

About the Ideal Life

It's easy to think your ideal life is on the other side of achieving your goals. But if that were true, the most successful people would be the happiest people, and we know that is not the case. If that were true, Olympic athletes who have achieved everything they set out to achieve would not be struggling with depression and suicide - but they are.

What we often forget is that living your life is something you do for your entire life. After all, living well is a lifelong pursuit. The truth is that living your ideal life is less about arriving somewhere and more about knowing your actions are aligned with the kind of life you want to live.

The Ideal Life uses a simple framework to help people set and achieve goals that are aligned with a clear picture of their individual ideal. When people know what their ideal is and that their goals and actions are aligned with it, they experience a deep sense of happiness knowing their life is on the right path.