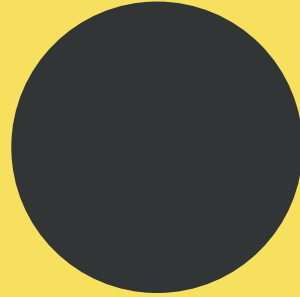


It all
means
nothing
in the end



Amy Hupe

wearefrankly.co

frankly.

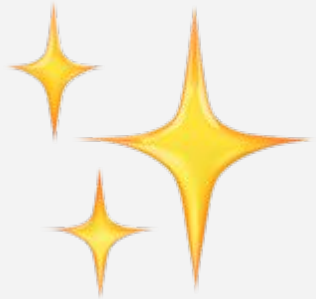
Hi, I'm **Amy**

frankly.



SPRINGER
NATURE





Existential crisis



It all means nothing in the end

A little bit about me...

frankly.



frankly.

Me:



It all means nothing in the end

I don't care

frankly.



frankly.



frankly.



frankly.

Me:





frankly.

It all means **nothing,
in the end**

frankly.

How did I
get here?

frankly.



frankly.

Helping teams create clear, accessible and straightforward digital products that put users at their heart.

About Frankly

Frankly was founded in 2020 by content design and design systems consultant, [Amy Hupe](#).

Through Frankly, Amy partners with trusted organisations and freelancers to provide a rounded and reliable service.

What we do

We specialise in content design, content strategy, and design systems.

Whether you're a small business, a charity, or a large organisation, if you need help with one of these areas, we'd love to work with you.

Content design





The People Manual:
Employee Experience



Personio

The Personio People Manual

5+ years of insights on employee experience at work.

Download It Today

Latest Blog Posts

Why is everyone talking about... RTO layoffs?

Sustainable Celebrations: Our All Company Culture Week 2023 Leaves a Lasting Impact

Quiet Quitting: A Proper Guide to a Very Real Trend

What is quiet quitting?

Quiet quitting is when an employee "checks out" and stops going the extra mile for their employer.

Personio

Quiet quitting is a term that went viral on TikTok in 2022. It describes employees who are fulfilling their job requirements, but not taking initiative, working overtime or volunteering for extra projects or responsibilities.

In this article, we'll discuss everything there is to know about the quiet quitting trend, including what it looks like in practice and the steps HR teams can take to overcome it.

Key takeaways:



← [THE FUTURE OF WORK](#)

Ambition Is Out

BY [JAMIE DUCHARME](#) 

OCTOBER 5, 2022 11:59 AM EDT

When Rafy Evans, 25, was a teenager, she adopted a mantra to guide her blossoming career aspirations: “I want my work to be about my life, and I want my life to be about my work.”

Evans came of age in what she calls the “[girlboss](#)” era, idolizing female entrepreneurs like Nasty Gal’s Sophia Amoruso and Glossier’s Emily Weiss. After graduating college, she threw herself into demanding jobs in Los Angeles’ influencer economy, building a reputation for being available 24/7 and valuing career achievement above all else.

Today, however, Evans’ teenage slogan makes her cringe. After reading [a recently published book](#) that made her question the large role work played in her life, she quit her job in June and took a couple months off to rest and recover from [burnout](#) (a huge privilege, she acknowledges). She is currently building healthy boundaries between her personal life and her new job in public relations, and is working on “unlearning” the always-on mindset with which she started her career. “I’m just trying to achieve more peace,” she says. “That’s my big goal in everything that I’m doing.”

How did I get here?

Caring *less* about work is completely fine

frankly.

Caring *less* about work is completely fine

But making work completely meaningless is probably not going to make us happy

If we have to keep
working, how
do we make it
mean something?

frankly.

**It all means nothing,
in the end**

frankly.

**It all means nothing,
in the end**

frankly.

**It all means nothing,
in the end**

frankly.

It all means nothing in the end

The work I did used to be
a means to an end.

Now I treat it like the end itself.

frankly.

Reconnecting to purpose

The Courageous Leadership Program



Step out of self-doubt and into your power
as a design and tech leader.

Join a group of your peers for 12 weeks of learning, reflecting, and challenging one another.

Program cost: \$925

Next cohort begins in early 2024. Join the waitlist to be the first to know—and get a discount code—when registration opens.

