

ARTIST TOOLKIT

VISUAL THINKING

workbook

VISUAL MODELS, TOOLS
and QUESTIONS
for

DEVELOPING an INTENTIONAL
and EMPOWERED approach
TO your CREATIVE PRACTICE,
WORK and LIFE.

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1. REDEFINING SUCCESS
2. WHY, HOW and WHAT
3. GET CLEAR on YOUR PRIORITIES
4. SETTING MEANINGFUL GOALS
5. PLAN, act, REFLECT
6. THE GOLDEN NO

1. REDEFINING
SUCCESS

I've SUCCEEDED
at THIS but
it feels hollow
WHY IS THAT?

WHAT KIND
of LIFE
am I BUILDING?

AM I doing this
BECAUSE I actually
WANT TO? OR
BECAUSE I THINK
I SHOULD?

WHAT do I
REALLY
feel PROUD of?

BEING POOR
and stressed
all the time
SUCKS.

I USED TO
ENJOY THIS
BUT I DON'T
ANYMORE.
WHAT do I do?

WHY do I EVEN
MAKE ART?

WHAT do I
REALLY CARE
ABOUT and WHY?

IS THIS
SUSTAINABLE?

What actually
LIGHTS me up?

HOW CAN I
DO SOMETHING
USEFUL and
MAKE money?

IKIGAI

WHAT IS EASY
for YOU? ←

TALENTS ←

ABILITIES ←

SKILLS ←



WHAT
you are
GOOD
AT

WHAT VALUE
do you offer? ←

WHAT GAP do
you FILL? ←

WHAT
you LOVE



→ WHAT LIGHTS you UP?
→ WHAT are you
PASSIONATE about?

PASSION

MISSION

→ WHO or WHAT
needs YOUR
SUPPORT?

→ WHAT
PROBLEM
CAN YOU
SOLVE?

→ HOW can
you
CONTRIBUTE?



