

Scaling
with Hugo

REFLECTION BOOKLET

2023-2024

by Hugo Pereira



Scaling
with **Hugo**



**HEY
THERE!**

My name is Hugo Pereira, I'm inspired to be a catalyst for growth in all forms—including personal development.

Since a very young age I've found myself in awe with humanity and the depths of how far we can learn about ourselves daily and be a better version of ourselves.

To put this into practice, at least once a year I do a deep introspection where I reflect and let memories and thoughts fill my mind, trying to comprehend **what the last 12 months meant and what I've learned, as well as dream about the future.**

This is how I started the Reflection Booklet.

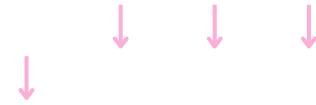
Early in 2017, I published the exercises I did for myself openly. Each year since then, the reception has consistently been warm and positive. Thousands of people have downloaded the Reflection Booklet, which fills me with gratitude, knowing that this small measure can be of help to anyone seeking a deeper understanding of themselves.

I sincerely hope this Reflection Booklet helps you reflect back on 2023, bring it to a close, and start to get you warmed up for 2024.

HOW IT WORKS

This year's Reflection Booklet has a standard flow and an optional add-on to dig deeper. You can run the traditional exercises of debriefing and envisioning the future.

If you want specific this year to look into your professional path or parenting journey, there're specific exercises for those.



Debrief & Reflection

This is the basis and foundation for the Reflection Booklet. It's the module and exercises that everyone should do in order to get the best out of the other modules. It sets the base for deeper understanding of the year that just went by.



Envisioning the future

This module is also a standard process to prepare for the year ahead—it focuses on setting up your goals, ambitions, and the right behaviours for a successful new year.

Add-on (optional)

Parenting:

This module is focused on parenting, and specific exercises to deepen the relationship with your respective partner and children.

Career Introspection:

This module is specifically focused on people that want to explore a career change and need some extra help to understand better if it's time to move on from their current job or change their career focus.



**LET'S GET
PREPARED**

Key principles



Dedicate time

The Reflection Booklet should be done during **specific, dedicated time set aside for it.**



Decide your flow beforehand

The Reflection Booklet has a modular approach as explained in the previous page. As such, you have the chance to **pick your own path.**

You can juggle between exercises as you see fit; however, the main recommendation is that you **first go through the Standard Reflection module**, prior to moving to any other one.



Be present

The exercises should be done when you can be **mindful and focused.** Make sure you balance between offline exercises (paper, post-it) as well as using technology where you see most fit or the exercises asks for its use.



**LET'S GET
PREPARED**

Top tips to get the most out of the Reflection Booklet

- 1 Read it all**
Read the whole Reflection Booklet prior to getting started, **in order to get acquainted with the exercises and questions** as well as the potential time you need to go through them.
- 2 Let it sit**
Just because an exercise is **done, doesn't mean it's completed**. Make sure you let it sit for a couple of days and revisit it to see how it feels.
- 3 Pick your time period upfront**
While the Reflection Booklet is geared towards closing one year and building a vision for the next, **these exercises can be used at any time period** (e.g. the parenting or career shift modules). Just because it doesn't fit in a calendar year doesn't mean you have to wait!

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STANDARD REFLECTION

Year: 2023
Exercises: 6

Exercise 1

WHAT DOES MY DIGITAL ARCHIVE UNVEIL TO ME.

Nowadays everything is online. A lot of what you experience is documented in a digital format—in several forms and shapes.

- **Take a step back and skim through your phone's photos.** Save or favourite the moments or memories you believe or feel are special.

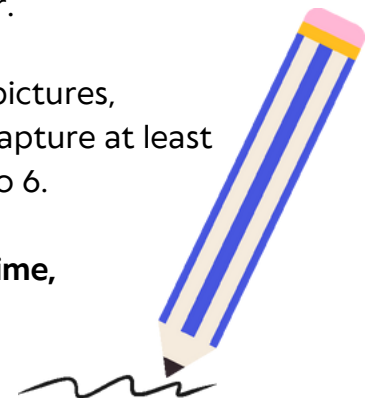
Tip: Don't have a lot of photos on your phone? Not a problem. Search through your calendar, meditate over your year, or do an envisioning exercise focused on the moments that mattered the most.

