your template beside the question: *What will it take to achieve it?*

Once you are satisfied with your list, reflect on each change and consider how you are likely to respond.

If you are comfortable with each major change, you should be well placed to take the necessary action on your journey.

If this exercise has made you unsure about the journey ahead, this may be a good opportunity to reflect on your earlier responses to the Quarter Life Framework. Are you clear on your why? Is this really what you want in life?

Once you understand what it will take to achieve what you want, you must answer one last question to fully Gain Clarity.

*"What will it take to achieve it?" made me turn my dream into an action-plan with simple weekly and monthly tasks. It made me realise I only need to spend a few focused hours to make great progress, and it was great having a practical focus for our discussions. While having dreams is helpful, turning those dreams into plans took away a lot of stress and helped me build momentum and keep it going.*

Madi



# Will you commit to it?

You know what you want. You know why you want it. You know what it will take to get there.

But will you commit to it?

The Quarter Life Framework starts with gaining clarity because you are more likely to succeed on a journey with a clear direction. And you know you will have gained clarity when you can confidently commit to the journey ahead.

You are standing on the verge of making a change in your life. To proceed, you must feel compelled to act.

Reflect on your responses to the Quarter Life Framework so far. Have you considered everything you need to make a firm decision?

Do you have enough direction and conviction to keep moving forward if you begin?

Are you holding onto any excuses?

Is this change in your life a "must" or a "maybe"?

**Only you can achieve this change in your life, so be *really* honest with yourself.**

When you are ready, directly ask yourself if you will commit to this journey, and then circle your response on your template (YES / NO).

To ensure this conviction is well-placed, ask yourself again if you are really sure about this and circle your response on the template (REALLY REALLY / NO).

If you answer no to either question, that's ok. It's amazing that you have come to this realisation. You've taken this time and space and resolved that this isn't what you really want. This is your permission to let go of this desire you've held onto for so long. In your own time, begin the Quarter Life Framework again with fresh eyes to reflect on what you really want.

If you have truly committed to making this change, please demonstrate your conviction by signing your Quarter Life Framework template.

Congratulations! You now have the clarity you need to make meaningful change in your life.

We encourage you to review your responses as much as you can to ensure you are aligned with what you truly want in this area of your life.

Let's now move to the next section of the Quarter Life Framework so you can Take Action!



**Take Action**

# What is your Long Game?

Now that you've Gained Clarity it's time to Take Action. We begin by defining the Long Game you want to play.

The Long Game is a term we use that embraces sustainable growth. If you want to achieve something in the future, **you need to live every day like you've achieved that future state.**

If you define success around a goal, you are likely to fall back on your old ways once you achieve that goal. Have you ever gone on a diet and then regained the weight you lost?

But if you define success around an identity, this will increase the likelihood that you will sustain your desired behaviours (and keep enjoying the results from those behaviours!)

Here are some examples to put you in the right mindset:

"I want to run a marathon" becomes "I want to enjoy running with friends as a way of life".

"I want to find a partner" becomes "I want to connect with others through amazing experiences".

"I want a promotion" becomes "I want to be considered as a leading expert in my field".

Another benefit of being clear on your Long Game is it will help you make better choices on every stage of your journey. You will need to make a lot of decisions to achieve what you want, and this gets a lot easier if you keep framing your responses around your long-term focus.

So in order to take action that promotes sustainable change, you want to commit to behaviours that represent your desired lifestyle.

Reflect on your responses from the Gain Clarity section and consider the lifestyle that you want to embody.

You want to define your Long Game as a statement that's around 2 to 5 sentences. This statement will become the guiding light on your journey, so be sure to find the right words that describe your new identity.

When you are ready, write this statement on your Quarter Life Framework template in the Long Game section.

*The Long Game question really helped me because when I visualised what my life would be like in 10 years time, I realised I didn't need to be a multimillionaire to live the lifestyle I wanted. Conversations with QLA gave me the courage to change my life now, rather than think I would do it "one day".*

Madi

# What is your Game Plan?

Now that you know your Long Game, you can focus on the immediate action you need to take. To do this, it's very helpful to have a Game Plan.

A Game Plan contains the steps you must take on the next stage of your journey.

A stage of your journey is simply a period in the foreseeable future where you can set yourself a clear objective and consistently apply yourself. A stage is finished once you achieve the objective or determine that a different objective is needed.

