

Bloom Psychology
Services for Organisations
E-brochure 2010



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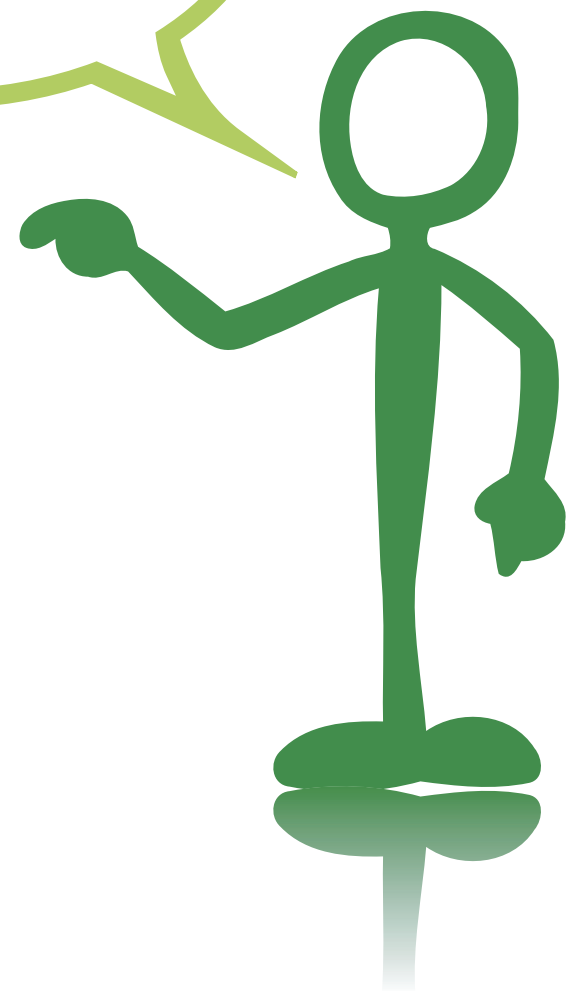
Is this you?

You are a leader or manager who needs to make change in your organisation.

But you're worried it can be expensive and stressful, or that it might lose momentum.

Now you're looking for advice from specialists who really understand human behaviour and who can equip you and your managers with the tools they need to manage change more effectively, so that change sticks.

If this rings a bell, read on



Bloom Psychology is an independent consultancy specialising in understanding and improving human performance at work.

We exist because we:

- | | |
|---|---|
| 1. know that too many people see their jobs as just a job. | We help staff to find meaning in what they do, so they engage in work, rather than just turn up at work. |
| 2. know too many people who feel stressed out by their jobs and feel like they're running on empty. | We equip people with the skills they need to design, manage and handle change more effectively. |
| 3. meet leaders who want to develop their skills and to connect with their staff more effectively. | By objectively identifying and building on authentic strengths, we help people to improve their effectiveness at work. |
| 4. see that leaders need evidence to help them build better business cases and make better decisions. | By using clear statistical analysis to help clients define, predict and replicate good performance, we bring confidence and reliability to decision making. |
| 5. believe that office work can be unhealthy, and that a healthy workforce is a happy and productive workforce. | We offer services which make it easier for people to make healthy choices and manage stress. |

In a nutshell, we help organisations to get the best out of their talented staff.

Hello

As Occupational Psychologists we apply scientific methods to understanding human behaviour.

At the same time, we are committed to conducting business in the right way. Our values are at the heart of everything we do.



Rob Archer

Rob is an Occupational Psychologist and former management consultant with 15 years' varied consultancy experience in both public and private sectors.

His expertise lies in organisational change, training design and implementation, leadership development, team dynamics and one to one coaching. His research is in the area of meaning in work, Acceptance and Commitment Therapy and mental toughness.

Sadly, since appearing with Bobster on 'Faking It', he no longer has time to hone his dog dancing skills.



Dr Amelia Wise

Amelia is a Chartered Psychologist and former TV and video Producer with 20 years corporate experience.

She is a leading expert in career change and development. Amelia pioneered research on the topic of career change in 30somethings and her work has been published in academic and practitioner journals, as well as the popular press.