Now that you've got through the photos and memories, **it's time to deepen its meaning.**

- Write down the moments that had the biggest impact on you and associate them with a photo, or special physical element (eg ring).
- Describe why they mattered, what they meant to you, and how it affected your behavior.

You can write them down, print the pictures, or draw six illustrations in squares—capture at least 3 impactful moments and select up to 6.

Stay with these moments for some time, see what feelings evoked as you revived each moment.





ROSE, THORN, AND BUD

Exercise 2

The rose, the bud, and the thorn.

Used by many teams across the world when creating retrospectives, the rose, bud, and thorn is a well-known exercise that can be applied to our own reflection.

Now, that you have your digital archive explored, let's dig deeper and look at the year in the most simplistic form.

- 1 The rose**
Write down the things in the past year that were a highlight, success, any small win, or positive that happened.
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- 2 The thorn**
Write down the challenges you experienced, the low moments, the most stressful, and what made them hard.
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- 3 The bud**
Write down the new ideas that have blossomed or something you are looking forward to explore next year.
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WHO MADE IT WORTH IT?

Exercise 3

Gratitude is an essential part of the debrief process.

You have built a community of friends, colleagues, role models, and/or family that have helped you learn more about yourself.

Some of this community may have experienced **meaningful moments with you**, or they may have been there for you during your high and low periods.

Showcasing care for your community is a great way to show gratitude from you.

Think people that empowered or challenged you, that laughed or cried in your high and low moments, that you taught or learned from.

- **Let them know in any format** (video, call, message, gift, any medium) how much they meant to you and how they made it worth it.



Exercise 4

WHAT REFLECTION HIGHLIGHTS SUMMARIZE MY YEAR?

You've looked through your photos, understand the meaning behind your most impactful moments, dug deeper into your learnings—so let's summarize it quickly.

FILL IN THE FOLLOWING STATEMENTS ABOUT THE PAST YEAR

The **wisest** decision I've made

The **biggest lesson** I've learned

The **biggest risk** I took (or avoided)

The **biggest surprise** of the year

The **most significant** thing I did for others

The **most rewarding gift** I've got

The **most joy** I've experienced

Exercise 5

WHAT IS WORTH INVESTING ENERGY AND WHAT DO I HAVE TO LET GO?

It's the time to look back at the present and see what is worth continuing fighting for and putting your energy into and what do you need to let go.

PUT ENERGY IN

LET GO

*Learning new languages
Keep investing time with family
Continuing competitive sports*

*Time on social media
Certain people or groups
Current evening routine
Specific addictions*

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YOUR WISEST SELF

Exercise 6

Another year passed. Another you was forged.

The days are short, but the years are long.

◦ **Let's take a look at your current self** and do a journaling exercises answering the following questions:

1. What do I understand about myself better than a year ago?
2. What did you **leave in people or for people** last year?
3. What **new values** were formed or mattered most?
4. What simple things did you do daily that kept you **healthy, both mind and body**?
5. What did you **say 'no'** to the most? What gave you joy **saying 'yes'** to?
6. What moments in this last year were **your skills best put into practice**? Where did your **expertise and wisdom shine** the most? Where you were **most proud of yourself**?

Now. Pause.

In one sentence—write down, for yourself.

Who are you? Do this without mentioning your origin, where you live, your job title, or the company you work. Focus on what do you stand for and what is your contribution to the communities around you.

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ENVISIONING THE FUTURE

Year: 2024
Exercises: 5



MY PATH, MY MOMENTS

Exercise 1

- **Write down or draw** all the moments you wish to experience for the upcoming period. Envision what type of experiences and milestones you want to achieve in no specific order.

Do not limit yourself, you can draw three moments, six moments, ten moments—just make sure they are calling out to you, and giving you energy!

Four large, empty circles with a dotted blue border, arranged in a 2x2 grid. These circles are intended for drawing or writing the moments mentioned in the text above.

Exercise 2

MY CLAIM, MY EXPERTISE

The foundation for next year is nearly complete. Now, it's important to keep evolving yourself and becoming a bigger influencer in your (desired) areas of expertise. Think about the areas of expertise that you want to stand out next year, and how you can showcase them more often.

