

about Life by Design®

Life by Design® is Australia's leading lifestyle strategy and management agency. It was established in 1997 by Lifestyle Strategist Ian Hutchinson (G.Dip.Psy, B.Bus, APS), who recognised a corporate need for people to have better work life balance.

Ian has an extensive background in psychology, business management, career development, lifestyle planning, public speaking and entertainment. He is author of *52 Strategies to Work Life Balance* and the *Lifestyle-Driven™ Financial Planner* and co-founder of The Work Life Project™.

Life by Design® offers a range of educational learning systems, consulting capabilities and resources to help organisations be best employers and financial planners become better lifestyle planners. Life by Design® has attracted a great deal of media attention, including national television programs such as Today Tonight (Channel 7), The Today Show (Channel 9), People Dimensions (ABC) and international print publications such as the New York Times.

"Outstanding. Ian was amazing, interesting and entertaining. It's not very often a speaker comes along that pleases everyone. 80% of attendees rated Ian as 'excellent' and the other 20% rated him as 'very good'. Most importantly what he said makes sense and is usable in everyday life"

Financial Planning Association of Australia

"40% of participants rated the program a perfect 10 out of 10"

John Hannaford - Organisational Development
NSW Dairy Corporation

"I have seen a wealth of presentations relating to lifestyle balance. However this presentation stood out!!"

Sarah Mayers
Meetings Industry Association of Australia

"The support of yourself...to our program really made a difference - in fact it turned a risk for us into a sure fire winner!!"

Leah South
Head of Human Resources, AMP Financial Services Business Lines

"Ian's presentation was singled out as the highlight of the program".

David Brown
Judge, Employer of Choice Awards & Group Director - Human Resources
Goodman Fielder

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