[Join the waitlist](#)

Your **core perspective** is the intersection
of your:

- skills
- experiences
- values

It is unique to you.

Skills

- Communication

Experiences

Values

Skills

- Communication
- Collaboration

Experiences

Values

Skills

- Communication
- Collaboration
- Perceptiveness

Experiences

Values

Skills

- Communication
- Collaboration
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- Analysis

Experiences

Values

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- Analysis
- Systems thinking

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Experiences

- Feeling alienated by corporate jargon early in my career

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- Vulnerability
- Equity
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My core perspective

As someone in a position of relative power and privilege, who has experienced exclusion, I want to champion inclusivity.

I believe people can bring value and make positive change when they're validated and empowered to participate.

It's not enough to know what our purpose is.

To find meaning, we have to fulfil it.

To fulfil it, we have to set goals.

Setting goals

When setting goals, we need to ask:

- Does this goal connect to my purpose?
- Do I actually care about achieving this goal?
- Is this a goal I actually can achieve?
- How will I know if I'm making progress?

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Does this goal help me champion inclusivity,
or validate and empower people?



“Work on a design
system that enables
content localisation”

Does this goal help me champion inclusivity, or validate and empower people?



“Work on a design system that enables content localisation”



“Work on a design system that prioritises accessibility and inclusion, even over aesthetics”

When setting goals, we need to ask:

- Does this goal connect to my purpose?
- Do I actually care about achieving this goal?
- Is this a goal I actually can achieve?
- How will I know if I'm making progress?

Do I actually care about achieving this goal?



“Learn how to write
accessible,
performant code”

Do I actually care about achieving this goal?



“Learn how to write accessible, performant code”



“Run training on how to write inclusive documentation”

When setting goals, we need to ask:

- Does this goal connect to my purpose?
- Do I actually care about achieving this goal?
- Is this a goal I actually can achieve?
- How will I know if I'm making progress?

Fuck moonshots.

Fuck moonshots.

Setting achievable goals means you'll actually get to feel **a sense of achievement**, rather than thinking of all the things you didn't do.

Is this a goal I can actually achieve?



“Write a book on
how design systems
can contribute to
systemic harm”

Is this a goal I can actually achieve, given my current resources, time and energy?



“Write a book on how design systems can contribute to systemic harm”

Does this goal help me champion inclusivity, or validate and empower people?



“Write a book on how design systems can contribute to systemic harm”



“Make a podcast about how design systems can contribute to systemic harm”

EP01

David Dylan Thomas

SYSTEMS
OF HARM



A podcast by
frankly.

EP01 cover for David Dylan Thomas. The cover features the title 'SYSTEMS OF HARM' in large, bold, white and yellow text on the left. A yellow box in the top right corner contains 'EP01'. Below it, the name 'David Dylan Thomas' is written in white. The central image is a black and white portrait of David Dylan Thomas, a man with glasses and a beard, wearing a dark jacket. The bottom left corner contains the text 'A podcast by frankly.' in white. The right edge of the cover has a vertical yellow and black diagonal hazard stripe.

EP03

Laura Parker

SYSTEMS
OF HARM



A podcast by
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EP05

Imran Afzal

SYSTEMS
OF HARM



A podcast by
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EP02

Luke Murphy

SYSTEMS
OF HARM



A podcast by
frankly.

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EP04

Fred Warburton

SYSTEMS
OF HARM



A podcast by
frankly.

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EP06

Sheryl Cababa

SYSTEMS
OF HARM



A podcast by
frankly.

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When setting goals, we need to ask:

- Does this goal connect to my purpose?
- Do I actually care about achieving this goal?
- Is this a goal I actually can achieve?
- How will I know if I'm making progress?

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Purpose + goals + progress gives us meaning.

Purpose + goals + progress gives us meaning.

But only if those things come from us,
not other people or institutions.

Disconnecting from external validation

JUST PET ME...



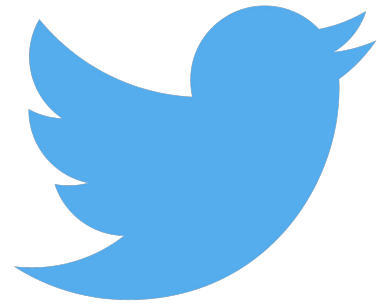
AND TELL ME I'M PRETTY!

How do I know if I'm doing well if I'm not
collecting corporate gold stars...?



