



THE FORWARD<sup>®</sup>  
FRAMEWORK

# The Forward Framework<sup>™</sup>

Reset. Rebuild. Reinvent—One Honest Step at a Time

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# Introduction

Hey.

If you're here, reading this, you probably already know what stuck feels like. I do, too. I've sat in the middle of my own life, completely overwhelmed by the realization that I let it get this far. I've asked myself more than once: "How did I let this happen?" "How did I lose control of my own life?" And sometimes, before I could move forward, I was just... mad at myself.

That's the truth I think a lot of us avoid. It's not always one big moment that breaks us it's a hundred tiny choices we ignored. A dozen red flags we minimized. A habit of staying still when we should've moved—even just an inch.

And listen, not everything is our fault. Life happens. People betray us. Circumstances change. Sometimes, you can be doing everything right and still find yourself crawling back to sanity, balance, or your sense of self.

# The Power of Radical Honesty

But every single time I've found myself buried, burned out, or barely holding it together, it started with one moment of radical honesty: This is where I am. And here's how I got here.

That's the first step in the Forward Framework™. It's not sexy. It's not trendy. It's just real. And it works.

I didn't create this to sound smart. I created it to survive—and eventually, to heal, and grow, and rebuild a life I actually wanted to live.

So no, you don't need to be perfect to begin. You just need to stop pretending—and move forward. Even if it's a centimeter at a time.

I'm not here to tell you what to do. I'm here to walk beside you while you do what's next.

—Lori

# Step 1: Recognize – Tell the truth, even if it's hard

Be honest. Not polite. Not positive. Not "I'm fine." I mean honest-honest—the kind that stings a little before it frees you.

Because the truth is, the first step to moving forward is recognizing exactly where you are and how you got there.

That part sucks. It's uncomfortable to admit you've outgrown the life you're in. It's brutal to look around and realize this isn't what I wanted. But staying stuck in denial costs more than the truth ever will.

I used to ask, "How did I let this happen?" And the real answer was always: I stayed still when I knew I should've moved.

So now, I make it a rule: I don't lie to myself about where I am. Not even when it's messy. Especially when it's messy.



# This Is Me Moment: Recognize

## Signs You're Avoiding Recognition

You're walking around exhausted, but telling everyone you're "just busy." You're resentful, but you've never said the words out loud—not even to yourself. You haven't looked at your finances, your weight, your inbox, or your relationships in months... because the truth scares you.

You feel behind, but don't even know what you're trying to catch up to.

## Research Insight

Psychologists call this cognitive dissonance—that tight discomfort between what we say we want and how we're actually living.

The solution? Alignment. Not perfection. Just honesty. When we admit what's real, our brains stop using energy to protect us from the truth—and start using energy to solve the problem.

# Taking Action: Recognize

## Micro-Action

The One-Hour Awareness Reset: Set a timer for 60 minutes today. Observe yourself—no judgment. Notice where your energy drops. What you avoid. What makes you feel powerless. At the end of the hour, write this sentence: "Right now, I'm living like \_\_\_\_\_, but I want to feel like \_\_\_\_\_."

## Journal Prompt

What am I pretending not to know? If I were 10% more honest about my life today... what would I admit?

## Step 2: Research – Make a plan, even if it changes

Research is how I take my power back. It's how I move when I feel frozen. It's what I do when I don't know what to do.

People think research is passive. Like it's some quiet, behind-the-scenes thing you do before the real work starts. But research is the work. Because when you research something, you're saying: "I'm not avoiding this. I'm facing it."

And I want you to hear this loud and clear: It's okay to make a plan... and change it. It's okay to try something that doesn't work—because every time you try, you learn. You refine. You become a woman who knows things. And eventually, you become the woman who knows herself.

# This Is Me Moment: Research



You've made 'new plans' 20 times and now feel like you can't trust yourself



You get excited about something but give up the second it doesn't go perfectly



You're scared to research again because the last time didn't lead to the result you wanted



You've tied your self-worth to whether or not the plan works



# Research Insight

Studies in habit formation and behavioral change show that plans that don't work still produce value—if they're followed by reflection.

This is known as iterative learning—the process of testing, adjusting, and improving. Trying → failing → tweaking = growth. Staying still = staying stuck.



# Taking Action: Research

## Micro-Action

The 10-Minute Action-Focused Search: Pick one problem you're facing. Set a timer for 10 minutes. Look up solutions, not just symptoms. Write down 3 approaches that feel doable—not perfect, just possible.

## Journal Prompt

What plan have I abandoned because it didn't work perfectly? What did I learn from it—and what would I try differently next?

