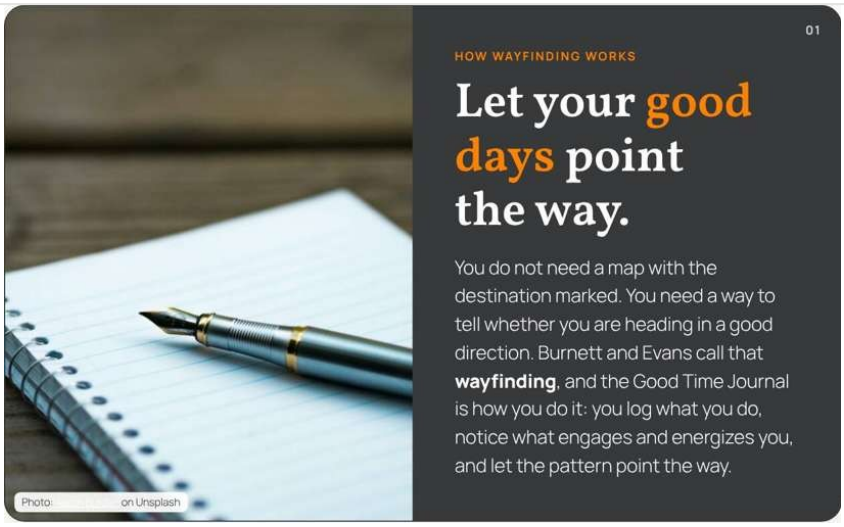
BUAD 427 · SLIDE NOTES

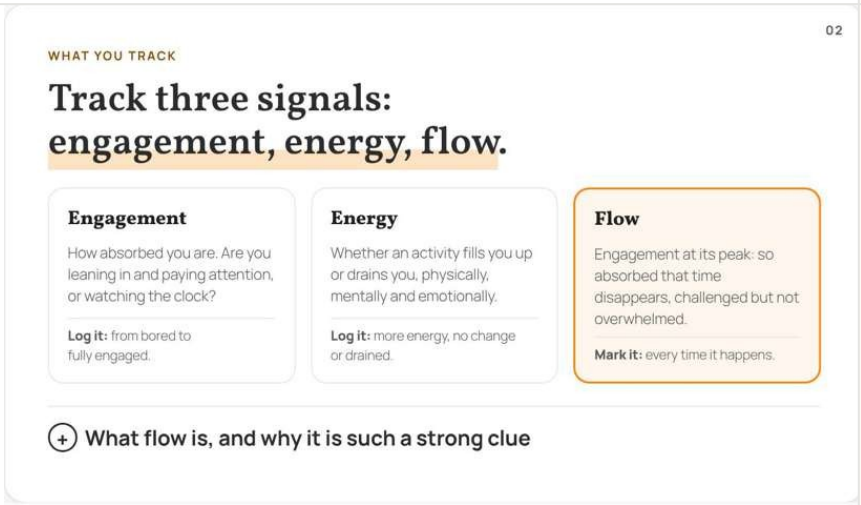
Wayfinding: The Good Time Journal

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-427/wayfinding-good-time-journal/



My notes

Slide 1



My notes

Slide 2



My notes

Slide 3

04

THE GOOD TIME JOURNAL OVER SEVERAL WEEKS

Log, reflect, annotate, then zoom in.

1	2	3	4
Log	**Reflect**	**Annotate**	**Zoom in**
Most days, list specific activities and rate engagement and energy. Mark flow. Weekly: keep it short.	At the end of each week, look across the log. What gives energy? What drains it? Any surprises?	Go back and mark the highs and lows. Add a few words on why.	Use AEIOU on your best moments to find exactly what drives them.

⊕ Questions and results for each step

⊕ How to log well: specific, quick and most days

⊕ Reflecting and annotating: questions for the end of every week

Slide 4

My notes

05

AEIOU: FIVE LENSES FOR ZOOMING IN

Five lenses show what made a moment work.

A	E	I	O	U
Activities	**Environments**	**Interactions**	**Objects**	**Users**
What were you actually doing? Was it structured or open? Were you leading or following?	Where were you, and how did the place feel?	With people or with things? New or familiar? Formal or casual?	What were you using: a spreadsheet, a whiteboard, tools, a phone?	Who else was there, and did they add to it or take away?

Slide 5

My notes

WHAT AEIOU CAN REVEAL

The clue is often not the obvious one.

- **An accounting student** learns she loves the audit, not the numbers: interviewing people about how a process really works.
- **A supply chain student** discovers the warehouse floor energizes him more than the office, because he can see problems directly.
- **An economics student** notices his flow moments are always small-team builds, never large meetings.
- **An HR student** finds that one-on-one coaching conversations give her energy; group trainings drain her.



Photo: Vitaly Gariev on Unsplash

Slide 6

My notes

07

MINING YOUR PAST

Your peak experiences count too.

You do not have to wait three weeks for clues. Think back to peak experiences: a project, a job, a trip or a season when you felt most alive.

- Run them through AEIOU the same way.
- If a summer job, a study abroad project or a team you led keeps coming up, it belongs in your reflections.

The life design ideas on this page come from Bill Burnett and Dave Evans of the Stanford Life Design Lab, explained here in our own words. Read the original in *Designing Your Life* (Knopf, 2016) and work through *The Designing Your Life Workbook* (Clarkson Potter, 2018).

Slide 7

My notes