Disconnecting from external validation

If our validation *only* comes from our employers giving us pay rises, promotions, and good performance reviews the absence of those things will leave us feeling invalid





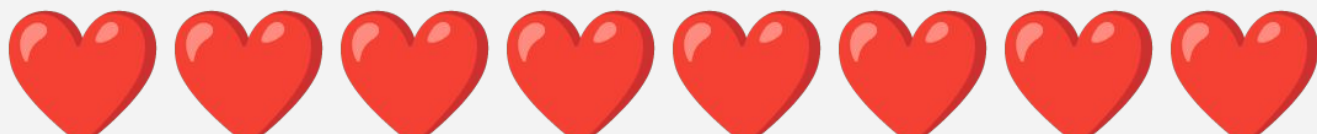
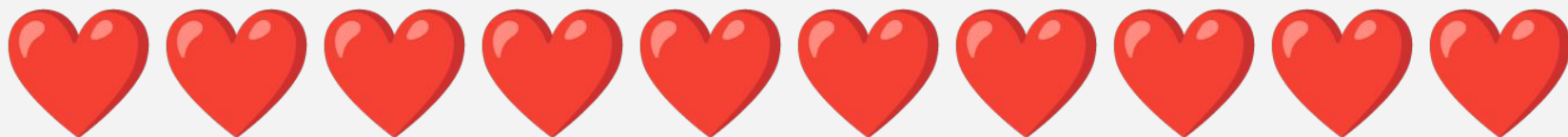
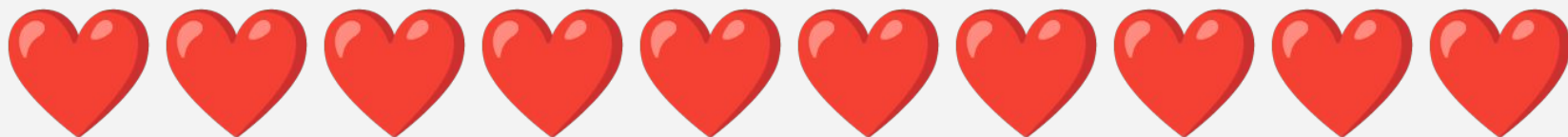
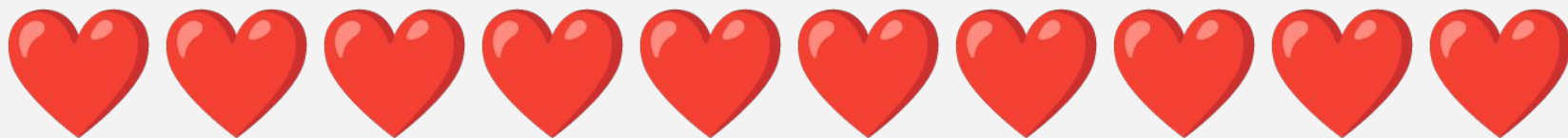
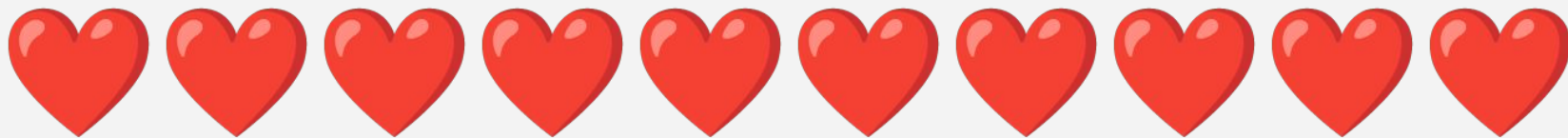








How do I know if I'm doing well if I'm not
collecting likes?



We will never completely stop needing external validation, but we can only cultivate true meaning within ourselves

So...

frankly.

It all means nothing in the end

Am I fulfilling my purpose?

frankly.

It all means nothing in the end

Am I making progress against my goals?

frankly.

Me?



It all means nothing in the end

Am I enjoying how I'm spending my time?

frankly.

**It all means nothing,
in the end**

frankly.

**It all means nothing,
in the end**

frankly.

**It all means nothing,
in the end**

frankly.

**It all means nothing,
in the end.**

But only if you let it.

Thank you!

Amy Hupe

@Amy_Hupe

wearefrankly.co

frankly.