**EXPERTISE YOU WILL PUT IN PRACTICE
AND/OR SHOWCASE TO THE WORLD**

*(via writing, occasional sharing or
participating in forums...)*

**EXPERTISE YOU WILL PUT IN PRACTICE
AND/OR SHARE WITH THE CLOSEST
PEOPLE TO YOU**

(work, personal, etc.)

**NEW AREA OF EXPERTISE
YOU WILL FEEL YOU ARE GAINING**

(and want to practice more often)

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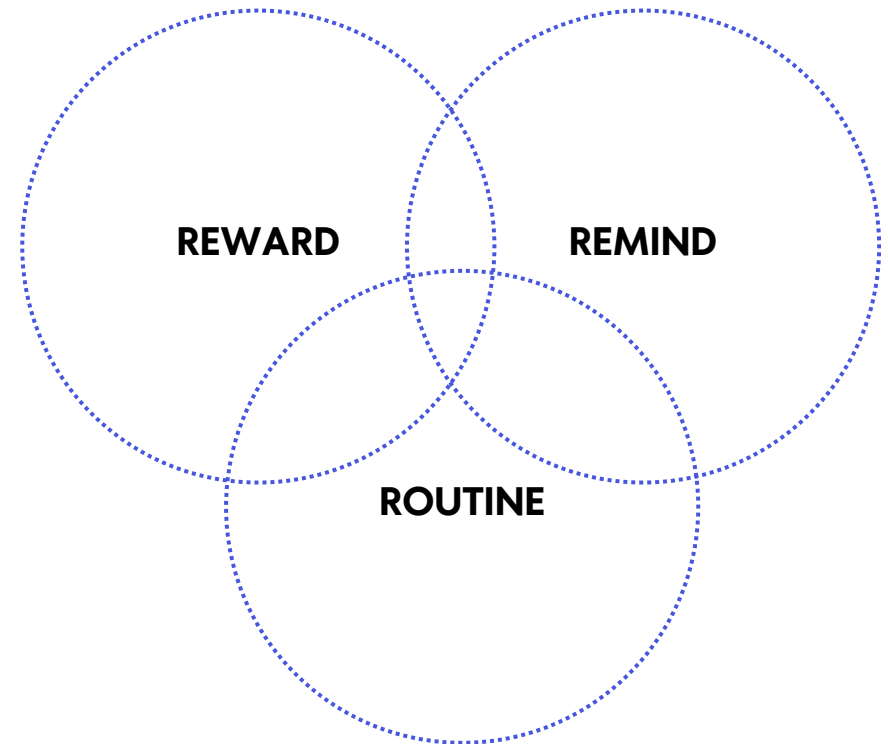
MY HABITS

Exercise 3

A lot of who and what we are evolves as we grow older and gain more insights, not just about ourselves, but also about world around us.

Additionally, **we live in a world full of noise, high pressure**, and sometimes we might **forget the principles that guide us.**

The following exercise is to help build a set of affirmations that remind us of what we intend to be or become.





MY HABITS

Exercise 3

Power of 1

- 1 Write down **one habit you want to evolve**, change or let go next year. Yes, just one. Not two, three, four habits—just one.

- 2 Now, write down the **habit, as well as which routine do you need to put in place to execute on this**, how will you remind yourself and how will you reward yourself as the habit becomes the norm.

Exercise 4

MY COMMUNITY

To help you achieve your personal ambition and gain new experiences, learnings and expertise—**think about the people that you will need the most help from in order to realize your vision for the upcoming year.** Divide your community into categories to help you identify and understand the ways they support you. Also describe how you will connect with them and how they can help you out throughout the year.

