

CLARITY TODAY. A BRIGHTER TOMORROW.

CPR

CONTEXT | PURPOSE | RESULTS

A Framework for Consciously Creating
What Comes Next



CONTEXT

Where am I now?



PURPOSE

What matters now?



RESULTS

What am I creating?



LifeCraft

A MORE INTENTIONAL TOMORROW

01 INTRODUCTION

What Is CPR?

There are times in life when the path forward seems obvious. We know what we want, understand what needs to be done, and have the energy and confidence to move forward. But there are also times when that clarity disappears.

A relationship ends. A career no longer feels meaningful. A job is lost. Children leave home. Our health changes. We move to a new city. We reach a milestone that we spent years working toward only to discover that achieving it did not provide the satisfaction we expected.

Sometimes nothing dramatic happens at all. We simply wake up one day with the realization that the life we have created no longer feels like the life we want to live.

These moments can be disorienting because the assumptions that once gave our lives structure may no longer apply. The goals that once motivated us may no longer matter. The identity we developed around a career, relationship, family role, or particular version of success may no longer fit.

Our natural response is often to ask: “What should I do next?”

We start making lists. We set goals. We search for a new job. We create a fitness plan. We think about moving. We read books, listen to podcasts, talk with friends, or hire a coach. We begin looking for answers before we have clearly understood the question.

CPR proposes a different starting point. CPR stands for Context, Purpose, and Results. It is a framework for gaining clarity during periods of transition, uncertainty, or feeling stuck. Rather than immediately asking what we should do, CPR asks us to first understand where we are, determine what matters now, and then decide what we want to create.

CONTEXT	PURPOSE	RESULTS
Where am I now?	What matters now?	What am I creating?

**You don’t create a new life by starting with a to-do list.
You start by understanding where you are, deciding what matters, and defining what you want to create.**

02 THE LOGIC

Why CPR Works

Most traditional approaches to personal development begin with goals. Goals can be extremely valuable, but there is a problem with beginning there. A goal created without understanding our current circumstances or why the goal matters can easily become another obligation.

We may pursue goals because they represent what we thought we were supposed to want. We may continue working toward a definition of success that belonged to an earlier stage of our lives. Or we may set ambitious goals in response to discomfort without understanding what that discomfort is trying to tell us.

Context creates awareness.

Before deciding where we are going, we need an accurate understanding of where we are. Something may have changed externally, but something may also have changed internally. Our priorities, relationships, responsibilities, resources, and energy may be different.

Purpose creates direction.

Once we understand where we are, we can ask a deeper question: What matters now? Purpose gives meaning to our choices. It provides a reason behind our goals and a standard against which opportunities can be evaluated.

Results create action.

Purpose without results can remain philosophical. Results translate what matters into something tangible. If health matters, what result would demonstrate that commitment? If relationships matter, what would be different six months from now? Results give purpose form.

Context creates awareness. Purpose creates direction. Results create action.

The objective is not to repair a defective life. It is to become a more conscious participant in creating the next chapter of it.

Quick Reflection

Before you continue, write one sentence describing why you are exploring CPR now.

03 C — CONTEXT

Where Am I Now?

Context is the environment in which our lives currently exist. It includes our circumstances, responsibilities, relationships, resources, experiences, assumptions, beliefs, commitments, opportunities, and limitations.

Context matters because we never make decisions in a vacuum. Every decision is influenced by the circumstances surrounding it. Two people may both say, “I feel lost,” yet the realities behind those words may be completely different.

Facts Versus Interpretations

One of the most important parts of examining context is learning to separate facts from interpretations. “I lost my job” may be a fact. “My career is over” is an interpretation. “My marriage ended” may be a fact. “I failed at relationships” is an interpretation.

Interpretations matter because we often treat them as facts. Once we do, they begin shaping our decisions. The circumstances may be identical, but the context we create around those circumstances can be dramatically different.

Questions for Context

- What has changed — and what has not changed?
- What am I carrying forward from the previous chapter?
- What is no longer serving me?
- What assumptions am I making?
- What resources and responsibilities do I currently have?
- What do I have control over?
- What am I trying to control that I cannot control?

My Current Context Statement

Complete: “Right now, I am at a point in my life where...” Describe your reality without trying to solve it.

04 P — PURPOSE

What Matters Now?

Once we understand where we are, the next question becomes: What matters now? Purpose is often presented as something enormous — a singular calling we are supposed to discover and follow for the rest of our lives. That idea can create unnecessary pressure.

Within CPR, purpose means identifying the values, relationships, experiences, contributions, and ways of living that make the next chapter meaningful. Purpose can change because people change. What matters deeply at thirty may not be what matters most at forty-five.

Purpose and Identity

Life transitions frequently create identity transitions. We describe ourselves through roles: parent, spouse, entrepreneur, executive, athlete, caregiver, provider. When one of those roles disappears or changes, the question may become less about what to do and more about who we are now.

Purpose helps us move beneath roles toward values. Perhaps what mattered about being an executive was leadership. Perhaps what mattered about being a parent was contribution. Perhaps what mattered about being an athlete was vitality and discipline. The role may change while the underlying value remains.

Questions for Purpose

- What matters most to me now?
- Who do I want to become?
- What do I want my life to stand for?
- What gives me energy?
- Which relationships matter most?
- What contribution do I want to make?
- What have I been postponing?
- What would make this next chapter meaningful?

My Purpose Statement

Complete: "The purpose of this next chapter of my life is to..."

05 R — RESULTS

What Am I Creating?

