

NEWSLETTER

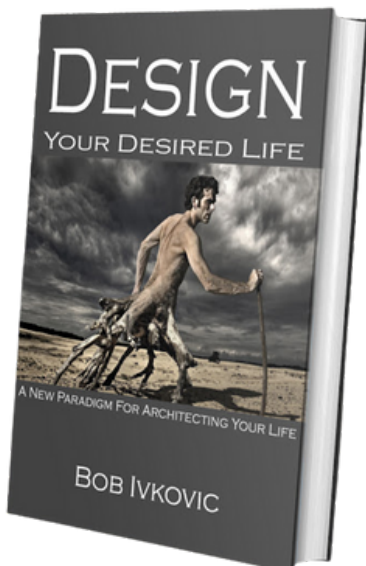


DESIGN YOUR DESIRED LIFE

Design Your Desired Life could be the most intriguing and illuminating self-help book that you've read. I'd like to think of it as a game changer or, more selfishly, a life changer. After all, I'm talking about radically changing our life.

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NEW BOOK



ABOUT THE AUTHOR

Bob Ivkovic is an Enterprise Architect by trade and a Life Architect by design. He is a management consultant and founder of IT Architects. Bob is also the author of "Design Your Desired Life," a book about Life Architecture.

What Is Life Architecture?



THE MISSION OF LIFE ARCHITECTURE

To empower people to take conscious ownership of their lives by treating life not as something that happens to them, but as something they intentionally design.

Life Architecture exists to help people reclaim ownership of their lives through intentional, personal design. It's about replacing drift with direction, reaction with intention, and overwhelm with clarity — not by following cookie-cutter advice, but by constructing a **custom blueprint** that fits each person's values, purpose, and vision.

In a world where so many drift from day to day, reacting to external demands and internal doubt, Life Architecture offers a new paradigm — one that invites you to step into the role of architect, visionary, and builder of your own life.

This is not about hustle or hype. It is for **clarity, courage, and construction** — laying down blueprints that reflect who you are, what you value, and what kind of life you're truly meant to live.

THE PURPOSE OF LIFE ARCHITECTURE

We believe that when individuals design better lives for themselves, they elevate the world around them — their families, workplaces, communities, and future generations. Life Architecture is not just a personal transformation tool; it's a movement toward conscious living, purposeful contribution, and human-centered reinvention.

Before you get started on your Life Architecture journey, remember that Life Architecture is premised on the following beliefs:

- Life doesn't come with instructions — but it can come with a blueprint.

- Every person deserves to live a life that fits — not one that was defaulted to them.
- You don't need to start over. You need to start consciously.
- Radical change isn't reckless. It's a commitment to something better.
- Reinvention is always possible — no matter your age, past, or current circumstances.

At its core, Life Architecture helps you:

- **Personalize your transformation** making it accessible to anyone, and not just the privileged, the coached, or the successful.
- **Normalize reinvention** at any age, stage, or setback. Whether someone is 25 or 65, they can pick up the blueprint again and revise the plan.
- **Bridge logic and inspiration** — it's not just about motivation or strategy, but both by providing structure and soul.
- **Enrich personal relationships** — when people live more intentionally, they uplift families, workplaces, and communities. It's social change, one person at a time.

LIFE ARCHITECTURE IS A NEW PARADIGM

Life Architecture is not just a self-help system — it's a new paradigm.

Like how urban planners reimagine cities or architects redesign neglected spaces, Life Architecture invites people to reimagine their lives from the ground up — thoughtfully, creatively, and courageously.

You don't need to have it all figured out. The process is the transformation. Once someone starts architecting — even with small steps — they become the type of person who believes change is possible. And that belief reshapes everything.

So, when someone asks me “What is Life Architecture?” I keep it simple and tell them that Life Architecture is the following:

- A process, not a prescription
- A mindset, not a marketing pitch
- A permission slip to rethink everything — and *rebuild what matters most*

Life isn't something that just happens. It's something you can design. Let's build the life you've been waiting for.

