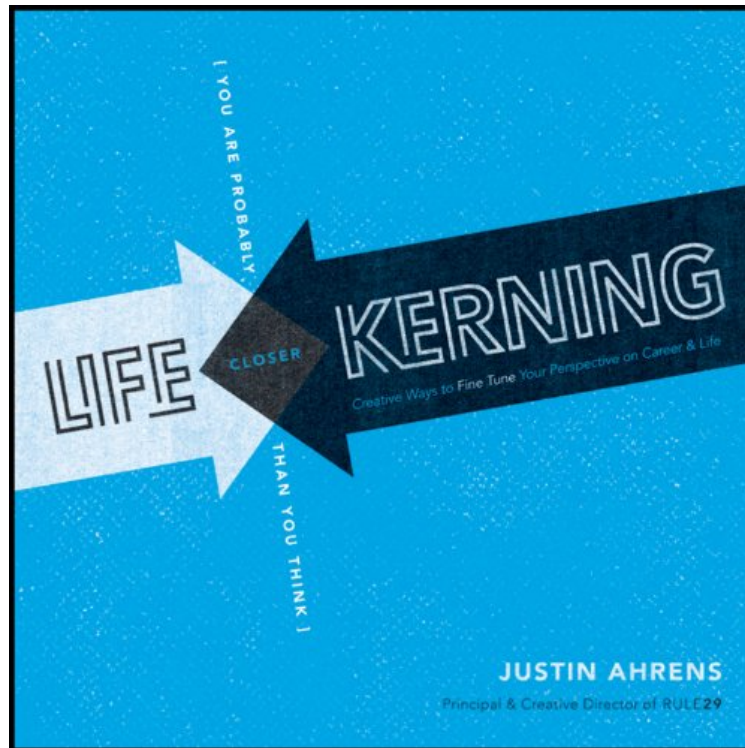


(Read free) Life Kerning: Creative Ways to Fine Tune Your Perspective on Career and Life

Life Kerning: Creative Ways to Fine Tune Your Perspective on Career and Life

Justin Ahrens

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Justin Ahrens : Life Kerning: Creative Ways to Fine Tune Your Perspective on Career and Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised Life Kerning: Creative Ways to Fine Tune Your Perspective on Career and Life:

8 of 8 people found the following review helpful. Based on a True Story By Von Glitschka Before Life Kerning was a book, I witnessed it first hand through the life and work of its eventual author Justin Ahrens. When I first met him back in 2008 I realized he was a different kind of creative person, sure I admired his design work but there was more to it than a mere aesthetic appeal. It went deeper, it had meaning beyond our industry, it was real and he was excited about it and wanted to share it with others. Ahrens insights will help pinpoint and cause you to remember moments in your life, thoughts you've entertained but never moved forward with, awake convictions you've held but haven't acted upon. You'll smile, shake your head in agreement, and then suddenly realize with clarity the kerning your own life would benefit from. I suppose someone could merely write this off as another self-help book, but if they do their going to miss a very fun ride. And I say "ride" instead of "read" because this isn't a "How to" book, it's a "Go do" book. And the ride it'll take you on will be well worth the time you invested. When Justin encouraged me to "Serve and Change" it literally changed the entire way I looked at everything. My life had way too many gapping holes of self-serving ideals and goals, but once I took the time to simply serve and use my talent for the sake of someone else, the change it brought was refreshing and life kerning. This book may have been written by a designer, but its application, motivation, and inspiration is universal and timeless. 0 of 0 people found the following review helpful. Every designer

(and non-designer) should read this book. By Edward I picked up this book because I was a lost designer. I desperately needed advice on how to navigate and balance my life as a designer and as a person. Life Kerning is full of great insights that will change the way you think and live. Life Kerning does exactly what it says it will do: fine tune your perspective on career and life. The book provides so many good insights that make you think and re-evaluate your life. Ahrens isn't afraid to share his personal experiences and the lessons he's learned from his mistakes, making the book relatable and personable. Ahrens is honest, challenging, and urges you to ask yourself hard questions, just like a good friend would. The book is a great, easy read that you can pick up or put back down easily. Chapters are short and great for a quick dose of inspiration and self-reflection. Some of my favorite insights from the book: "The power of saying no: 'Will the work be profitable? Will the work be fun? Will the work help you attract other work, future employees, or attention in the marketplace? If the type of work or client fits two out of the three criteria, you may choose to go for it.'"; "Who really cares who is on your company's client list? Is your work fulfilling? Do you enjoy it? Are you paid a fair wage? If you can answer yes to these three questions, is there really an issue?"; "People on their deathbeds do not wish they had worked more."; "True balance is different for everybody (and it really doesn't exist), but just knowing that is half the battle." There's so much great practical advice that this book offers. I've started incorporating some of them into my life, and I find that I am less stressed when making decisions and evaluating situations. Balancing a career and life is not easy, and I definitely recommend this book to every designer. Even non-designers will get something out of this book. Life Kerning is definitely one of the most inspiring, practical, and well-designed books I've read. (And for all the design nerds out there, the book features witty illustrations, strong typographical hierarchy, and nice paper!) 3 of 3 people found the following review helpful. Life is an art. Turn your life into the masterpiece it should be. By Kelsey Often a well-designed ad is simply a slight tweak from perfection. In "Life Kerning," Justin Ahrens draws on his experiences as a designer and small businessperson to offer easy and concrete ways to tweak the way you work and live. As he states, "You are closer than you think." "Life Kerning" is useful. I say "yes" too much. After one sitting "Life Kerning" helped me look at opportunities in a new way: Will I have fun? Will I make money? Will I reach an audience that will help spread my message? The next day I was presented with one of those "we can't pay you what you normally get, but..." opportunities and busted out my yes/no "Life Kerning" lesson and took all the wishy out of the wishwashiness that too often invades my decision making process. Ahrens makes the argument for establishing an advisory board -- a cabinet of trusted peers who will shoot straight with you -- and he presents you with steps and guidelines how to establish one of your own. Before I was done with this section, I had a list of possible people scribbled in the margins to ask to be on my board. Life Kerning is inspiring. So many business or self-help books require massive change. Stop checking your email! Work less! Work more! Ahrens doesn't shout at you to overhaul your life or your business. There's no lesson from "Life Kerning" that isn't doable. And the knowledge that I'm closer to being a more efficient, productive, and balanced ME, made this one of the most inspiring books I've read in the past year.