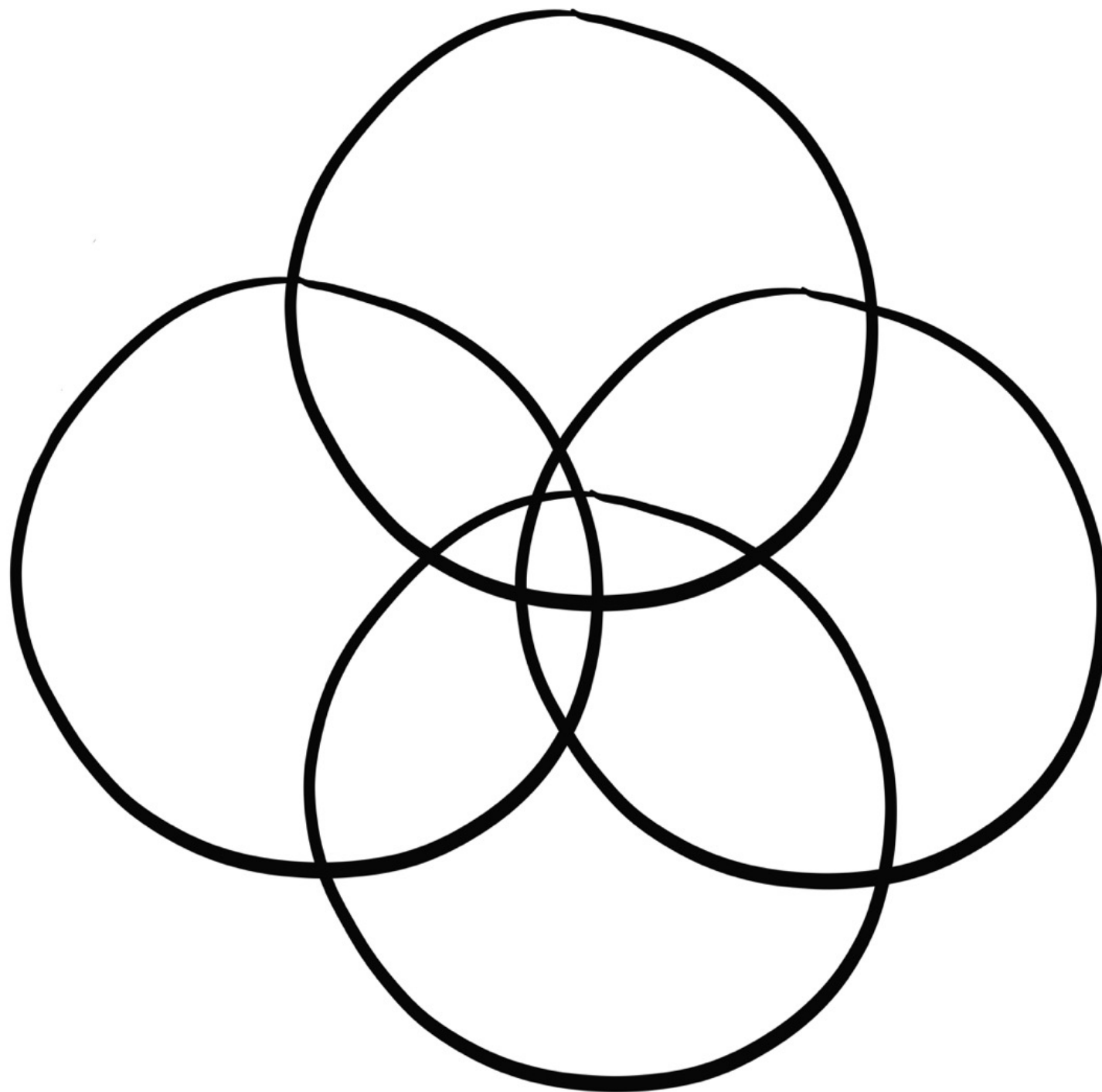
WHAT
the
WORLD
NEEDS

PROFESSION

VOCATION



WHAT PEOPLE
will PAY FOR



WHAT are your REAL LIFE OBLIGATIONS and WHERE do you find PLEASURE, MEANING and PURPOSE?

ADAPTED from ELIZABETH GILBERT'S CAREER ADVICE

VOCATION	<ul style="list-style-type: none">• YOUR CALLING - from LATIN "vocare" to call.• DEEP yearning, A PRIVATE VOW, a deep LOVE.• YOU CONTINUE with it REGARDLESS of OUTCOMES.• NOT about MONEY, CAREER, STATUS or AMBITION.
CAREER	<ul style="list-style-type: none">• SOMETHING you BUILD over the years with energy, PASSION + COMMITMENT.• NEED to LOVE your career, ABOUT OTHERS + being USEFUL.• NOT EVERYONE wants or needs a CAREER.
JOB	<ul style="list-style-type: none">• ABOUT making money.• YOU don't NECESSARILY LOVE it.• HAS a VITAL FUNCTION, enables other things.• SOMETIMES your JOB BECOMES your CAREER.
HOBBY	<ul style="list-style-type: none">• for PLEASURE, relaxation or CURIOSITY.• COME and GO, not about PRODUCTIVITY.• MAY MAKE money but not WHY you do it.