# Step 3: Reassess – Permission to pivot

This is where you pause. This is where you ask: "Is the plan I created still the path I want?"

Because sometimes, clarity hits after the plan's been made. Sometimes you try something, take a few steps, and your body says, "Nope. This isn't it."

And that doesn't make you a quitter. That makes you honest. It means you're paying attention.

I've created so many plans I never finished: A creative career that didn't feel right once I started doing it. A fitness path that got obsessive instead of empowering. A few hobbies that are now quietly collecting dust in a closet somewhere (hello, sewing machine). And yeah— some dreams I chased because they looked good on someone else, not because they felt like mine.

But here's what I know now: Every plan, even the "wrong" ones, gives you something. A skill. A lesson. A better question. A deeper version of yourself.

You're allowed to say, "I thought I wanted this. Now I know I don't." That's not failure. That's growth in motion.

# This Is Me Moment: Reassess

## Signs You Need to Reassess

You've been powering through a plan just because you said you would. You're feeling disconnected from the "why" behind your goal. You feel low-key resentful toward a project you once loved. You're scared to change your mind because you think it means starting over.

## Research Insight

In decision science, there's a principle called the Sunk Cost Fallacy—where we keep investing in something just because we already have.

We do this with careers, relationships, diets, side hustles... But the healthiest people don't double down on what's draining them—they pivot with purpose.

They reassess. They realign. And they do it without apology.

# Taking Action: Reassess

## Micro-Action

The Pivot Scan: Look at your current plan or goal.

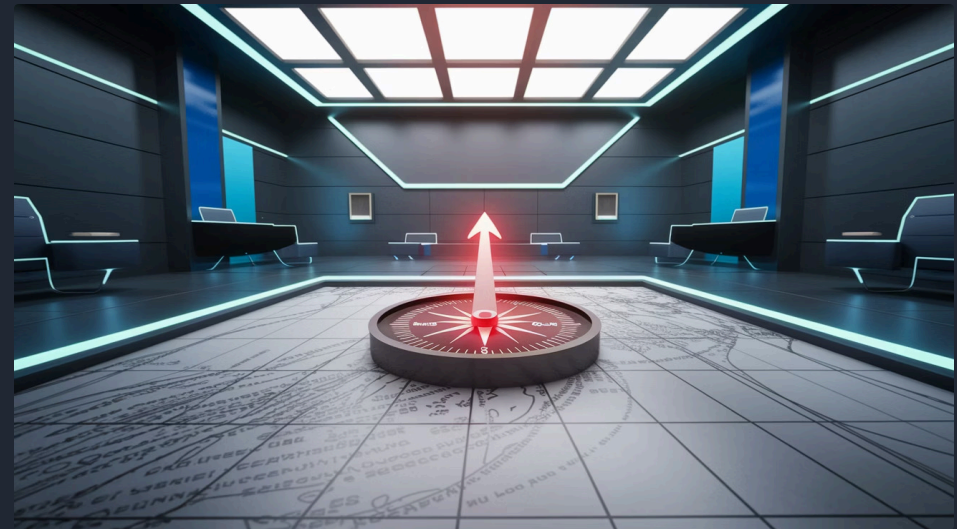
Ask yourself:

- Does this still align with who I'm becoming?
- Am I forcing this, or following it?
- Is this leading me toward peace—or just away from discomfort?

If your body says "ugh" and your gut says "not this"—listen.

## Journal Prompt

What have I been clinging to just because I'm afraid to change directions? What would I give myself permission to let go of today?



# Step 4: Rebuild – Lay the bricks. One at a time

This is the step where a lot of people panic.

Because this is where it gets real. This is the "do something" step. And when you've been stuck for a while, even small steps feel like cliff dives.

But here's the deal: You don't need to rebuild the perfect life. You just need to build something.

A routine. A structure. A schedule. A small habit that says, "I'm becoming a woman who chooses forward."

Now, I need to be clear with you: What you build might not look like the vision you started with. And that's okay.

# The Journey of Rebuilding

Sometimes, you think you're building a dream, and halfway through, you realize, "Wait... this isn't what I actually want."

Been there. I've started careers I thought I'd love. Signed up for programs that felt like "the thing." Tried hobbies that I thought would change my life (hello, canvases and dried up paint that now live in my garage).

And the truth is, they didn't work out. But I still don't regret a single one.

Because every project taught me something about who I am. Every pivot gave me a skill I now use in ways I never expected. And when I realized I'd built something I didn't love, I didn't shame myself—I just circled back to Recognize.

That's the beauty of this framework. It's not linear. It's a cycle. A practice. A process of getting closer to yourself every time.