Creative approaches for designing a more balanced life and career In the graphic design industry, kerning is the fine-tuning or adjustment of space between letterforms (type). In this book, author Justin Ahrens applies this concept to both the life and career of business professionals. There is a common misconception that positive change in one's life only comes from a complete system overhaul. Ahrens challenges this notion by inviting business leaders and professionals to not only reassess the various spaces and goals of one's life, but to rethink our understanding of balance altogether. This book includes insights and observations from both the creative and professional world. Guides you in determining what you're passionate about, and how to keep those passions in the forefront of your life and career How to create work that stands apart How to cultivate and maintain a group of wise mentors Develop critical decision-making skills Live a life that fuels your work, and work in a way that fuels your life. Life Kerning shows you how.

.com From the Author: Life Kerning Strategies Life Kerning 04: Be Anti-Social Online and mobile engagement is both beneficial and enjoyable, but we all need to habitually unplug. The more you engage, the more prone you become to constantly checking your accounts for communications you need to respond to. Soon time has gone by; in many cases, time that was just frittered. Make a concerted effort to unplug and do something else. What's interesting is that, when you do plug back in, you realize that maybe you are a little late to some of the conversations but that nothing happened is preventing you from still participating. The more time you take to return to the physical world around you and engage there, the richer your days actually become. Start Your Anti-Social Campaign 1. What times of the day are you most productive and tuned in? Choose those times to focus on the items you want to accomplish, whether it's at work or after hours. Unplug before you start. 2. Read something; not on a phone or tablet. Play a board game or a card game. Draw. Paint. Do something that does not entail an electronic device. Dust off the Etch A Sketch? 3. Work out and don't check Facebook, talk on the phone, or tweet. Seriously. 4. If your phone or tablet is just too tempting, give it to a coworker or family member for a period of time. 5. You can set aside regular, fixed times to have a no-device zone. This could be at morning meetings, at the dinner table, wherever. You might actually have some meaningful conversation! Life Kerning 011: Do What You Love Do

you love what you do? When you ponder that question, try to approach it from different perspectives: 1. Does your job excite and/or challenge you? If not, does your current profession inspire you, and could you find another job within that profession? 2. Is your satisfaction with your job tied to your attitude? (You know you can change your attitude, right?) 3. Does your job allow you to do the things that really matter to you (e.g., taking off early to spend time with family, enjoying your favorite hobby, writing your novel)? 4. Does the type of work you do help to make the world a better place? Do you resonate with your company's mission? Can you visualize a satisfying future in your current profession? 5. It's never too late to make some adjustments somewhere to bring the elements of your life into a more positive balance.

Finding the Love Here are some more questions that may help you find the love again: 1. What would you do if you didn't have to work? 2. How different is it than what you are doing now? 3. Remember where you started in your career. Go back to your first day. What has changed? Have you grown? From the Inside Flap

Great design comes not in the lightning strike of a brilliant idea but in the painstaking process of refinement. Part of the design process involves kerning, the meticulous adjustment of space between letterforms (type). And so it is in life that the achievement of excellence comes not in broad strokes but in deliberate and incremental change. In *Life Kerning*, author Justin Ahrens applies this concept to both your life and career. There is a common misconception that positive change can only come from a complete system overhaul. Ahrens challenges this notion by inviting business leaders and professionals to not only reassess the goals of your life, but also to rethink your understanding of balance altogether. Using insights and observations from both the creative and professional world, this book guides you in determining what you're passionate about, and then how to keep those passions in the forefront of your life and career. Discover strategies to apply to your life and career that will allow you to: Reach out to others strategically and trust the collaboration process Create space in your life and add enjoyment to your day-to-day existence Develop critical decision-making skills Establish an inspiring and motivating workplace environment Learn how and when to ask for more Embrace your curiosity, and become a catalyst for positive change Live a life that fuels your work, and work in a way that fuels your life. *Life Kerning* shows you how, one miniscule step at a time.

From the Back Cover Small steps toward the elusive work-life balance: Live a life that fuels your work, and work in a way that fuels your life. *Life Kerning* shows you how, one miniscule step at a time. "I just love this book. And you will, too, if you strive to be a human being and not a human doing. It's about simple truths: Serve others. Say thank you. Create more good. Believe in something bigger than yourself. Do what you love. This isn't rocket science; it's just a great guide for assessing what's important in your life. Read *Life Kerning*, take it to heart, and watch everything around you get a little bit better." — Ken Blanchard, coauthor of *The One Minute Manager* and *Lead with LUV*

"*Life Kerning* is a very good read. The style is such that you feel like Justin is alongside you as you both discover how to navigate work and life. As I was reading it, I found myself drawn further and further into the concepts just by the authenticity with which they were delivered, but honestly, the concepts themselves are meaty but accessible. I'm going to give this away to a lot of my friends and clients." — David C. Baker, ReCourses, Inc.