



JIM HARSHAW, JR.

Clarity of Action. Peace of Mind.

Success Through Failure Podcast

Action Plan Episode #394

Charlotte Burgess-Auburn

If you're a leader, it's easy to get stuck on a tough decision.
If you're a parent, it's sometimes hard to know what the right decision is.
If you're a human, you find yourself ruminating on a tough conversation you need to have.

Not anymore!

Through the brilliant work of Stanford d.school's Director of Community, Charlotte Burgess-Auburn, clarity of action and peace of mind is just one book away.

Charlotte is the author of "You Need a Manifesto: How to Craft Your Convictions and Put Them to Work." She also teaches classes on the role of self-awareness in creativity and design at the Stanford Design School. Previously, she worked at the MIT Media Laboratory.

Join me and Charlotte in this episode of the [#STFpod](#) as she shares some specific steps that will make it easy for you to create your own manifesto— a simple but life-changing tool that can help you navigate life's challenges.

Top Quotes From This Episode

Productive Pause: *A short period of focused reflection around specific questions that leads to clarity of action and peace of mind.*

"If we are not pursuing our life through our own values, we are generally following someone else's."

"If you believe the same exact thing that you believed 10 years ago, you're probably not growing enough."

"The more grounded you feel in your own values; the stronger your manifesto is the better you will be at understanding what failure is bringing you, what lessons it's

bringing you, what changes you might need to make, what apologies you might need to go deliver."

Show Notes

This episode touches on the following key topics and ideas:

- **What is a manifesto? (2:29):** A manifesto is a *"statement of purpose and a script for action."*
- **The manifesto history (3:25):** Charlotte talks about the evolution of the modern personal manifesto.
- **The perks and the dangers (8:22):** Using AI to create your personal manifesto.
- **Beginner's guide (10:37):** Charlotte's process of teaching how to create a manifesto.
- **Pieces of manifesto (15:17):** Charlotte shares what it's like to have individual manifestos for every area of her life.
- **Finding her equilibrium (17:50):** How Charlotte began incorporating manifestos in her life.
- **The process (21:48):** How to create your personal manifesto.
- **A strong manifesto (26:03):** *"A good personal manifesto will grow along with you."*
- **Reconnect with your values (28:07):** The more important piece than the manifesto is the practice of creating, revising, and engaging with it.

List of Resources Mentioned in the Episode

Charlotte Burgess-Auburn's book, "[You Need a Manifesto: How to Craft Your Convictions and Put Them to Work \(Stanford d.school Library\)](#)"

[Bill Burnett](#) and Dave Evans's book, "[Designing Your Life: How to Build a Well-Lived, Joyful Life](#)"

Want to talk to a personal performance coach?

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: JimHarshawJr.com/APPLY

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Other Episodes Referenced

[#124 Dysfunctional Thinking and How to Be Happy: Using Design Thinking To Get Out Of Your Rut with Stanford Professor and Author Bill Burnett](#)

[#288 Discover What's Next in Your Career: Powerful Solutions for Designing Your Life with Author, Stanford Design Professor Bill Burnett](#)

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