Results transform reflection into reality. There is an important difference between an intention and a result. “I want to become healthier” is an intention. “I exercise four days per week and complete a half marathon by June” is a result.

Intentions describe direction. Results describe evidence. A useful result answers the question: If this happened, how would I know?

Life Craft Categories

AREA	WHAT IT CAN INCLUDE
Health	Energy, movement, sleep, nutrition, physical and emotional well-being
Relationships	Romantic relationships, friendships, family, parenting
Career & Finances	Meaningful work, income, savings, business, professional development
Personal Growth	Learning, confidence, spirituality, self-understanding
Adventure & Fun	Travel, hobbies, recreation, exploration, play
Home & Environment	Where and how you live; surroundings and lifestyle
Contribution & Community	Service, mentoring, creativity, leadership, belonging

The objective is not to create twenty new goals. Identify possibilities, then select the three to five results that would make the greatest difference during the next six to twelve months.

My 3-5 Priority Results

Write each result so that you could clearly tell whether it has been achieved.

06 FROM CLARITY TO ACTION

Turning CPR Into a Life Plan

Once the results have been defined, they can be converted into a practical life plan. A six- or twelve-month result can become a series of 90-day priorities. Those priorities can be broken into milestones. Milestones can become habits and weekly actions. Weekly actions eventually become today's decisions.

Context: I understand where I am. → Purpose: I understand what matters and why. → Results: I know what I intend to create. → Action: I know what to do next.

Example: Health

PURPOSE	Restore health and energy so I can fully participate in my life.
12-MONTH RESULT	I am physically active, sleeping consistently, and capable of completing a challenging outdoor event.
90-DAY PRIORITY	Establish a consistent exercise, nutrition, and sleep routine.
WEEKLY ACTIONS	Exercise four times, plan meals on Sunday, schedule one outdoor activity, and track sleep.

Support and Accountability

Within the Life Craft model, Sage can help a person explore their circumstances, clarify their purpose, and develop their CPR. Jack can then help translate those results into commitments and provide ongoing accountability.

Knowing is not the same as doing. Insight without action produces little change; action without insight can send us rapidly in the wrong direction.

07 EXAMPLE CPR

Rebuilding After a Major Transition

Michael is forty-two years old. His divorce was finalized six months ago after fourteen years of marriage. He has two children, ages nine and twelve, whom he shares custody of with his former spouse. Professionally, he is successful, but the job that once felt exciting now feels repetitive.

During the divorce, Michael focused primarily on getting through each day. Now the crisis has passed, but instead of feeling relieved, he feels lost. His first instinct is to make changes: move, date, change careers, join a gym, buy something exciting. None of these choices are necessarily wrong. The problem is that Michael does not know what problem he is trying to solve.

Michael's Context

I am forty-two and recently divorced after fourteen years of marriage. I share custody of my children and want to remain actively involved in their lives. My finances are tighter than before, but I still have a stable income. I have spent most of the last year reacting to circumstances rather than thinking about what I want. My health has declined, several friendships have faded, and my job provides security but does not challenge me. I need to decide intentionally what I want to keep, what I want to change, and what I want to create.

Michael's Purpose

The purpose of this next chapter is to become an engaged father, healthy man, dependable friend, and someone who is actively creating a meaningful life rather than simply responding to circumstances. I want stability without stagnation, adventure without escaping my responsibilities, meaningful work, genuine relationships, and room to explore who I am becoming.

Michael's Results

- Health: Exercise four days each week and complete a half marathon with a friend.
- Children: Establish one consistent weekly tradition and take one meaningful trip together.
- Relationships: Reconnect with three close friends and build a regular social life that does not revolve around dating.
- Career: Explore three career directions and complete ten informational conversations before deciding whether to leave his current job.
- Adventure: Plan two experiences during the year that challenge him and give him something exciting to anticipate.

Clarity does not require knowing everything. It requires knowing enough to take the next intentional step.

08 GUIDED WORKBOOK

Build Your CPR

Use this page to bring the three parts together. Keep your language simple, specific, and honest. You are not trying to write the perfect life plan. You are creating a clear working direction for the next chapter.

1. CONTEXT — Where am I now?

Summarize the circumstances, beliefs, responsibilities, resources, and experiences shaping your life today.

2. PURPOSE — What matters now?

Describe what you want this next chapter to stand for and the values you want it to express.

3. RESULTS — What am I creating?

List the 3-5 outcomes that would best demonstrate your purpose over the next 6-12 months.

09 SYNOPSIS

CPR in One Page

CPR — Context, Purpose, Results — is a framework for consciously creating what comes next. It is designed for moments when life changes, the old path no longer feels right, or the future feels unclear.

Context

Context helps you understand where you are today and the circumstances, beliefs, relationships, responsibilities, and experiences shaping your life.

Purpose

Purpose identifies what matters most and gives meaning and direction to your next chapter.

Results

Results translate that purpose into specific outcomes you are committed to creating. Those results can then be converted into priorities, milestones, habits, and actions.

CONTEXT → PURPOSE → RESULTS → ACTION → LIFE

CPR does not assume that feeling uncertain means something is wrong. Sometimes uncertainty is simply the space between one chapter and another. The question is what we do with that space.

We can react to it. We can fill it with activity. We can repeat old patterns because they are familiar. Or we can use it as an opportunity to examine where we are, reconnect with what matters, and intentionally decide what comes next.

**Context creates awareness. Purpose creates direction.
Results create action.**

The central idea behind CPR is simple: You don't create a new life by starting with a to-do list. You start by understanding where you are, deciding what matters, and defining what you want to create.

LIFE CRAFT

Consciously create what comes next.