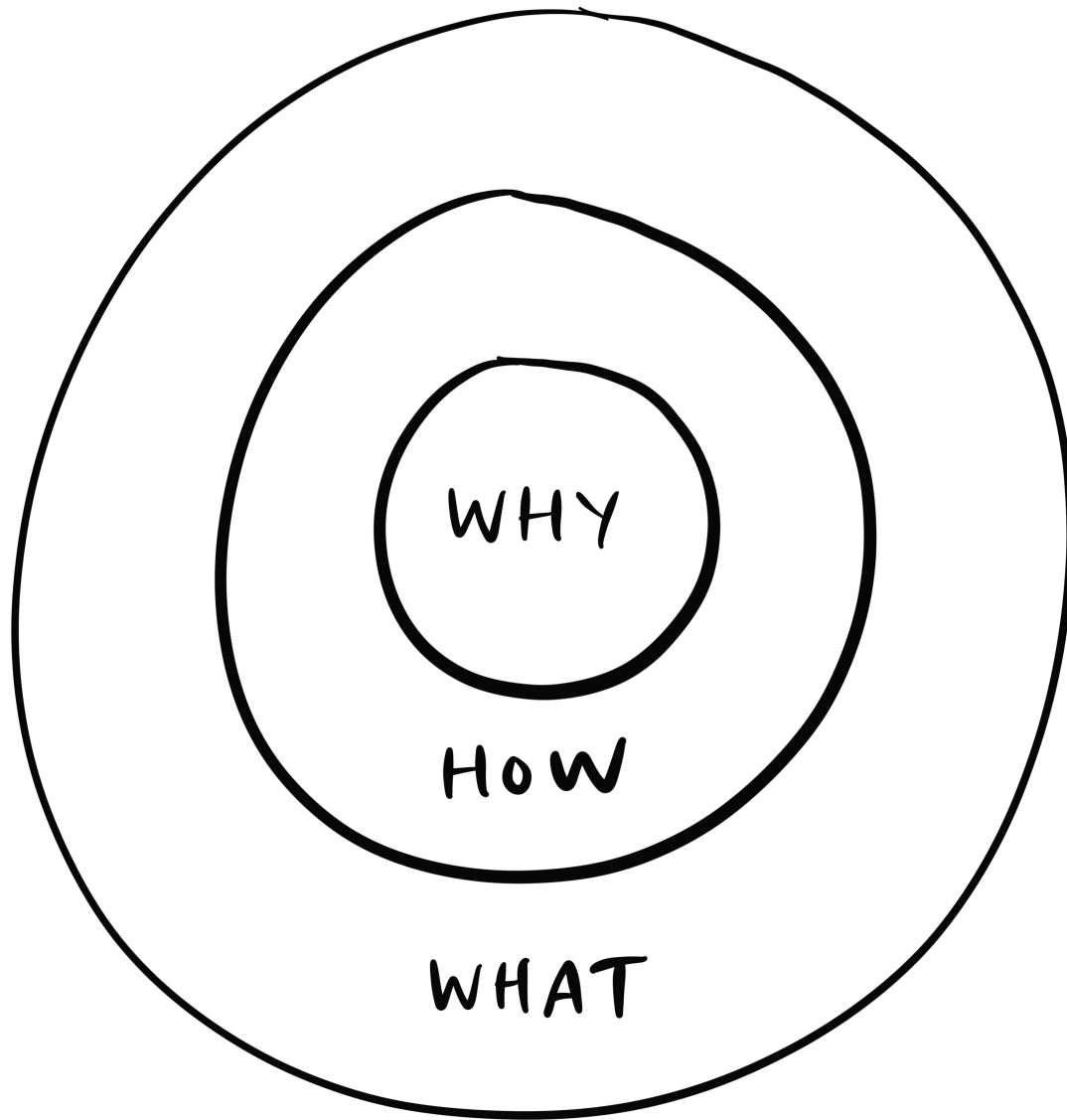
Do you have
a VOCATION?
DOES it GIVE you a SENSE
of MEANING + PURPOSE?

Do you have or
WANT A CAREER?
WHAT does it GIVE YOU?

WHAT JOB
SUSTAINS you?
WHAT are your
OBLIGATIONS?

WHAT HOBBIES
do you do
for PLEASURE?

2. WHY, HOW
and WHAT



WHAT
You DO.