**MY PROFESSIONAL
COMUNITY**

MY ROLE MODELS

MY FRIENDS

MY FAMILY

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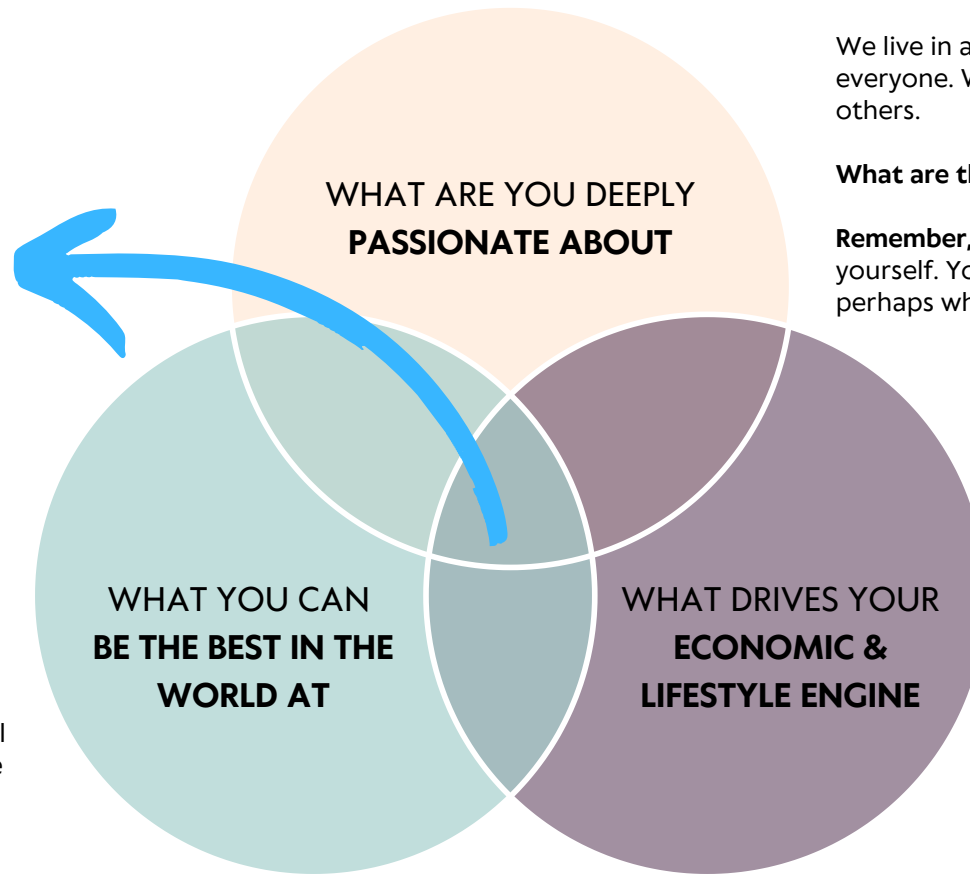
Exercise 5

MY SUPERPOWERS

The hedgehog concept—applied to your personal life.

A Hedgehog Concept is not a goal to be the best, a strategy to be the best, an intention to be the best, a plan to be the best. It is an understanding of what you can be the best at. The distinction is absolutely crucial.

**WHAT WHERE THE
MAGIC HAPPENS**



We live in an era where learning is accessible to everyone. Where we can be inspired and inspire others.

What are the activities that ignite your passion?

Remember, you can't manufacture passion for yourself. You need to be honest and identify perhaps what's already happening today.

Every person would like to be the best at something, but few understand with total clarity what they have the potential to be best at.

It's not about coming up to be the best, a strategy to be the best, or an intention to be the best. **It's about identifying something that you can truly master or be proud of the excellence you deliver in your daily vocation and work.**

Every person must understand how to generate sustained cash flow and invest long-term. This is more than just earning a salary. **This is about jotting down the lifestyle you want to have and what it takes to get there.**

Then, find out the diverse options to get there—finances are part of our daily lives whether we like it or not. **Get a grasp of the financial outlook for yourself.**

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PARENTING

Year: N/A
Exercises: 4



FAMILY DIGITAL ARCHIVE

Exercise 1

Similar to the standard reflection exercise, go through your family activities, moments, and photos of the past year.

- **Pick 5 to 10 moments that represent something big for you.** Any moment, being it a really good or bad memory, just favourite it or print it and keep it with you for other exercises.

1. What is common in the family photos you've selected?

2. What values do they evoke?

3. How did the family evolved from the first picture to now? What has changed, if anything?



SITTING WITH SILENCE

Exercise 2

Pick a family photo.

Any photo of your choice.

- **Sit with it for at least five minutes looking at it.** You can choose to do it in silence or with any music of your choice.

It might get uncomfortable or unsettling, but stick with five minutes. Put a timer on it.

At the end of the five minutes, jot down what came to your mind:

1. What **emotions** arise?
2. What **insights** did I get?
3. What **memories** came in addition to the photo?

...