**It's better to consider your journey one stage at a time rather than planning the whole journey at the start.** This is because it's very challenging to know precisely how your journey will go, and setting a strict path may limit you if reality plays out differently.

You should prepare a new Game Plan for each stage of your journey. Keep each Game Plan light and concise, as you don't want to overwhelm yourself with too many action items. Your Game Plan should also be designed around your Long Game, so be sure to keep referring to it.

Your Game Plan should contain:

1. The objective you want to achieve on the next stage of your journey, and
2. The actions that are required to achieve it.

To illustrate, let's say you are seeking a new job. The first stage of your journey could be to review your Long Game and define what you need in your work life to feel fulfilled. Your actions should then focus on creating a list of key criteria that will guide your job search.

Here's another example. You want to live a physically active life and you have determined that exercising with other people is your most sustainable approach. The next stage of your journey could involve trialling a range of different fitness classes until you find a community that suits your lifestyle.

Here's one more example, this time with relationships. You may be with someone special and you want to grow closer together. The objective for the next stage of your journey could be sharing great experiences, and this could involve planning engaging events for a chosen time every week.

Let's return to your current journey and consider the next stage. What should be your primary focus for the foreseeable future? What specific actions must you do or continue to perform to achieve it?

When you have a clear Game Plan, write it on your Quarter Life Framework template. Be sure to define the next stage of your journey around a clear objective and list every action separately so you can determine what's working and what's not working.

When the next stage of your journey is clear, there is one more tool at your disposal to help you get the best results. Let's move to the final section of your Quarter Life Framework.

*The best part about QLA? It was not all planning but purposeful action. I made progress and headway in what I wanted instead of stalling in the planning period.*

Gemma



# What is your Scorecard?

Every action you identified in your Game Plan should help you achieve your desired outcome. **It's vital then that you perform these actions consistently and also understand if the actions are producing their intended results.**

A Scorecard is a great tool that will help you sustain your progress (ie. accountability) and track your progress (ie. measurability).

Let's start with Accountability.

Accountability is strongest with internal and external reinforcement. Internal reinforcement is when you are responsible for keeping yourself on track, and external reinforcement is when other people are responsible for keeping you on track.

To illustrate, let's return to the previous examples of seeking a new job, living a physically active life and sharing great experiences with a partner.

If you're seeking a new job, your internal accountability could be setting yourself a deadline to finish your resume, and your external accountability could be engaging a recruiter to help your search.

If you're living a physically active life, your internal accountability could be buying amazing shoes that you'd love to exercise in, and your external accountability could be inviting a friend to workout together.

If you're sharing more experiences with a partner, your internal accountability could be removing access to your default downtime (like Netflix), and your external accountability could be filling your shared calendar with bookings and engagements.

Take this time to review your Game Plan. Can you identify any internal or external reinforcements that will help you on the next stage of your journey?

On your Quarter Life Framework template, write down ways to sustain your progress.

Of course, we don't want to continue with an action if it's not producing a desired result. It's necessary then to measure your progress so you can take corrective action where needed.

You don't need to track everything. You only need to identify the key measures that will give you the best information to make decisions. The easier you can track your progress, the more likely you will keep tracking and the more effective your actions will be.

To illustrate, let's say that you want to get fitter and you choose to count every calorie you consume. This method will give you fantastic information, but only if you maintain it. An easier method may be counting the number of gym sessions you do in a week.

Always remember that a simple method that you can maintain will beat a complex method that fails.

Review your Game Plan again and consider the best way to track your progress. When you determine a method that is easy to maintain, write it on your template and be sure to note how you will record the information.

*When the right choice for my business became crystal clear, I immediately took steps to scale back my business and gave myself a 6 month window to transition my business into its new form.*

Ben W

# CONGRATULATIONS!

You have completed the Quarter Life Framework!

Now is the time to apply it to your life.

Remember that the Quarter Life Framework is a dynamic reference for your journey. We can't plan for everything, so it's important that you keep asking what's working for you and what's working against you.

Whenever you feel like you're not getting the results you want or you're going in the wrong direction, take the time to pause and reflect. Repeat the Quarter Life Framework on a fresh template and understand where you're not aligned.

Remember that your life is a wonderful journey, and any journey becomes easier when you are clear on your direction and you can move towards it with steady progress.

Whatever you want to achieve in your life, we hope that your journey is enhanced with the Quarter Life Framework.