# This Is Me Moment: Rebuild



You're building something just because you said you would—but your gut's been screaming "no" for weeks



You're checking boxes on a plan that no longer fits the life you're living



You feel like quitting = failure, but deep down, you already know this isn't it



You want permission to pivot—but you don't want to feel like you wasted time



# Research Insight: Strategic Abandonment

This is called strategic abandonment—letting go of paths, projects, or plans that no longer align with who you are or where you're going.

Not out of laziness. Out of clarity.

Research shows that people who give themselves permission to quit intentionally are more resilient, more satisfied, and more likely to succeed long-term because they stay in motion without burning out.

Quitting isn't failure. Staying stuck in the wrong thing is.

# Taking Action: Rebuild

## Micro-Action

The "Is This It?" Check-In:

Pick one area of your life where you've been "building" something—A goal, a habit, a business, a schedule, a relationship, a dream.

Ask yourself:

- Is this energizing me or draining me?
- Does this still feel like mine?
- Am I building this out of love or obligation?

If the answer feels heavy, you're allowed to reset.

## Journal Prompt

What am I building right now, and is it still aligned with who I'm becoming? If I were to release one part of my plan without guilt, what would it be?

# Step 5: Reinforce – Don't do this alone

This is the part most people skip.

They get excited. They start rebuilding. They make a few changes. And then they try to hold it all together with sheer willpower.

But here's the thing: Even the strongest structure needs support.

Reinforcing your growth means giving yourself what you need to **sustain** the life you're building —not just start it.

That means:

- Saying no without guilt.
- Asking for help without shame.
- Resting without justifying it.
- Building boundaries around your time, energy, and peace.

This isn't about hustle. This is about staying upright when life hits back.

Because it will. And you deserve a foundation that can handle it.

# This Is Me Moment: Reinforce

## Signs You Need Reinforcement

You've started making changes, but they feel fragile.

You keep reverting back to old patterns the second life gets stressful.

You feel like everything you're doing depends on you being in a good mood or having a good day.

You haven't set up anything (or anyone) to help you carry the weight of your goals.

## Research Insight

Psychologists call this social scaffolding—where systems, environments, and relationships support sustained change.

People are significantly more likely to succeed long-term when they have:

- Accountability
- Emotional support
- Positive physical environments

It's not weakness to need support. It's strategy.

# Taking Action: Reinforce

## Micro-Action

The Support Inventory:

List 3 areas of your life that feel heavy right now.

Then ask: What kind of support would lighten the load?

- Emotional (a friend, therapist, journal)
- Physical (space, rest, food, environment)
- Practical (tools, routines, automation)

Pick one and reinforce it this week.

## Journal Prompt

Where am I trying to carry everything alone? What would it feel like to be supported here?



# Step 6: Refine – Make it beautiful. Make it yours

This is where you make it beautiful.

You've done the work. You've faced the truth, pivoted your plans, built your foundation, and reinforced your growth.

Now? You get to shape this new life into something that feels **fully yours**.

This isn't about making it perfect. It's about making it authentic.

This is where you start saying:

- 'What would feel good here?'
- 'What can I release?'
- 'What do I want to elevate?'

You're not scrambling anymore. You're sculpting.

Refining is an act of self-respect.

# This Is Me Moment: Refine

## Signs You're Ready to Refine

You've done the work, but things still feel a little... off. You're surviving but not thriving. You've checked all the boxes, but something's still missing. You're craving joy, creativity, lightness—but haven't given yourself permission to prioritize it.

## Research Insight

This aligns with the psychology of self-actualization—where growth turns from survival into expression.

When we refine, we activate our sense of autonomy, creativity, and identity. It's not just about what we've done—it's about how we want to feel doing it.

# Taking Action: Refine

## Micro-Action

The 'Joy Edit':

Pick one area of your life (work, home, health, relationships). Ask: What's one small thing I could change this week that would make it feel 10% more joyful or aligned?

- A new playlist
- A boundary
- A visual refresh
- A reward system

Implement it with intention—not because you need to, but because you **can**.

## Journal Prompt

Where in my life am I still playing by someone else's rules?

What would feel more like **me**?



# Moving Forward Together

You made it through the framework—and I hope something in here helped you feel a little more seen, a little more supported, and a little more powerful than when you started.

This is not the end. It's the beginning of a new chapter, and you don't have to figure it all out at once. Just take the next honest step forward.

You've got this.

—Lori

Let's keep moving forward—together.

Visit [www.theforwardframework.com](http://www.theforwardframework.com) or follow me on Instagram @theforwardframework for more real talk, tools, and next steps.