



PEOPLE IN MOTION

When It Pushes Back

*A short guide to handling
setbacks without sliding back
into stagnation.*

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BEFORE WE START

Everything so far assumed a fairly clear road. Choose a direction, take stock, build a rhythm. Useful, and also incomplete, because no road stays clear for long.

At some point it pushes back. A rejection you didn't see coming. A plan that fails in a way you couldn't have prepared for. Circumstances changing without asking your permission first. This is the part most guides skip, because it's the part that decides whether the last four covered anything real.

The rhythm isn't tested by the easy weeks. It's tested here.

When it pushes back. Keep moving anyway.



CHAPTER ONE

Setbacks are not a design flaw

The quiet assumption underneath a lot of planning is that a good enough plan avoids setbacks. It doesn't. It was never going to. Setbacks aren't proof the plan was wrong. They're proof the plan met an actual world, which is what plans are for.

Nobody who's built anything real did it without something breaking along the way. The rejection, the failed launch, the plan that fell apart on contact with reality, all standard parts of anyone's route, not evidence that this particular route was a mistake.

Treating a setback as proof you chose wrong is how a single bad month turns into an abandoned direction. It was never a verdict. It was just the road doing what roads do.