Go for it!

# We'd love your honest opinion

Quarter Life Academy is dedicated to helping people in their 20s and 30s achieve what they want in life.

We believe that the Quarter Life Framework is a powerful tool to make this happen, and we've written this book to share this tool as widely as possible.

Reviews on Amazon are helpful for readers to find books that will suit their needs. It would mean a lot if you could share your honest opinion about this book with a review on Amazon.

Any type of feedback or commentary would be warmly received and greatly appreciated.

# Continue your journey with Quarter Life Academy

Congratulations again on completing the Quarter Life Framework. We hope that it helps you Gain Clarity and Take Action to achieve what you want in life.

The Quarter Life Framework is a powerful process when applied consistently, and our team at Quarter Life Academy is available to help you get the most out of it.

Our team specialises in business coaching and career coaching. We will provide you with tools, insights, strategies and resources that complement the Quarter Life Framework. Most importantly, we will provide you with the accountability to make consistent progress.

If you run an established business, want to launch a business or want to level-up in your career, please visit our website and book a discovery call. We'd love to connect with you.

**[www.quarterlifeacademy.com](http://www.quarterlifeacademy.com)**

You can also sign up to our email list to receive daily insights about business, life and relationships. Achieving success on your own terms is a daily practice, so receiving our daily insights is a great way to maintain a mindset of growth, action and abundance.

We want you to thrive in whatever way works best for you.

Thank you again for taking this time and space to complete the Quarter Life Framework. It means a lot that we could share it with you.

# Experiences of people that engaged Quarter Life Academy

We are grateful to have had so many meaningful conversations with people in their 20s and 30s who were able to achieve success on their terms.

There is no better way to demonstrate the value of Quarter Life Academy than hearing from people that have engaged with us and applied the process to their businesses and careers.

We are very thankful to those who have shared their experiences in the following pages, and we hope you can relate to their journeys.

# Succeeding in your career

From Andrew

## **What challenge were you experiencing before engaging QLA?**

When I first started working with Ben, I was 6 years into my career and whilst I had progressed well thus far, my main challenge was to become clearer on what I really wanted out of my career long-term and how I was going to get there.

## **How did the challenge make you feel?**

It made me feel uncertain about the future direction of my career which, as a person who normally thrives on being clear about what they want in life, left me feeling frustrated and demotivated.

## **What changed after working with QLA?**

Asking "what is the long game that I want to play?" forced me to consider what my long-term goals were for my career and how these affected other parts of my life. This format of big picture thinking made me consider the impact I wanted to have on others throughout my career. By following the steps outlined in the Quarter Life Framework, and with Ben's help to consistently challenge my own thinking, I was able to map out what I really wanted my professional life to look like in the foreseeable future.

## **What specific results can you share?**

Given that we spend a substantial portion of our lives working, it's vital to be doing something you are passionate about and there is no better feeling than working towards a career goal that aligns perfectly to the contribution that you want to make to society. Not long after I began working with Ben, I landed my dream job that aligned perfectly with the skills I wanted to develop and it afforded me the opportunity to grow in new and different ways. It also has opened additional career pathways that I had not previously considered.

## **What would you say to somebody on the fence about engaging with QLA?**

One of my favourite aspects of working with Ben has been the energy and honesty he brings to each and every one of our conversations. I always know that Ben is going to hold me accountable to the goals I set, even when I do not achieve them. He will always encourage me to improve and try again.

# Changing your career

From Sarah

## **What challenge were you experiencing before engaging QLA?**

If I boil it down, my greatest challenge has been one of overcoming fear. For me, this challenge disguises itself in many different ways - indecision, procrastination, inaction - but what drives these behaviours is my greatest challenge - fear.

## **How did the challenge make you feel?**

Weak, distressed, and anxious.

## **What changed after working with QLA?**

Working with Ben at QLA has enlightened the extent to which fear dominates me. Once I have come to understand this, I have been more easily able to consider and then get excited about the prospect of success, rather than focussing on the potential failure which my mind had decided would most definitely eventuate.

## **What specific results can you share?**

I have made the decision to execute on a significant shift in my career.

## **What would you say to somebody on the fence about engaging with QLA?**

Ben deeply understands how to interrogate with empathy but doesn't allow emotions to derail progress. I believe Ben genuinely wishes the best and fullest lives for those he works with. It's this genuineness that inspires confidence, and a feeling of being able to be safe with exposing deep vulnerabilities.



