

What Is Your Minus?

Everyone has a minus. A role, habit or burden that, when released, can reveal a truer self.

Maybe it's work. Guilt. Control. Perfectionism. Addiction.

Letting go isn't failure.

It can be freedom.



What's yours?

Start your journey to a more authentic life.

Read on. A world of possibilities may begin with one honest answer.

What Is Your Minus?

We live in a world that often defines us by what we do, what we have or what we produce. From the moment we enter adulthood, we inherit a script: get a job, build a career, stay productive, stay relevant. It's a story that serves us. Until it doesn't.

One day, we wake up and realise the role we've played for so long no longer reflects who we are becoming. That's where a powerful question enters:

What is your minus?

The Philosophy Behind the Minus

At Life Minus Work, we believe that everyone has a “minus”: a role, habit or burden that, when released, can reveal a truer self. It's not about subtraction for the sake of loss. It's about liberation. It's about discovering who we really are when we let go of what no longer serves us.

Your minus might be:

A career that once gave you purpose but now drains your spirit.

A perfectionist drive that keeps you from slowing down.

A deep need to please others that keeps your real voice quiet.

An addiction, a grudge or a story you've been telling yourself for decades.

The minus is different for everyone. What it can open up is freedom, clarity and growth.

A Minus Is Not a Weakness. It's a Portal.

In a culture obsessed with addition, with more titles, more hustle and more productivity, letting go can feel like failure. But what if it's the opposite?

What if the most powerful thing we can do is subtract?

Minus Work: What if your job was a role, not your entire identity?

Minus Guilt: What if you stopped apologising for outgrowing things?

Minus Control: What if loosening your grip gave you more than holding on ever did?

By naming your minus, you start the journey of becoming more, not less.

Why the Question Resonates

“What is your minus?” speaks to something deeply human. We can carry something that holds us back without ever stopping long enough to name it, let alone release it.

This simple question invites:

Reflection: Who am I without that role? That habit? That fear?

Curiosity: What could life look like if I let go?

Connection: Others are asking the same question, and we don’t have to answer it alone.

At its core, this question is about unbecoming, so that we can become something richer, deeper and more true.

Portraits of the Minus

Imagine a collection of Minus Portraits. Simple images, a few honest words, and the possibility of a different life. These campaign ideas show how a minus might become a story:

Minus Addiction. “There is more to me than what has held me.”

Minus Perfectionism. “I thought I had to be perfect. Now I’m making room to be myself.”