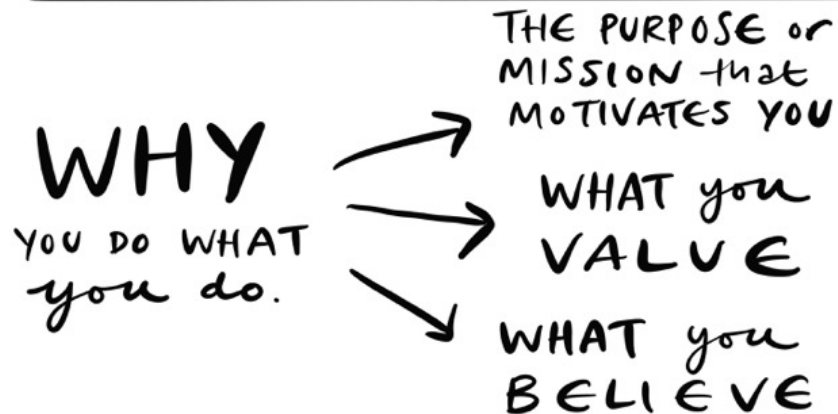
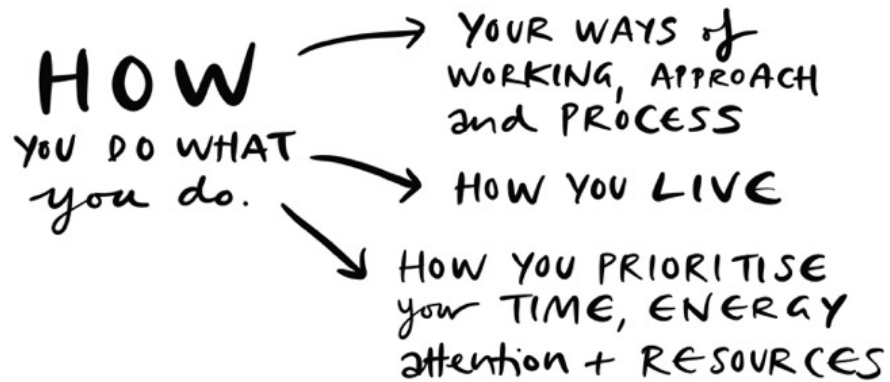
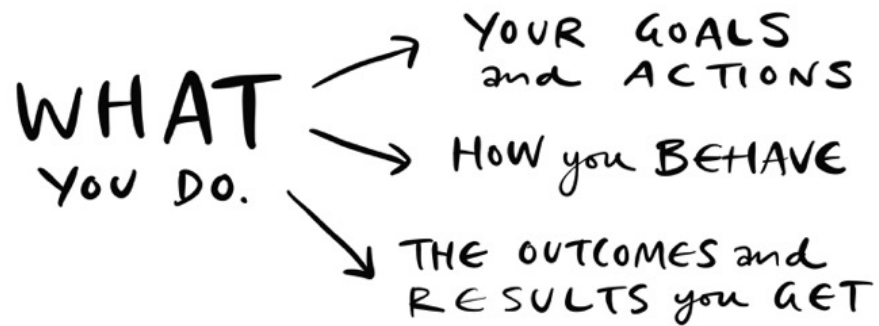
- YOUR GOALS and ACTIONS
- How you BEHAVE
- THE OUTCOMES and RESULTS you GET

HOW
You DO WHAT you do.

- YOUR WAYS of WORKING, APPROACH and PROCESS
- HOW YOU LIVE
- How YOU PRIORITISE your TIME, ENERGY Attention + RESOURCES

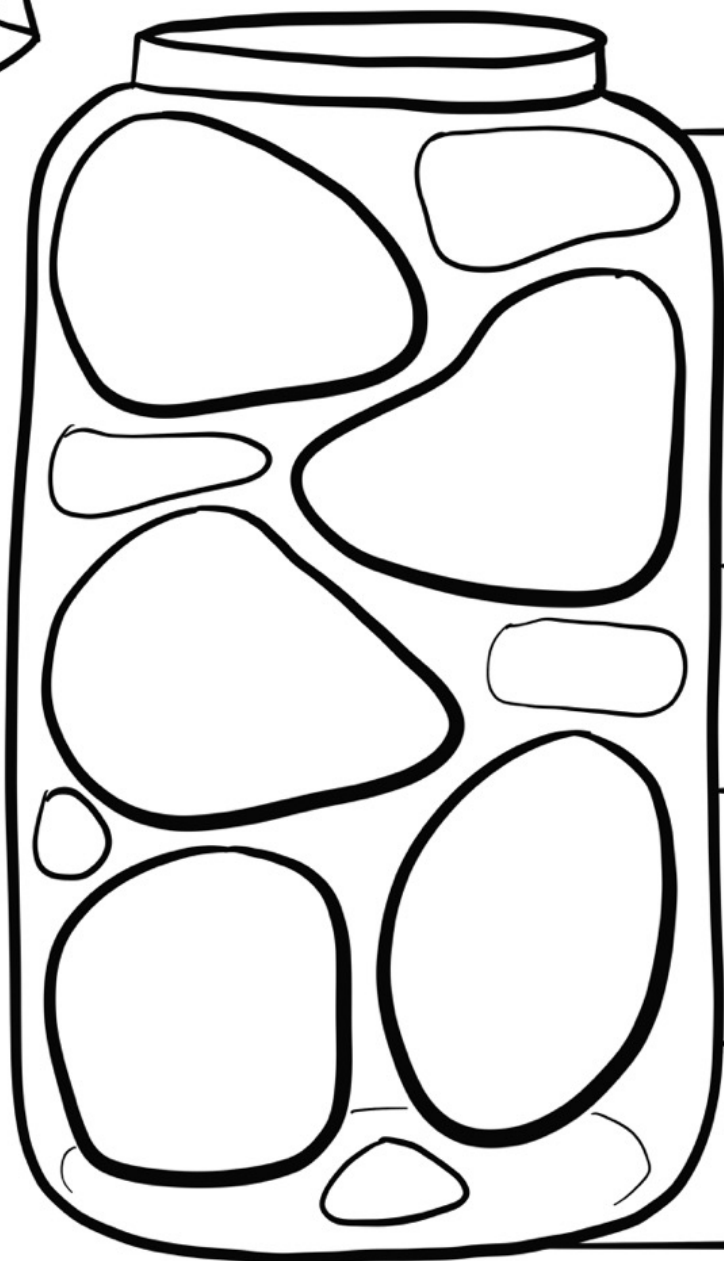
WHY
You DO WHAT you do.

