

Most people spend their entire adulthood never living an authentic life based upon their true talents, abilities and passion. Until now: DESIGN YOU is a road map for reclaiming your true identity and designing your most authentic life based upon the principles of industrial design.

DESIGN YOU

by Garrison Leykam and Christopher Leykam

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Creating Your Most Authentic Life
Using the Principles of
Industrial Design

Written by **Garrison Leykam**

Illustrated by Christopher Leykam

DESIGN YOU

Garrison Leykam

and

Christopher Leykam

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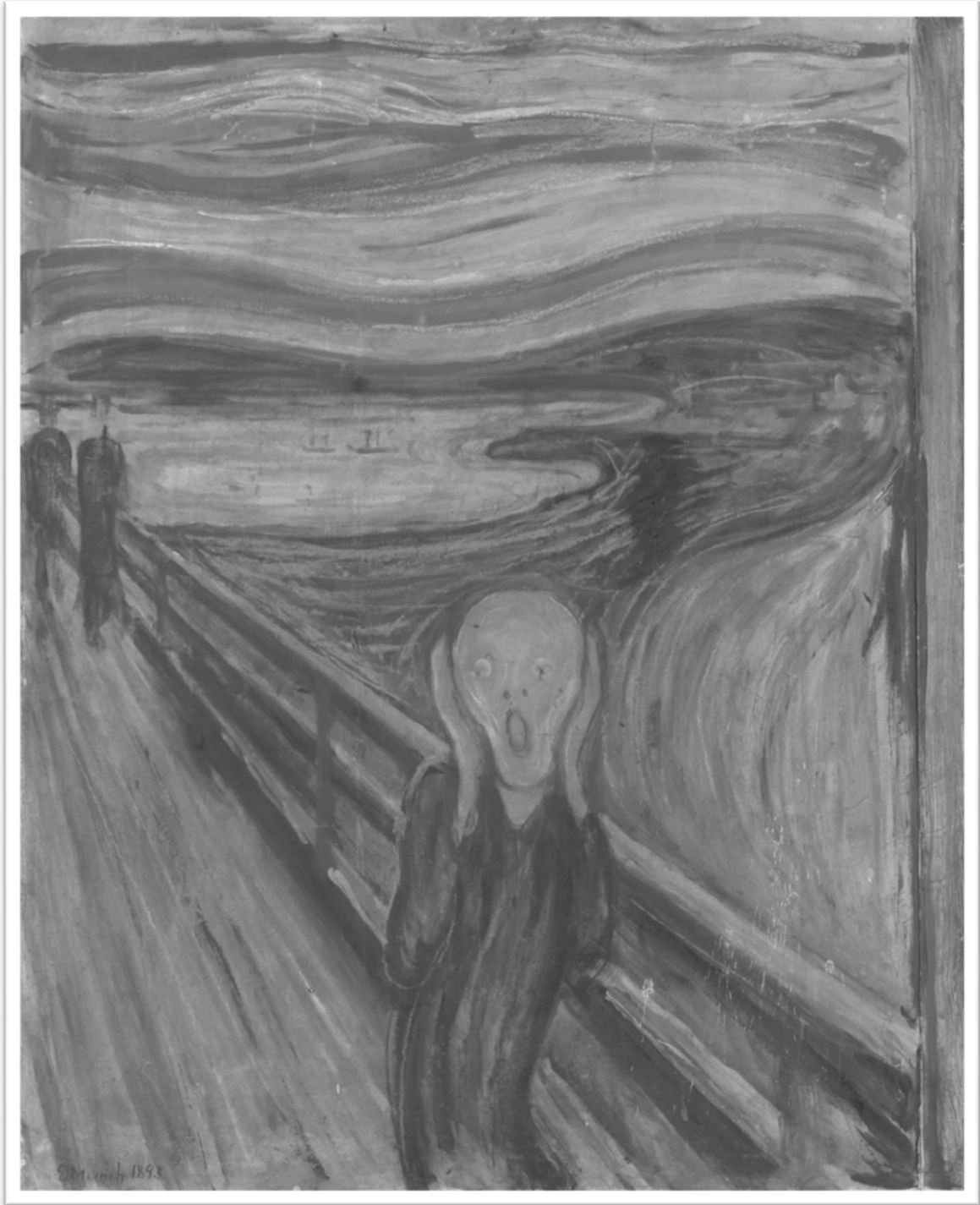
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The Scream



"It's not that we spend five days looking forward to just two. It's that most people do what they enjoy most on those two days. Imagine living a life where everyday are your Saturdays and Sundays. Make everyday your weekend."