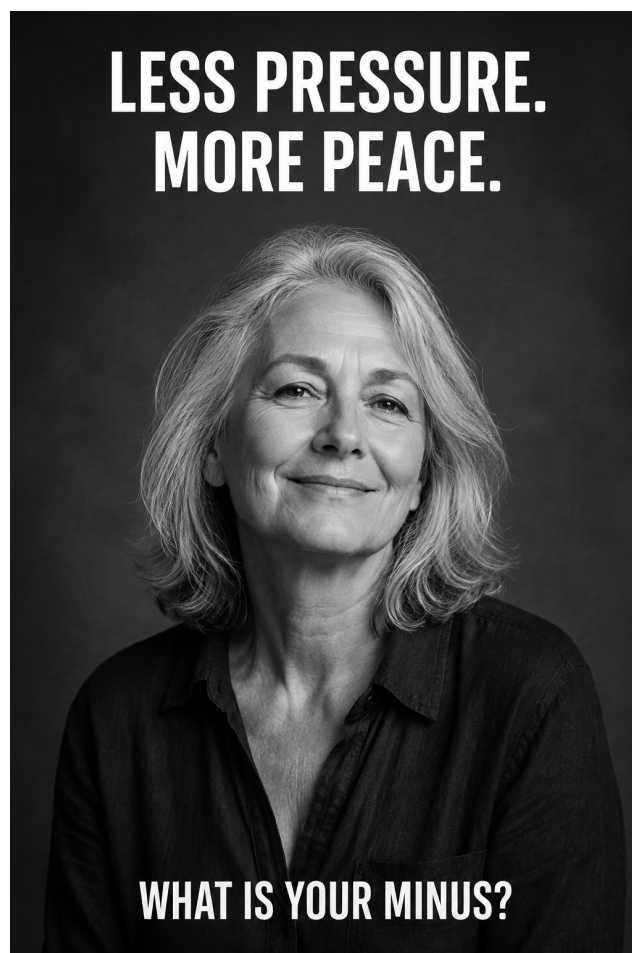
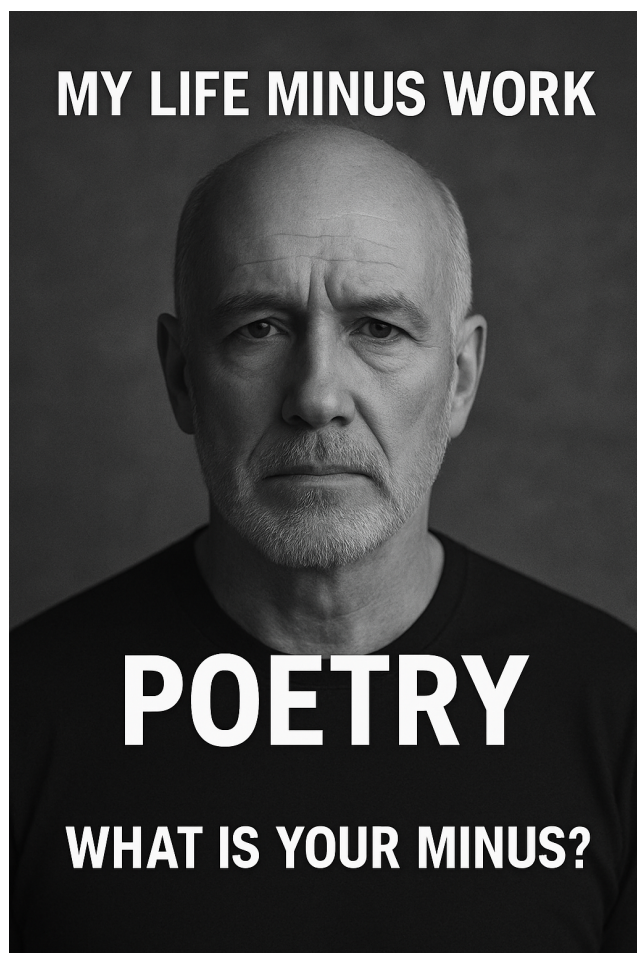
Minus Work. “My life minus work is... poetry.”

Each story is a doorway.

Each minus is a mirror.

There is life on the other side.

A job can fill your days. So can the pressure to keep proving yourself. What might happen if you made a little room for something else?



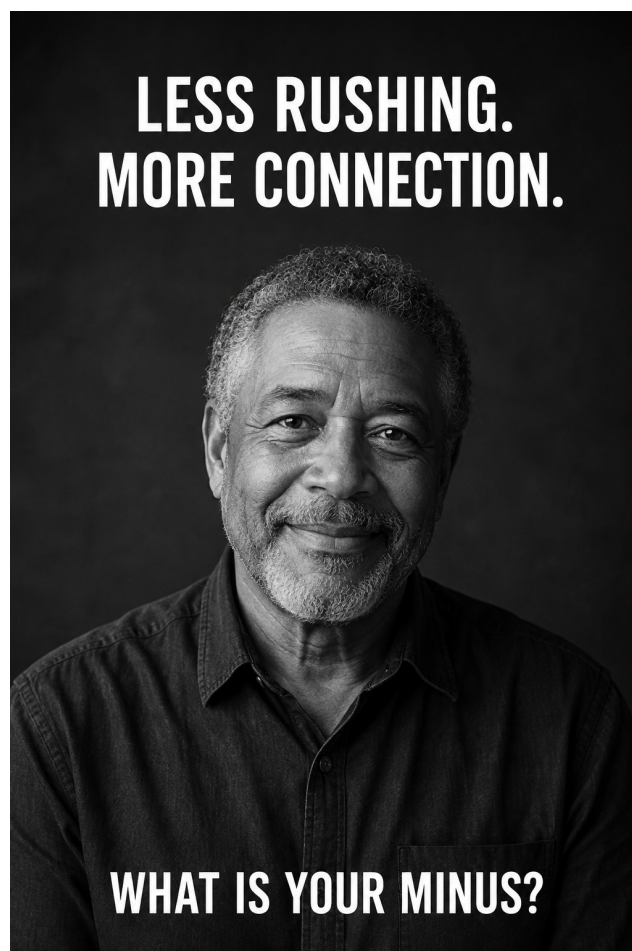
A poem you finally have time to write.
A morning that belongs to you.