- THE PURPOSE or MISSION that MOTIVATES YOU
- WHAT you VALUE
- WHAT you BELIEVE



3. GET CLEAR
on your
PRIORITIES

MY BIG ROCKS



THE OUTCOME
I WANT and WHY

WHAT I need to
DO to make IT HAPPEN

①

②

③

④

⑤

MY PRIORITIES



4. SETTING
meaningful GOALS

WHAT
YOU DO

SETTING meaningful GOALS + A PLAN of ACTION

GOALS

- WHAT are you AIMING to ACHIEVE?
- WHAT are the TANGIBLE RESULTS?

HOW
YOU DO WHAT YOU DO

TACTICS

- WHAT PLAN of ACTION will YOU TAKE?
- HOW will YOU INCORPORATE FEEDBACK + LEARNING?

PRIORITIES

- WHAT DO YOU FOCUS your ENERGY + ATTENTION ON?
- HOW DO YOU USE your TIME + RESOURCES?

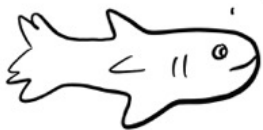
WHY
YOU DO WHAT YOU DO

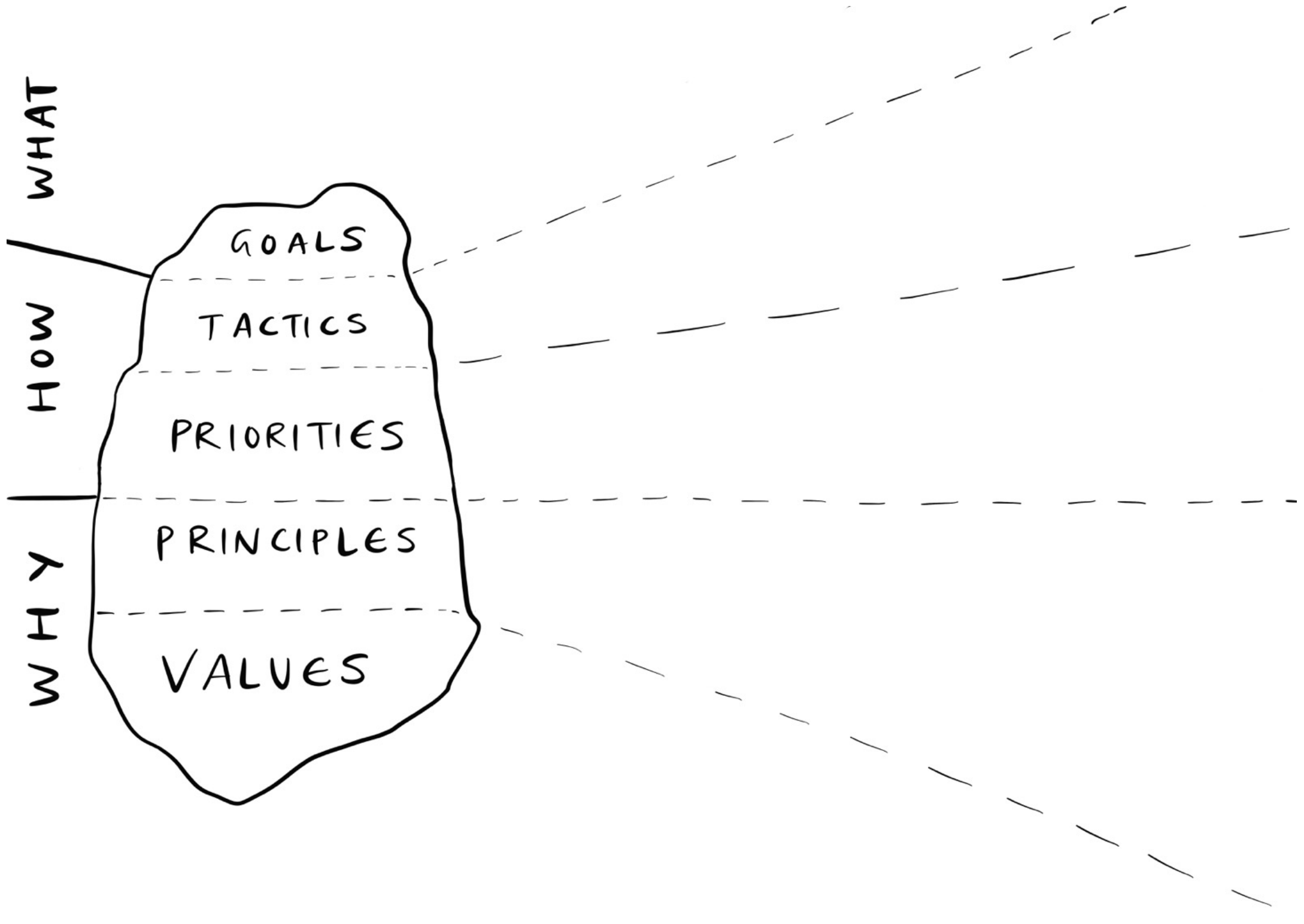
PRINCIPLES

- WHAT do you think is GOOD and BAD?
- HOW do you APPROACH your LIFE?
- WHAT INFORMS your BELIEFS + BEHAVIOUR?

VALUES

- WHAT is VALUABLE, MEANINGFUL and IMPORTANT to you?
- WHAT are THE DEEPER WHYS that MOTIVATE you?