James A. Murphy

Each of us is at the epicenter of a personal and career crisis of epic proportions.

Most Americans hate their jobs and are holding on by their existential fingertips trying to survive each day at the office. Looking forward to the weekend feels like the only workweek salve to the pain of quiet desperation and boredom. Yet, the 48-hour reprieve experientially goes much too fast and culminates with Sunday evening depression and foreboding about getting back on the hamster wheel Monday morning.

Gallup's 2013 State of the American Workplace report quantified what American workers are feeling by producing the disconcerting statistic that almost 70% of those surveyed either hate their jobs or are completely disengaged from the work they do. While there is some shallow comfort in knowing that you're not alone, you may be experiencing anxiety if that reality hits too close to home.

1 out of 5 of those surveyed is what Gallup refers to as "actively disengaged." You probably know some of them firsthand. They've hit a 10 on the job dissatisfaction Richter scale and the magnitude of their unhappiness has reached a visible boiling point. They're the same people openly cruising the classifieds during lunch and expressing their dissatisfaction in breakroom banter about how casual dress and free bagels on Friday aren't addressing the "real" issues. The fact that polled employees who worked from home were more engaged suggests that while we'd like to pull the covers over our heads when the alarm goes off in the morning but can't, being able to work from home at least feels like the better alternative to spending the day in the office. Even a flexible schedule produced more comparable well-being than a rigid, onsite routine indicating workers' reluctance to find satisfaction in post-war cohort comedian, actor, playwright and director Woody Allen's advice that, *"Eighty percent of life is showing up."* The majority of workers today are, on varying levels of awareness, relating more to Gen Y American country music singer/songwriter Hunter Hayes' mantra that, *"There's so much more to life than what you're feeling now."*

According to a report by the Conference Board, a New York-based nonprofit research group, 52.3% of Americans show up for work unhappy.

There are many reasons so many Americans give for hating their jobs:

IT'S BETTER AT OTHER COMPANIES

427,000 resumes are posted on Monster every week by job seekers who believe that being happy at work simply means finding a new job at a different company where things are so much better than where they work now. An average of 250 resumes are received for every job posted from

people who believe that happiness at work is a matter of finding the right company that will take care of all my needs. Unless you own your own career golf course and have planted expensive Zoysia seeds, grass is pretty much the same from one company green to another. The perks and benefits someone else is getting over at Company B may be better than what you're getting at your place, but beneath the soil is a deeper factor of discontent: the passive expectation that somehow the employer, not you or me, is responsible for our happiness. And, the moment we turn over responsibility for our lives to someone or something else we might as well be 6-feet under that perceived greener grass. If we are not following our passion and developing and using our own gifts and talents to create and control the life we are meant and entitled to lead than *"The fault, dear Brutus, is not in our stars but in ourselves"* (Shakespeare).

WE DON'T BELIEVE IN THE SAME THINGS

Not a single one of us works where we do under duress. If you look back over your life, everything that has, is and will happen to you is by personal choice: YOURS. You need to be where your values are. If you're not, you need to make better choices about how to get there. If you are not living your life's calling, then your values will forever be misaligned. You will be working by the values imposed on you by others.

I DON'T FEEL NEEDED

Each of us needs to have a sense of our own value and worth as a person. We run into problems when we measure our self-worth based on external standards (job performance, physical appearance, approval from others). Until we are able to establish and rely on our own essential "goodness" by truly living our passion, then others will forever dictate whether we are happy or not.

