A close-up, soft-focus photograph of a person's hands holding a white ceramic mug filled with a dark liquid, likely tea. The person is wrapped in a thick, light-colored, textured blanket. In the background, a stack of books is visible, slightly out of focus. The overall mood is cozy and relaxed.

**WORK BY
DESIGN, LIFE
BY DESIGN**

**MORE TIME, MORE PEACE.
BUILD SUCCESS THAT
ACTUALLY FEELS GOOD.**

(Without Losing Yourself)

Hi There!

I am Serena Martino and I help high-achieving leaders, founders, and professionals redefine success - so they can grow, create, or transition without burning out.

I created this workbook to help you take a pause, reflect and identify where your energy is going, and whether it's aligned with the life and work you actually want.

Get clear on how to enjoy the now, what's next and how to make it feel better, not just busier. You deserve success that works for you, not against you.

This is for you if:

- You're tired of constantly having to figure everything out on your own
- You're done squeezing too much into your days and still feeling stuck
- You don't need another productivity hack, you need clarity and direction
- You're ready to work differently and live better

This is not for you if:

- ✗ You think burnout is just the price to pay for success
- ✗ You're looking for a quick fix without taking action

WORK BY DESIGN, LIFE BY DESIGN

I've spent nearly two decades working in fast-paced, high-pressure environments, both in corporate and startups.

For a long time, working harder than everyone else seemed like the only path to success. More hours. More work. Less breathing room. And **around me, people wore burnout like a badge of honour.**

Then I started noticing something different. A few people who weren't constantly rushing. They were calm, focused, and clear. They still worked hard, but not in a frantic way. Their results came from alignment, not exhaustion.

That's when I realized: **What if the secret isn't doing more, but doing better?**

THE TIME FRAMEWORK + 3P METHOD

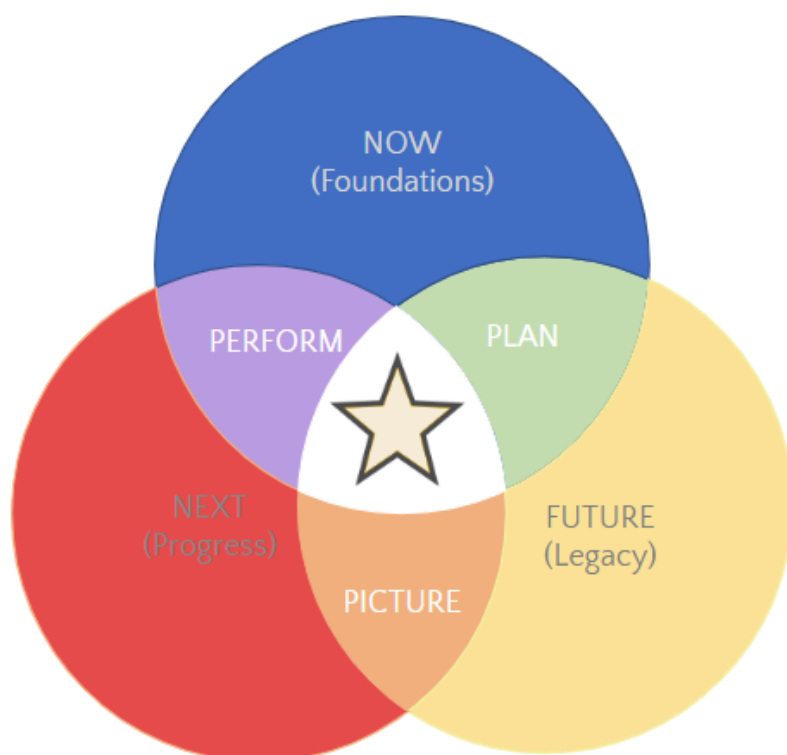
Ambitious people are often caught up in constant doing: solving problems, endless tasks and distractions.

No matter how much you do, it can feel like trying to empty the sea with a bucket. You get through the day, but don't move closer to what you truly care about and want.

That's why I created a simple framework to help you move from reacting to intentional living, making steady progress toward your vision while enjoying the now

When you start to take aligned actions you move from

Overwhelmed, always behind	→	Time for what you care most
Reacting to all urgent demands	→	Clarity, calm, and control
Losing focus and energy	→	Renewed energy and focus
Feeling stuck day after day	→	Progress toward a future you believe in



The results are simple

- More time and energy
- Clear focus and direction
- Steady progress without stress
- A roadmap for your future

....and much more

LET'S DIVE INTO ASSESSING WHERE YOU ARE RIGHT NOW

Answer very honestly to each of the following questions.

For each statement give a numeric value from 1 to 10.
1 meaning I totally disagree and 10 meaning I fully agree

STEP #1 - NOW (STRONG FOUNDATIONS)

We often keep going, hoping things will get easier later, but how you feel now affects everything. If your energy is low or your boundaries are blurry, it's hard to focus or move forward.