She has worked with a wide range of public and private sector organisations specialising in selection and assessment, career development, training and outplacement provision.

Our services

Bloom specialises in five main areas:

1 Employee Engagement

We help staff to find meaning in what they do, so they engage in work, rather than just turn up at work.

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2 Change Management (including Outplacement)

We help organisations to tap into what motivates their people so that change projects 'stick'. We also help equip clients with the skills they need to cope – and thrive – on change.

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3 Professional Development

We offer empirically-based interventions which help clients develop self awareness, which in turn helps them to develop authentic communication and leadership skills.

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4 Measurement & Assessment Services

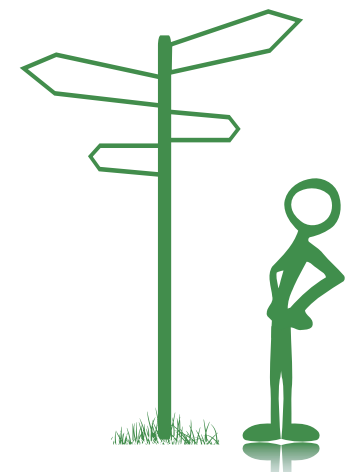
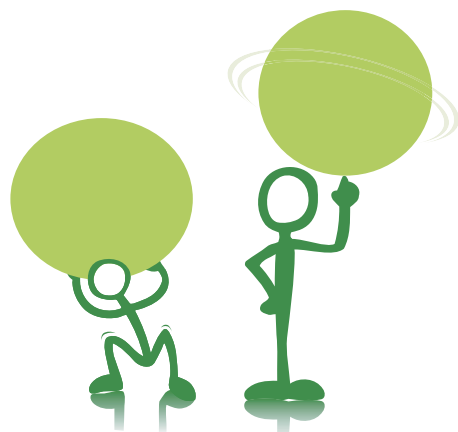
We bring confidence and reliability to decision making through clear statistical analysis.

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5 Occupational Health

We provide organisational services aimed at encouraging healthier choices in relation to stress, diet and lifestyle.

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Employee Engagement

We measure, analyse and improve organisational engagement.

Background

Engaged employees are not only more productive but happier, more satisfied, take less sick leave, and are less likely to leave (e.g. Towers Perrin-ISR, 2006).

However, employee engagement can be a complex, individual concept, which includes both a cognitive and an emotional element. We help you work out how to get your people to engage in work, rather than just turn up for work.

Our associates

We often bring in partners - experts in their respective fields - to help us deliver exceptional events. We work with academics, actors, therapists, statisticians, and even nutritionists to provide the very best service possible.

What we do

- Scientifically identify the key drivers of engagement in your organisation using surveys and focus groups.
- Implement coherent and enjoyable strategies to increase employee engagement.
- Discover and strengthen organisational values to allow a stronger culture to emerge.
- Organise innovative workshops and events to build engagement and encourage the development of high performing teams.
- Measure engagement and the predictors of engagement to identify areas for progression.



“I’ve loved every minute of it. The reasons... I’ve learnt a lot from Rob, I’ve learnt a lot about how important values and behaviours are at work, I feel like my ideas (however odd) are taken seriously and it’s been great fun.”

Change Management

We equip people with the skills they need to design, manage and handle change.

Background

Change is a constant of modern work, yet 70% of change projects fail (McKinsey, 2008). Worse, when handled badly, change projects leave people feeling stressed, cynical and lacking in purpose.

Why? Because we all fear change.

Consider your next big change project; is the biggest risk the internal skills you have to manage the project? The budget you have allocated? Or employee attitudes and management behaviour?

Unless change takes account of complex individual psychology – unless it can be made meaningful – the odds are stacked against it.