I'M WORRIED ABOUT LOSING MY JOB

Companies get sold, go under or relocate. Our favorite bosses resign. 401ks disappear. Work gets outsourced. Robotics replace people. The only constant in anything is YOU. And, the only real job security comes from creating your own life and career using your real talents and abilities. You can always lose your job but you can never lose your passion unless you give it away.

I CAN'T GET AHEAD

In this era of episodic careers, true advancement comes from developing your own abilities which, in turn, materialize your true calling so that you serve up your life's work on your own terms. When you live, breathe and commit to going after your personal brass ring, the sky's the limit as to how far you can take your talents. You may wait forever for someone else to deem you worthy to advance in the corporation or you can deal your own hand and go for life calling your own shots. Kenny Rogers sang it best: *"You've got to know when to hold 'em, know when to fold 'em, know when to walk away, and know when to run."*

I'M NOT PAID WHAT I'M WORTH

Compensation is probably the biggest elephant in the workplace. A company's first and foremost priority is to make a profit. It's not to make you rich. Your role is specified in a job description attached to which is a salary that may be above, below or at the mean for the same position in similar industries and geography. That's how the company manages, evaluates and compensates you. No amount of remuneration will offset the sense of dissatisfaction and despair that comes from living a life unfulfilled. The grandest form of compensation derives from being true to one's passion and basing our definition of success on the degree to which we are living our destiny.

IT'S TOO HARD TO GET THINGS DONE

Corporate "rules & regs" are created and enforced to keep the worker herd moving in the intended direction. When Richard Drew invented Scotch Transparent Tape in 1930 it was the first waterproof, clear adhesive tape. It did the job and held everything together with the added benefit that you couldn't see it. That's the ideal behind corporate policies and procedures. They hold the company together and are most effective when no one has to think or worry about them; sort of like Black Flag Roach Motels. And, when you do get sucked into a career you're miserable in but keep showing up year after year then, just like the roaches, *"you check in but you don't check out."* When you are living your destiny and making decisions that reinforce who you are and what you truly want to do in your life, you develop a whole different set of compass points in guiding you across the waters of your life.

I'M UNDER-UTILIZED

The absence of meaningful, challenging work is certain to breed disdain in anyone who has an iota of ambition. But, we shouldn't have to be like Oliver Twist asking our manager, *"Please, sir, I want some more."* Each of us needs to grab the entirety of life with both hands and go after what we truly want to be and do in this one-shot life we've been given. Never ask to be your true self. Declare it!

THE THRILL IS GONE

B.B. King was crystal clear about his feelings when he lamented, *"the thrill is gone"* because the woman he sang about was no longer there. But, by the end of the song, he rejoices: *"You know, I'm free, free now, baby, I'm free from your spell."* When we expect a company to bring us our passion on a plate it's unlikely to be served to our satisfaction. But, when we free ourselves from the expectation that passion arrives externally when, in truth, it comes from within, then we are free to live a passionate life and career.

I CAN'T STAND MY MANAGER

When we let our superiors invade that inner space we call "me" and pull out of our souls our very essence of self, then only by declaring ourselves captains of our own ships can get out of rough seas into the calm waters of contentment.

The findings in a Harris survey for the University of Phoenix found that only 14% of U.S. workers believe they have the perfect job and more than half want to change careers. Nearly 80% of workers in their 20s said they want to change careers, followed by 64% in their 30s and 54% in their 40s.

84% of employees surveyed by Right Management are planning on looking for a new job.

It is clear we are living and working in a time when Americans of working age are career hopscotching, looking to make sense of their lives. They are in search of fulfillment with no clear direction on how to get there...until DESIGN YOU.

The real you is screaming to be set free...IT'S TIME!

Once you start to DESIGN YOU, the snowball will gain momentum and the energy to build your own life will grow and grow and grow...
GIVE YOURSELF A PUSH!



But, first, let's check your baggage:

Most people spend their entire adulthood never living an authentic life based upon their true talents, abilities and passion. Until now: DESIGN YOU is a road map for reclaiming your true identity and designing your most authentic life based upon the principles of industrial design.

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