



PEOPLE IN MOTION

Know Where You're Going

*A short guide to choosing a
destination before you build
the plan.*

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BEFORE WE START

Moving matters. That's the whole point of everything this comes from. But moving fast in the wrong direction isn't progress. It's just a more tiring way of staying lost.

This guide isn't about how to move. It's about where. Not a five-year plan, not a vision board, not a list of goals copied from someone else's life. Just a way of working out what you actually want, and picking a direction worth the effort of walking towards it.

Most advice skips this part. It assumes you already know where you're headed and just need a push. For a lot of people that assumption is the whole problem. They've had plenty of pushes. What they've never had is a proper look at whether the direction was worth the push in the first place.

Direction first. Then move.



CHAPTER ONE

Busy isn't the same as arriving

There's a particular kind of tired that comes from a full week that added up to nothing. Meetings attended, messages answered, boxes ticked, and at the end of it, no closer to anything you actually wanted.

Call it what it actually is. Motion without direction, exhausting in a specific way rest doesn't fix, because the problem was never energy. It was where the energy went.

Most people don't lack drive. They lack a destination worth the drive they've already got. Fix the direction and the same hours start counting for something. Leave it unfixed and you can work harder every year and still end up nowhere in particular, just further from where you started.