Reflect on the major thought that stood out to you and dig deeper into why was that.

Exercise 3

TEACHABLE MOMENTS

You probably have had many teachable moments with you children.
Sometimes **they taught you something, sometimes you felt like teaching them** something.
Let's look at both:

TAUGHT

- What were the **main challenges** you faced this year raising your children? Why was that? What did they bring about you?
- What were some of the **shortcuts and self sabotages** you've unconsciously brought up with your children (eg screen time because you couldn't handle a meltdown)?
- What were some **moments that brought joy** to you on how you handle a specific situation?
- What were some moments that your **children mirrored some of your shortcomings**? What did they teach you that you want to do better next time?

TEACHING

- What **top five values** do I feel most compelled to teach my children? Where do they come from?
- What **life skills** would I like my children to develop this year?
- Do I parent more from consistent **logical** consequences and communication **or emotional** reaction?
- What are the **most significant things** in each of my kids' hearts?
- Am I **setting aside time** for myself and taking adequate rest? Am I carving out quiet play for my children so that my children see peace in my home?
- **How authentically** do I speak with my kids? Am I building a bridge of trust and security through my honesty and openness with them?



CO-PARENTING A SPECIAL RELATIONSHIP

Exercise 4

Raising a child is not a solo job.

You depend on other people to help on such an emotional and rollercoaster journey.
Especially with your partner.

- **Let's look into your relationship** and see how we can deepen it:
 1. How well do my partner (or co-parent) and I work as a **parenting team**?
 2. In which ways do we find time to have **quality partner time together**? What activities do we do? What habits are in place?
 3. How do I **support my partner** for him/her have their own time to reflect and have their own space when needed?
 4. How are we doing when it comes to **building a deep connection with our children**?

There are situations, unfortunately, where a partner is not present or not longer with you. In such cases, you can do the exercise with your closest community in mind. (think grandparents, closest friends, nearby family, school, etc)

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CAREER SHIFT

Year: N/A
Exercises: 6



YOUR 360 VIEW

Exercise 1

It's time to reach out to others.

Before diving deep into a career shift, let's immediately build our peer network. Let's create accountability for ourselves.

**This can be a great exercise for yourself
as you consider a career change or evolution.**

- 1 Pick five to ten people** that you want to reach out to. They can be all personal friends, family, mix of personal and professional
- 2 Send them a message or email** explaining you're doing a retrospective and ask them to reply to the following questions:
 - What do you **appreciate** about me?
 - What would you **like to see** more or less of from me?
 - What do you **trust** in me? What do you not trust?
 - What would you say I need to fully **express my best self**?
 - What do you see myself **doing at my best**?

Exercise 2

BUSINESS MODEL YOU

Prior to understand what change you want to explore, let's dig deeper into your professional you. Develop your own business model to better understand the value you offer to your community and peers.

KEY PARTNERS Who is in your trusted network? Who helps you?	KEY ACTIVITIES What do you do? What do you excel at?	VALUE PROVIDED How you help others? How do you provide value?	PEOPLE RELATIONSHIPS How do you interact with your peers? With your customers?	CUSTOMER SEGMENTS Who do you help? Who are your "customers"?
	KEY RESOURCES What do you have? What do you need?		CHANNELS How do people know you? How you deliver expertise to them?	
COST STRUCTURE What do you give away? What has the biggest cost in your life?		REVENUE AND BENEFITS What drives your economic engine? What benefits do you get?		



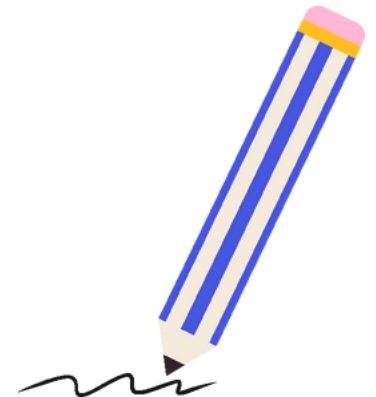
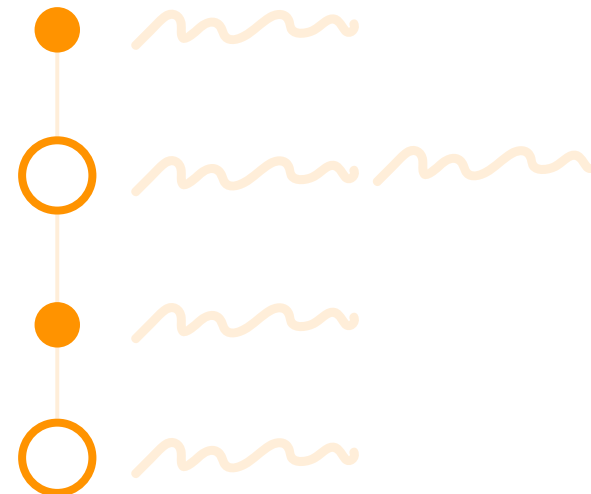
YOUR PROFESSIONAL TIMELINE