01

I focus on tasks that keep me energized most of the time

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

02

I have clear boundaries that protect my focus, rest, and personal priorities.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

03

My routine support my clarity and leave me space to think ahead

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

You average score for NOW + notes

STEP #2 - NEXT (INTENTIONAL PROGRESS)

It's easy to stay busy without really moving forward. Sometimes it's even a way to avoid deciding what you have to do and keep staying put.

When you're not clear on what you want and care about, your time and energy get pulled in too many directions.

But when you know where you're going, it's easier to focus, say no to the noise, and take steps that actually count.

01

I know exactly what I want to work towards in the next 6-12 months.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

02

I take intentional steps each week that move me closer to that goal.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

03

I have space in my daily schedule to reflect, make adjustments, and think strategically.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

You average score for NEXT + notes

STEP #3 - FUTURE (MEANINGFUL LEGACY)

Building a future that fits your values means having a clear vision and the right people around you.

When your daily choices reflect what's important - and you're supported by those who share your values - your work feels meaningful, not just busy.



01 I'm building something that aligns with my personal values and definition of success.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

02 My actions today help me build a future I feel both secure and excited about.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

03 I surround myself with people who share my values and support the future I want to build.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

You average score for FUTURE + notes

STEP #4 - HABITS

*Let's not forget: habits are the glue between vision and action.
A clear vision and plan guide your direction, while small,
consistent actions built on daily habits drive real progress.*

01 PICTURE - I have a general sense of who I want to grow into, even if the vision isn't crystal clear.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

02 PLAN - I have a simple, realistic way to move forward, even if I don't have everything figured out.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

03 PERFORM - I act on my priorities, even when things get busy or unpredictable.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

04 I'm consistent with the routines that help me stay focused and grounded.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

05 When things don't go as planned, I know how to bounce back and keep moving forward.

1 ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 10

You average score for HABITS + notes

UNDERSTANDING THE RESULTS

Now that you have assessed your business it's time to see what are the areas you need to tackle first

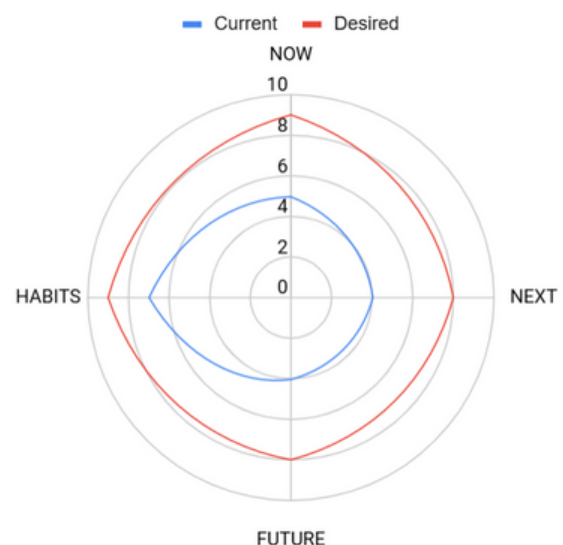
#1 LIST ANY QUESTIONS THAT YOU RATED BELOW 5. WHAT IS ONE COMMON THEME? THOSE ARE SOME QUICK WINS

#2 CHECK ANY AREA THAT IS BELOW 7 ON AVERAGE:

- ☐ NOW
- ☐ NEXT
- ☐ FUTURE
- ☐ HABITS

#3 REFLECT ON THE BELOW QUESTIONS:

- When you see at all the areas together do you see balance?
- What is your desired goal for each?
- What is the most important to fix?
- What is the most urgent?
- Is there any specific area that you need to start monitoring closely?



Congratulations!

You've taken the first step to spot what's holding you back.

Now is the time to take action to get you unstuck and move forward without the stress.

BUT WAIT I I DO NOT KNOW HOW TO DO IT.

The beauty is that you do not have to do this alone! If you need someone that will help you to move thing faster, join my **3-month Achieve More, Stress Less program** and we will do this together.

You'll learn how to get clarity and make meaningful progress at ease.

BUT HOW CAN I MAKE TIME IF I DO NOT HAVE TIME?

It all start with deciding to stop running the hamster's wheel. Imagine you become wiser on how to invest only 30 minutes each day, that alone is 10 hours/month or about 3 weeks per year!

After the first month working together, most of my clients feel less stressed, more focused, and confident about getting real results without overwhelm.

BUT THERE IS NO SUCCESS UNLESS YOU WORK HARD: NO PAIN NO GAIN.

I get it, I have worked in very competitive environments, and I have seen how easy it is to sacrifice yourself, thinking is the only way.

Thankfully, I have seen a lot of great ambitious people who have stopped believing that, and are now more successful than ever. See if you can also join them.

NOT SURE ABOUT THE NEXT STEPS?

Let's review your results together and brainstorm where you are, where you want to be, and what you need. You'll leave with clear, tailored actions — no pressure, just clarity.

You'll leave with clear, tailored actions, no pressure, just clarity..

EMAIL ME AT COACH@SERENAMARTINO.COM TO SCHEDULE A SESSION, AND WE'LL FIND A TIME THAT WORKS BEST.