WHAT

HOW

WHY

GOALS

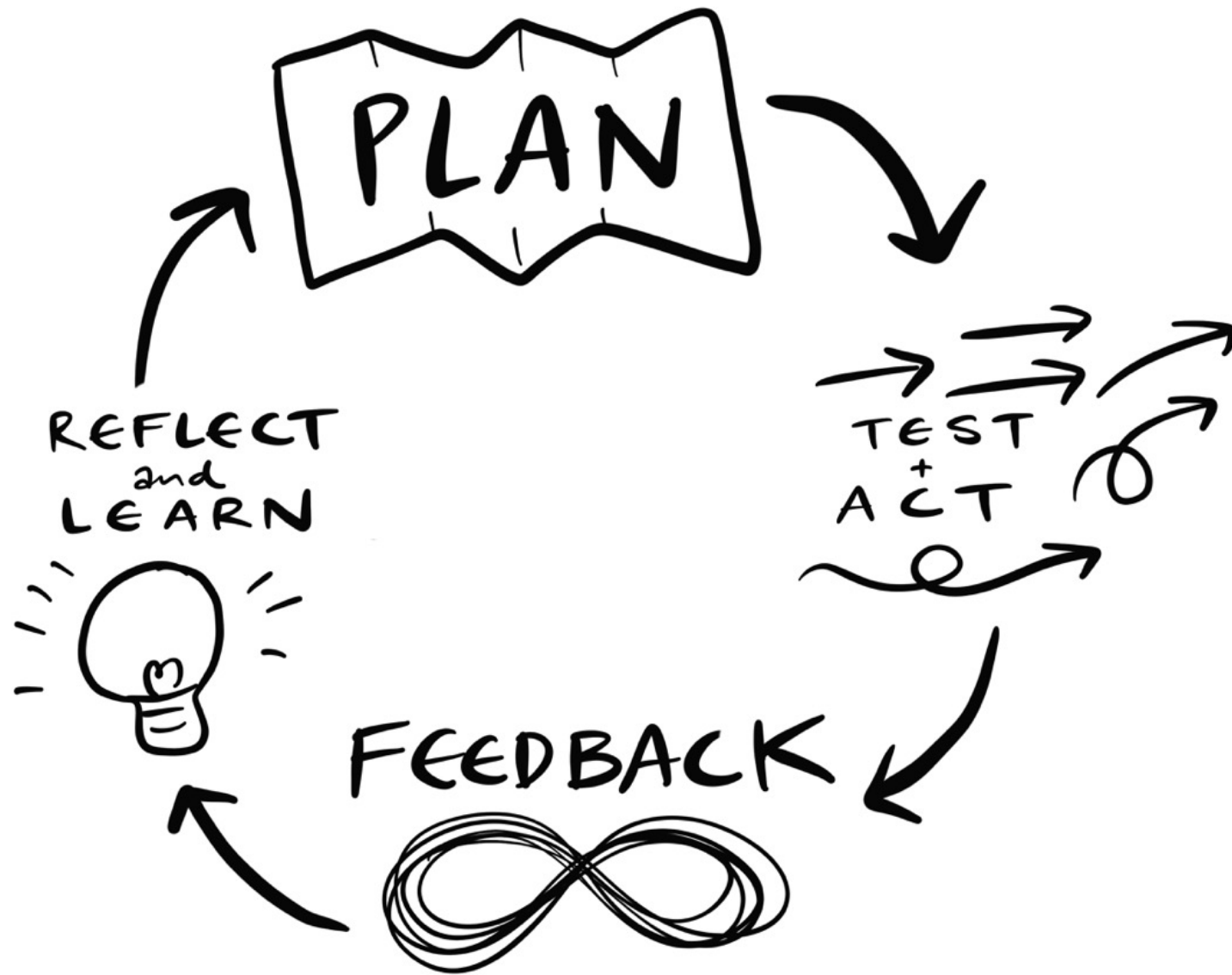
TACTICS

PRIORITIES

PRINCIPLES

VALUES

5. PLAN, act
REFLECT



PER PROJECT

WHAT
WORKED
well?

WHAT
was
CHALLENGING?

MONEY
and
TIME
factors

PERSONAL
improvements?

PROCESS
improvements?

THINGS
I LEARNED.

ANNUAL

ANNUAL
WORKBOOK

MADE my
OWN - you
can BUY it
ON LINE

QUESTIONS
REFLECTION
PLANNING
IDEAS

MONTHLY
CHECK INS

MONTHLY

PLAN

- ☒ GOALS STATED
- ☒ WHAT I NEED TO MAKE THESE GOALS HAPPEN
- ☒ FOCUS + TARGETS
- ☒ TO DOs
- ☒ FINANCIAL TARGETS