Exercise 3

See which environments
and career **moments**
you were at your happiest
and why.

- Draw a timeline of your career and put highlights on the ups-and-downs. See what environments drove you to your best self and what environments dragged you down.

This is to help see your peak to peak moment and how your career trajectory has been and what insights come out of it.



Exercise 4

YOUR JOB SCORECARD

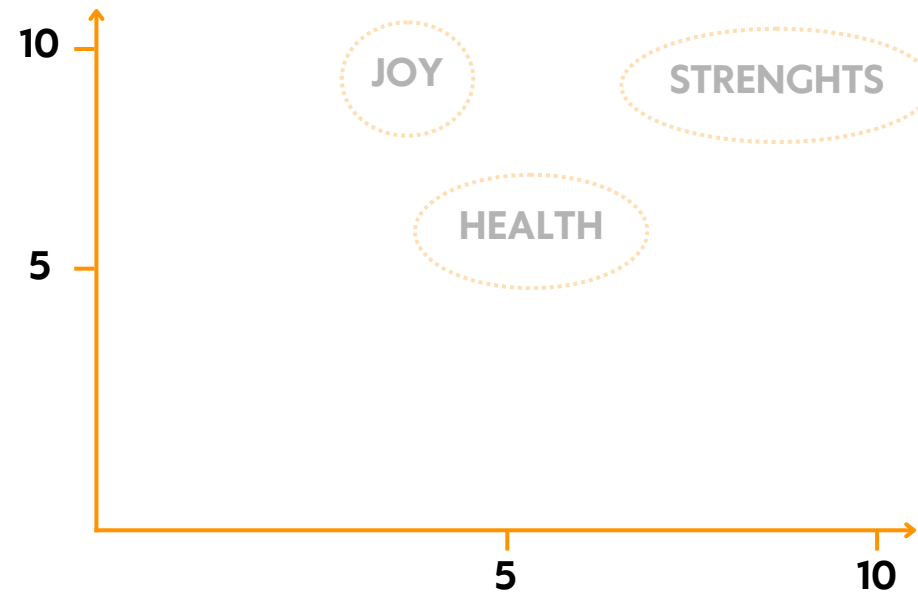
Let's look at your current moment now. Let's a rational score based on a model.
On a scale from 1 – 10 how would you rate the following categories:

CATEGORY	DESCRIPTION	HOW IMPORTANT IS IT FOR YOU? (1-10)	HOW WOULD YOU RATE THE CURRENT CATEGORY IN YOUR MOMENT IN LIFE?
Purpose	How well connected are you to your current company, team, job purpose?		
Joy	How much pleasure does you job give you?		
Strengths	How does your current job bring the best out of you ?		
Respect	How well respected are you in regards to your own personal values and professional output?		
Influence	How much influence do you have over how decisions are made?		
Fair pay	How well or fairly are you paid for what you deliver?		
Growth path	How confident are you that you can grow on your role or other ones in your current company or team?		
Healthy environment	How balanced is your mental and physical thanks to the current job your have?		

