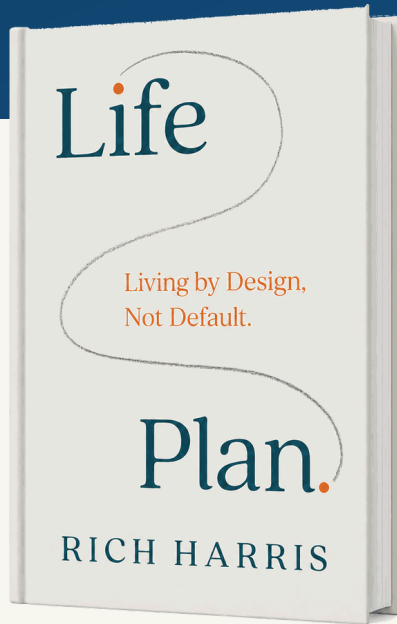


Life Plan.

Living by Design, Not Default.

A NEUROSCIENCE-GROUNDED FRAMEWORK FOR INTENTIONAL LIVING



AUTHOR

Rich Harris

PUBLICATION

September 29, 2026

GENRE · PAGE COUNT

Adult nonfiction · 288 pp

PAPERBACK

\$20 · 978-1-918661-33-0

EBOOK

\$6.99 · 978-1-918661-34-7

ABOUT THE BOOK

Even with the best of intentions, most adults do not consciously design their lives. They settle into routines and patterns shaped by habits, past experiences, and external expectations. Over time, this default way of living can create a quiet but persistent sense of misalignment.

In *Life Plan: Living by Design, Not Default*, Rich Harris offers a practical, research-informed framework for reclaiming intentional control over one's life. Drawing on neuroscience, psychology, and more than twenty-five years of personal application, the book helps readers understand why change is difficult, how subconscious patterns influence daily decisions, and what it takes to move from awareness to sustained action.

ABOUT THE AUTHOR

Rich Harris is an entrepreneur, writer, speaker, and founder of Life Plan, a platform dedicated to helping people live with greater purpose, clarity, and intention. For nearly thirty years he has completed an annual written life plan that aligns his actions with his values. A former commercial real estate executive, he lives in Chapel Hill, NC with his wife and twins.



PRAISE

"Most successful people apply rigor and discipline to their work, but far fewer bring that same intention to the rest of their lives. What sets Rich apart is that he has applied that same rigor to every corner of his life — health, family, relationships, and purpose — and in Life Plan he distills three decades of experience into a practical framework for living more intentionally. If you've ever closed the laptop on a strong quarter and quietly wondered whether the rest of your life is keeping pace, read this book."

Doug Cook · Vice Chair, Cushman & Wakefield

About the Author

FULL BIO

Rich Harris is an entrepreneur, writer, speaker, and founder of Life Plan, a platform dedicated to helping people live with greater purpose, clarity, and intention. For nearly 30 years, Harris has completed an annual written life plan that defines his priorities, aligns his actions with his values, and creates a more intentional path forward.

His book, *Life Plan: Living by Design, Not Default* (September 2026), blends practical strategies grounded in neuroscience and psychology with the lessons he has learned over decades of leadership and personal development experience. Harris currently lives in Chapel Hill, NC with his wife and twins. Learn more at lifeplan-now.com.



SHORT BIO

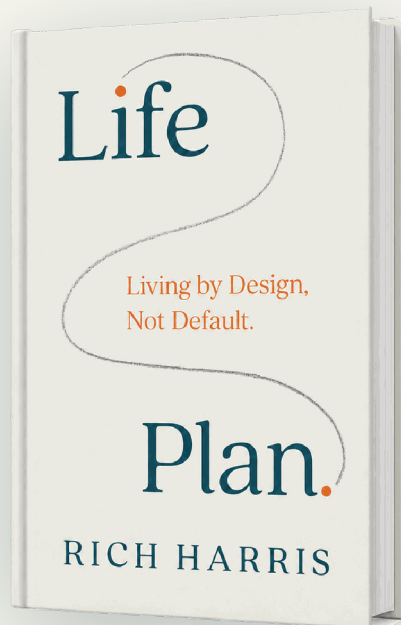
Rich Harris is an entrepreneur, writer, speaker, and founder of Life Plan, a platform dedicated to helping people live with greater purpose, clarity, and intention. His book, *Life Plan: Living by Design, Not Default* (September 2026), combines practical wisdom based on neuroscience and psychology with Harris' decades of leadership and personal development experience.

BIOS MAY BE REPRINTED FREELY

Sample Interview Questions

A starting point for conversations, podcasts, and features.

- | | | | |
|---|---|----|--|
| 1 | What inspired you to create an annual written life plan? | 6 | What is the difference between external success and internal alignment? |
| 2 | What is the first step for someone wanting to create their own life plan? | 7 | If someone feels successful on paper but unfulfilled in life, where should they begin? |
| 3 | Which part of your current 100-page life plan has the greatest impact on your daily life? | 8 | If there is a secret sauce to life planning, what do you think it is? |
| 4 | Why did you decide to write <i>Life Plan: Living by Design, Not Default</i> ? | 9 | What kind of impact to performance do you see when someone finds more alignment in their life? |
| 5 | Could you give an overview of the psychology and neuroscience research you incorporated into this book? | 10 | Where can readers find out more about your book? |



Excerpt

FROM *Life Plan* BY RICH HARRIS · PAGES 8–9

“

This book is an attempt to share some of the insights and practices I've discovered over more than three decades as a serial life planner. Perhaps the most important of these is the meaningful value of ritualizing more time for reflection and reassessment—carving out regular time to consider the direction of our lives, alongside whatever particular set of skills we're primarily cultivating. This practice ensures that enough of our near-term choices and pursuits align with our longer-term goals, making us less likely to be swept away by one of life's many tsunamis.

A second lesson would be that life planning hones our capacity to shift between our two primary modes of thinking—our fast, action-driven mindset and our slower, more strategic one. That slower, reflective mindset is essential for building self-awareness, refining our approach, and keeping our long-term objectives in focus. Of course, our fast-thinking self also plays a critical role for us, especially when something requires immediate action or when we are in danger. It's not about favoring one mode over the other but about developing the presence of mind to know which one to call upon—and when—so we can adapt our thinking to address the specific circumstances we face.

A good way to visualize this mental balancing act is to think about how we operate in an escape room. With only sixty minutes to work through a series of clues, we're naturally inclined to think fast—but as any successful escapee knows, there are key moments when it is critical to slow down, reassess, and temper our first instinct. Miss a key detail, and you burn valuable time. In so many ways, our lives are like a series of escape rooms. To reach our potential, we have to develop the ability to move between our reflexive and reflective selves as we encounter problems. Life planning helps us hone this ability by teaching us to pause, analyze, and strategize—allowing us to move forward with a more adaptive approach.”