REFLECT

- ☒ TOP 3 MILESTONES
- ☒ CHALLENGES/OBSTACLES
- ☒ BEST MOMENTS and CELEBRATE SUCCESSES
- ☒ LEARNED $\begin{cases} \text{STOP} \\ \text{START} \\ \text{CONTINUE} \end{cases}$
- ☒ TIME SPENT ON STATED GOALS
- ☒ PEOPLE who WERE IMPORTANT

WEEKLY

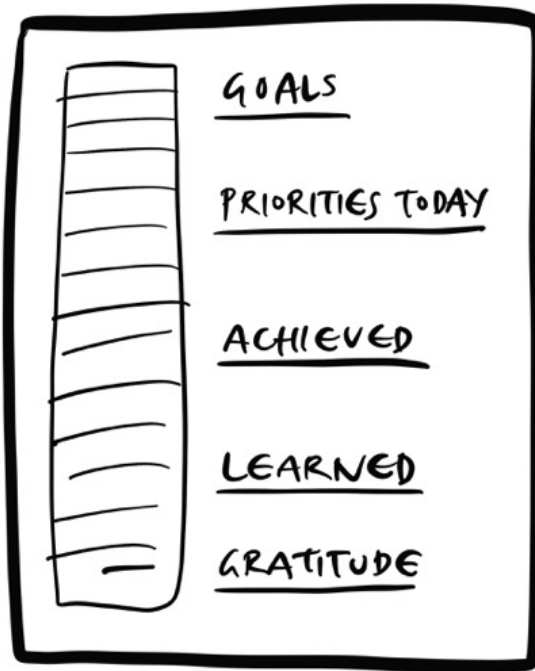
PLAN

- ☒ GOALS STATED
- ☒ FOCUS + TARGETS
- ☒ TO DOs
- ☒ SCHEDULE

REFLECT

- ☒ TOP 3 MILESTONES
- ☒ HABIT + ACTIVITY TRACK
- ☒ BEST MOMENTS and
CELEBRATE SUCCESSES
- ☒ LEARNED
- ☒ TIME SPENT on
STATED GOALS
- ☒ SURPRISES