Your minus is personal. So is what comes next.

Illustrative campaign portraits, not personal testimonials.

Less to carry. More life to live.

Perhaps your minus is saying yes when you mean no. Perhaps it is rushing past the people you want to spend time with. The change can begin with something small.



Your own voice. An unhurried conversation.
Time for the people who matter.

What would you like less of?

What would you welcome in its place?

Illustrative campaign portraits, not personal testimonials.

What Happens When You Name Yours

When you name your minus, something inside you can begin to shift. It might feel like grief at first. After all, many of our minuses were once gifts. A job gave you structure. Pleasing others gave you belonging. A familiar habit may once have helped you cope.

But once you name it, you can begin to see the space beyond it. That's where new possibilities emerge. Some things take time and support. Naming your minus can be the beginning of that journey.

Imagine the relief of being able to say:

"I feel lighter."

"I didn't know I was allowed to let that go."

"It feels like I'm coming home to myself."

The minus isn't just what you drop.
It's what you create room for.

Your Minus Might Surprise You

Your first reaction might be: "I didn't think I had one."

Many of us have internalised the belief that we need to stay strong, stay useful, stay quiet. But when we pause, we may realise we've been carrying something heavy for years. Maybe decades.

Your minus doesn't have to be dramatic. It might be subtle: always being the helper, needing to be in control, or saying "yes" when you want to say "no."

Sometimes the change is much bigger. Retiring from a lifelong career and wondering who you are. Leaving a relationship that no longer feels right. Recovering from burnout.

Whatever it is, naming it can be an act of self-respect. A chance to recognise what you need, and what you're ready to welcome.

More Than a Slogan

“What Is Your Minus?” is a question that travels. Born from Life Minus Work, it reaches beyond the end of a career into the roles, habits and expectations that shape our lives.

The invitation is simple: share what you’re ready to let go of, and what you hope to step into. Use #WhatsYourMinus to join the conversation, or keep your answer for yourself. It’s yours.

Our vision includes Minus Portraits, spaces for conversation and resources to help people explore what comes next. These will develop as the campaign grows.

Visit whatisyourminus.com, our holding page while we develop the campaign. For the Life Minus Work project, visit lifeminuswork.com.

How to Start Right Now

You don’t need a perfect plan. You just need a moment of honesty. Here’s a three minute practice to try:

1. Pause and ask: What am I tired of carrying?
2. Without judgement, write down whatever comes to mind.
3. Look at the word or phrase. That might be your minus. Then ask: What could I make room for instead?

Write it down. Speak it aloud. Or share it with someone who understands.

Final Thoughts

In a world that wants you to keep going, doing and achieving, one of the most powerful things you can do is pause and subtract. Ask yourself, “What is my minus?” Then listen for what rises.

You are more than the role you’ve played.

There is more of you still to discover.

Let go of what no longer serves.

Step into who you were always meant to be.