Exercise 4

YOUR JOB SCORECARD

After scoring, **do a heatmap** for what it looks like to you and what insights came to mind:



This helps you better understand the dimensions in front of you. In this case, you've the respect, a growth path, and the job brings the best strengths out of it. But you value joy, fair pay and health the most and not getting enough at this place. Is it worth the trade off to find something new that might give you that, but you might lose the growth path you've now. Just see the potential trade-offs or if you can do something with your current job to make it better (change habits for healthy work life balance or ask for more pay, etc)

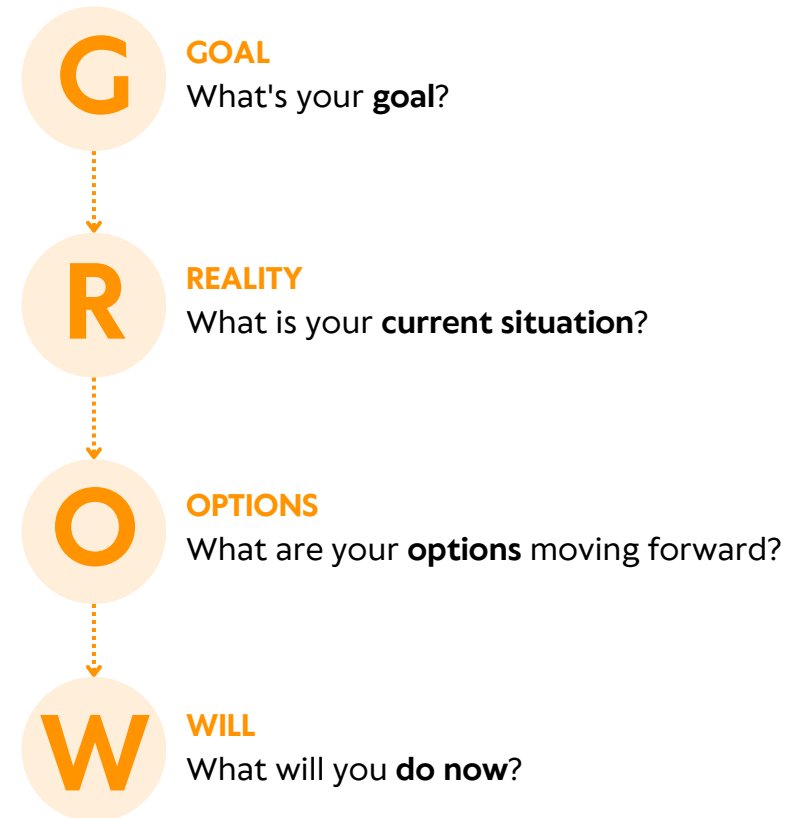


GROW MODEL

Exercise 5

You're ready now for the goal model.

- Just write down what comes to mind when putting all together:



Exercise 6

VISUALIZE SUCCESS

This only works when you're clearer on your next move.

- 1 Get into a comfortable place** where you will not be interrupted, so you can relax and complete this exercise without interruption.
- 2 Start to imagine yourself in your new career, having achieved success.** Take time to create a picture in your mind where you are doing your new job. Imagine where you are, what you are doing, who you are with, what you are seeing, feeling, hearing. Take time to make it a vivid image with lots of detail.
- 3** Now that you have a great picture, **imagine what personal rewards you are getting in your vision now that you have changed careers?** Notice how you are feeling. Make the image brighter. Make the rewards big enough to overcome your fears and see the things you are worried about becoming smaller, washing away down a drain or even being thrown away in the waste bin.
- 4 Repeat Step 3 several times to make the image strong and detailed enough so your fears have all gone.** Don't worry if your fear represents, just keep going back to the picture where you have conquered your fear. Make the rewards bigger and brighter as you add more detail to your image.
- 5 When you are satisfied** you have conquered your fears, don't let go of the image, hold on to it.

Bring up the image each day until you have successfully made your career transition and whenever your fears try to creep back in.

Take time to re-discover the detailed image you have created to remind yourself of the big rewards that are waiting for you when you make your career transition.

Stick with your new image and way of thinking.

It requires time and effort to absorb new thoughts and behaviours and repetition is essential for new habits to become automatic.



THANK YOU.

For the body to be healthy **you need to move.**
For the mind to be healthy **you need to still.**

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I hope this Reflection Booklet truly helps you out. I offer this content free to everyone as I believe in the power of sharing and caring.

The only kind request I have is to share with me privately how the Reflection Booklet has helped you or could be further improved—this is the best part of doing this.

If you wish to share with other people or recommend the Reflection Booklet publicly, you can tag me and add the hashtag **#ReflectionBooklet**—up to you.

Many thanks and best wishes for your reflections,
Hugo