DAILY

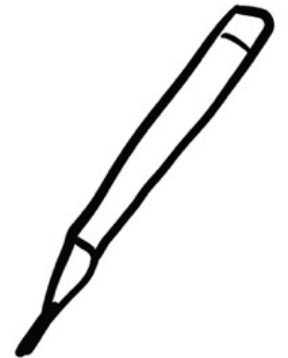


→ MY PLANNER DIARY:

- ☒ RESTATE my GOALS
- ☒ TOP DAILY PRIORITIES
- ☒ WINS + ACHIEVEMENTS
- ☒ THINGS I LEARNED
- ☒ WHO + WHAT I'M GRATEFUL for



→ 3 PAGES of
STREAM of
CONSCIOUSNESS
writing (30min)



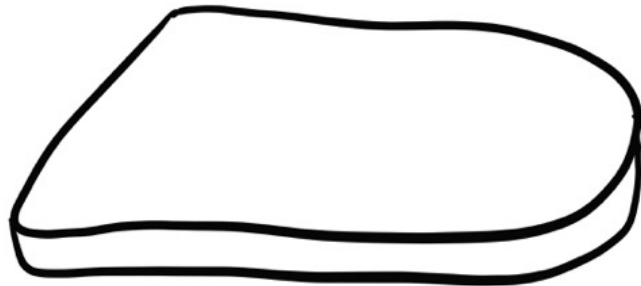
→ HOW I REALLY feel

6. the GOLDEN
NO

THE NO SANDWICH

THIS method is by
THE HAPPINESS
CONCIERGE! 😊

IF you WANT to MAINTAIN
BOUNDARIES, STAY
focused on YOUR GOALS
and PRIORITIES you need
TO SAY NO. But it's HARD!



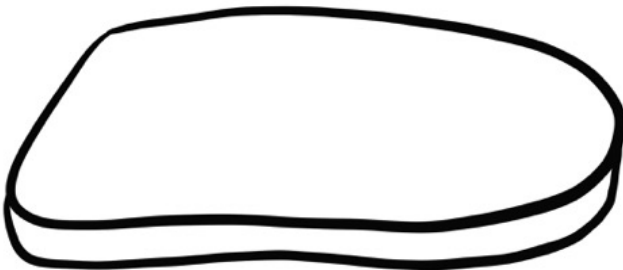
① VALIDATE

- THANKS for ASKING
- I APPRECIATE YOU
- LOVE THE IDEA
- I SEE THE VALUE



② NO

- I HAVE other PRIORITIES
- CAN'T COMMIT / MORE INFO?
- NOT INTERESTED RIGHT NOW
- I'M NOT AVAILABLE



③ COUNTER offer
or
WELL WISHES

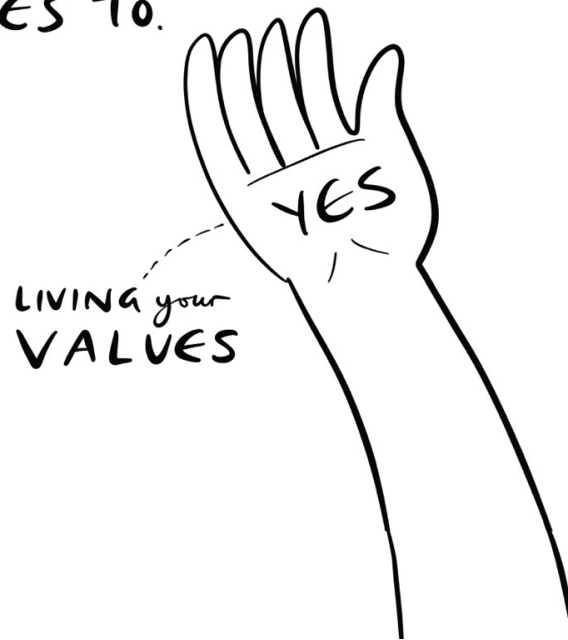
- CAN WE DO sth INSTEAD?
- CAN xyz HELP YOU?
- MAYBE in THE FUTURE
- ALL THE BEST

HOW DO YOU DO MORE OF
THE WORK YOU WANT TO DO?

YOU DO MORE of IT.

AND LESS of THE STUFF
you DON'T WANT TO DO.

WHO and WHAT
you SAY NO to is
AS IMPORTANT
as WHO and WHAT
YOU SAY YES TO.



IF IT'S NOT
A YES, IT'S
PROBABLY
a NO

