

NEWSLETTER



DESIGN YOUR DESIRED LIFE

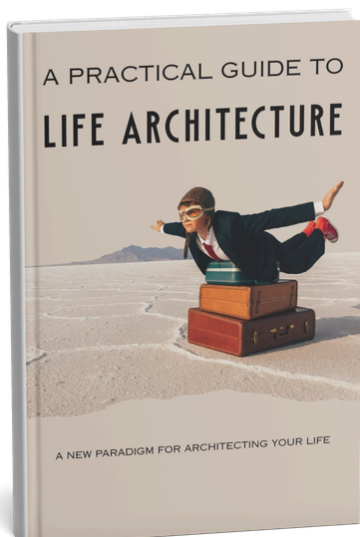
Design Your Desired Life could be the most intriguing and illuminating self-help book that you've read. I'd like to think of it as a game changer or, more selfishly, a life changer. After all, I'm talking about radically changing our life.

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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.



How Can Life Architecture Help Me Get My Dream Job?



HOW CAN LIFE ARCHITECTURE HELP ME GET MY DREAM JOB?

People can apply Life Architecture to their careers by treating a career as something that can be designed intentionally, not just reacted to. Life Architecture helps people create a future life blueprint and a realistic roadmap from where they are today to where they want to go, using five constructs: *Future Vision, Self-Assessment, Life Value Proposition, Life Plan, and Life Schedule*.

Here's how that can translate into a career:

1. Future Vision — define your desired career, not just your next job

Future Vision is a personal blueprint representing the life you desire. Applied to a career, that means asking:

- What kind of work do I want to be known for?

- What kind of lifestyle do I want my career to support?
- What environment fits me best: corporate, entrepreneurial, creative, technical, leadership, or service?

Instead of saying, "I need a job," Life Architecture encourages you to picture the bigger design of your working life.

2. Self-Assessment — understand what fits you

Self-Assessment is the awareness of your innermost needs, constraints, and desires. In career terms, that means identifying:

- Strengths and natural talents
- Values and motivators
- Limits, obstacles, or responsibilities
- What kind of work drains you versus energizes you

This helps you stop chasing careers that look successful on the outside but do not truly fit who you are.

3. Life Value Proposition — clarify the value you bring

A Life Value Proposition helps you define how you add value through different stages of your life. In a career setting, this means asking:

- What problems do I solve?
- What makes me useful, different, or memorable?
- How do I add value now, and how do I want to add value later?

For example, early in a career, your value may be energy, curiosity, and reliability. Later, it may become leadership, judgment, mentoring, or specialized expertise.

4. Life Plan — build a roadmap

You cannot get very far without a plan. A Life Plan is a roadmap from where you are today to where you want to go. Applied to a career, that means turning the vision into steps, such as:

- Gaining a certification or degree
- Building experience in a target area
- Finding mentors
- Improving communication or leadership skills
- Expanding your network
- Moving toward a better-fit role over time

This is where a career dream becomes practical.

5. Life Schedule — put timing behind the plan

A plan also needs a timeline. A Life Schedule helps ensure you achieve your desired life by assigning timing to your goals. For careers, this could mean:

- 3 months: update your resume and LinkedIn profile
- 6 months: take a course
- 12 months: move into a new role
- 2–3 years: reach management, launch a business, or pivot industries

Without timing, career goals stay vague. A schedule makes the plan real.

Life Architecture is not about chasing someone else's version of success, but about designing your own. That idea fits careers perfectly, because many people drift into roles based on pressure, habit, or other people's expectations. Remember, Life Architecture is about creating a life on purpose and aligning actions with values, rather than simply enduring life.

Life Architecture helps you move from career drift to career design. It gives you a way to define the career you truly want, understand what you bring, and create a practical path to get there. That way, your career becomes part of a meaningful life design instead of just a paycheck.