# Succeeding in your business

From Ben W

## **What challenge were you experiencing before engaging QLA?**

Before engaging QLA I was struggling to decide which way to take my business. I ran some numbers and to justify the extra team members in my business I'd need to add more clients, which would require a lot of extra work from me. Or I could scale back my business to something a bit more manageable with fewer, higher-valued clients.

## **How did the challenge make you feel?**

I was unsure about the decision I was facing. Scaling back appealed more to me but it felt like I'd be going backwards.

## **What changed after working with QLA?**

Once I talked with Ben, it felt like I had done a comprehensive audit on the problem so that I could tick all the boxes and move forward with certainty that I had given this the consideration that it deserved..

## **What specific results can you share?**

I've managed to scale my business back by about 50% with minimal impact to my profit. So I'm working less, I've got less staff to manage and I'm better placed to put my attention to other projects that inspire me.

## **What would you say to somebody on the fence about engaging with QLA?**

QLA is ridiculously under-priced for what it offers. It speaks to the passion that they have about actually making a difference to young entrepreneurs.

# Growing your business

From Emma

## **What challenge were you experiencing before engaging QLA?**

Before engaging with Ben at QLA, I was feeling lost with my new business. Working for yourself in your twenties can pose enough of a challenge, regardless of who you are! I was unclear on my offerings, as well as lacking real support and mentorship from someone who had been there before.

## **How did the challenge make you feel?**

Honestly, I felt like I was falling behind. The challenge made me feel like maybe entrepreneurship and business wasn't for me. The reality was that I didn't have the right framework employed, or support from someone like Ben through my journey.

## **What changed after working with QLA?**

I know this answer can be thrown around often, but it changed my life. Everything changed working with Ben at QLA. I felt supported, celebrated, challenged and educated simultaneously. My business grew in the right ways, meaning less stress or clients, but better quality prospects and profits.

## **What specific results can you share?**

Working with Ben at QLA saw my business and I transition from unclear, overworked and undercharged to one with a clear mission, structured offerings and fewer higher quality clients that aligned with my goals.

## **What would you say to somebody on the fence about engaging with QLA?**

I would say to lean into the discomfort, and go for it. It was the best decision I made for my business and I would wholeheartedly recommend QLA and the Framework to anyone even considering starting a business venture. My only regret was not finding them sooner!

# Launching a business

From Madi

## **What challenge were you experiencing before engaging QLA?**

The biggest challenge was wanting to do a million-and-one things but fearing that I wouldn't have enough time to do them.

## **How did the challenge make you feel?**

I was feeling overwhelmed by the thought of trying to achieve all my ideas, and I wasn't sure if I was making decisions for the right reasons.

## **What changed after working with QLA?**

Clarity, plans and structure. The regular discussions helped me feel more confident with choosing paths that were right for me.

## **What specific results can you share?**

I have a business! I was able to quit my job and am now living my passion. I can see the path for my business to grow to a full-time venture.

## **What would you say to somebody on the fence about engaging with QLA?**

The regular discussions with QLA took away a lot of the pressure and stress I was feeling, and helped me understand if my interests were just whims or if they were the right paths for me to take.

# A Framework to help you Gain Clarity and Take Action

To get the most out of your 20s and 30s, you don't need to have it all figured out. You just need a simple Framework that will help you make decisions and consistently move forward with confidence.

The Quarter Life Framework can be applied to any area of your life, but it's particularly helpful if you:

- Want to pursue a career that's fulfilling.
- Want to launch a business or go out on your own.
- Already have a business and want to make a greater impact.
- Are struggling to understand what you're doing in life.
- Want to improve your mental health and physical health.
- Want closer relationships with friends, family and loved ones.
- Want to live a more meaningful life.

The Quarter Life Framework was developed by **Quarter Life Academy**, a team that's helped young adults with their personal and professional development for more than a decade.

*Quarter Life Academy not only enabled me to gain clarity in what I want for myself now and in the future, but also empowered me and grounded me with a confidence that I can achieve all I set out to do. - Gemma*

*By following the steps outlined in the Quarter Life Framework, I was able to map out what I really wanted my professional life to look like in the foreseeable future. For anyone who wants to take their career and life to the next level, I highly recommend Quarter Life Academy! - Andrew*