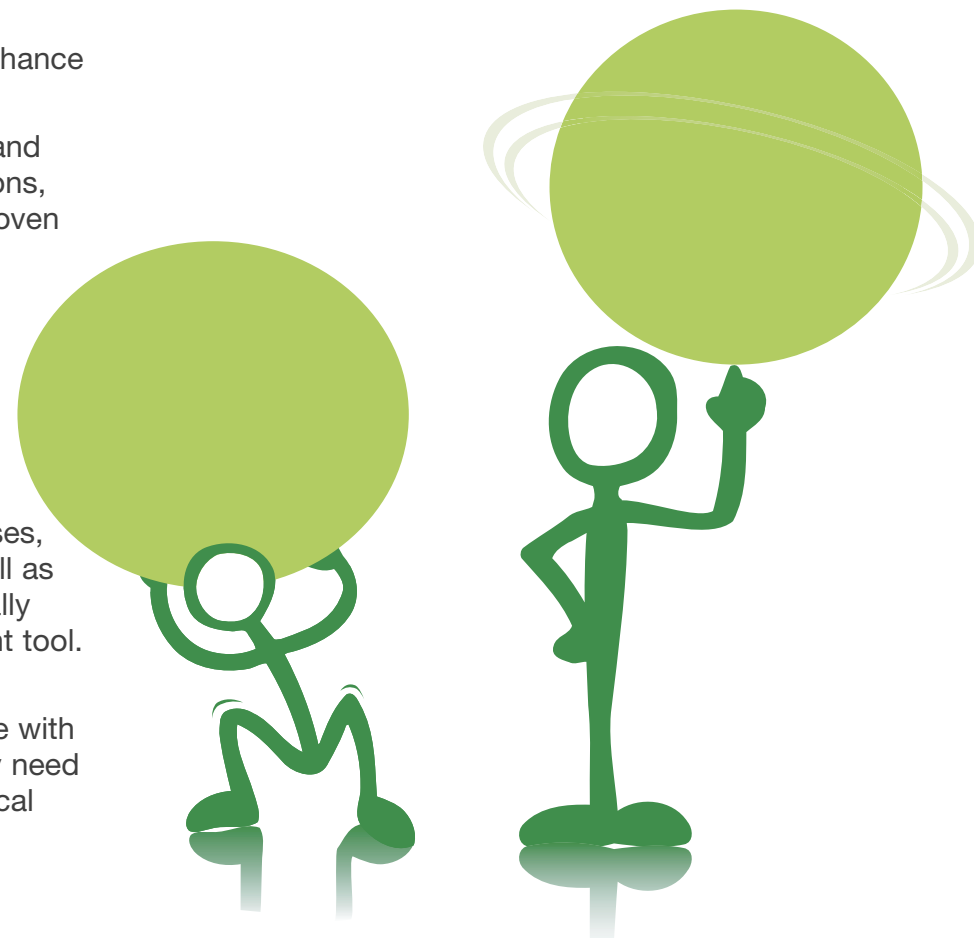
Most change projects fail. We'll help shift the odds that yours won't.

What we do

- We work with leaders to help them place change in context and to make change meaningful to staff.
- We specialise in helping clients to design 'people-led' change which stands more chance of being adopted.
- We're pioneering the use of Acceptance and Commitment Therapy (ACT) in organisations, which equips people with scientifically proven skills in building resilience.

What we offer

- We design and run change projects, staff surveys, innovative workshops and focus groups which help build a collective understanding of change.
- We offer psychology-based training courses, change consultancy and coaching, as well as CareerStorm Navigator™, our internationally respected web-based career management tool.
- We deliver psychology-led outplacement services which focus on equipping people with the practical and psychological skills they need to cope, enabling an effective psychological transition from one job to another.



“ *Working with Amelia exceeded all my expectations. It allowed me to concentrate on specific areas that I wouldn't have tackled without her expertise and insight.*

The sessions were well structured and thought provoking and I still put into practice many of the trigger elements we discussed. I am now definitely more proactive, and able to maintain a more positive outlook.

A highly rewarding and enjoyable experience!

”

Professional Development

By objectively identifying and building on authentic strengths, we help leaders and managers bring their best selves to work.

Background

Research suggests that it's using our strengths that allows us to feel passionate about our work which in turn helps us to develop and grow fastest.

As experts in human behaviour, our starting point is always helping people to understand and use their natural talents, rather than trying to get everyone to conform to a standard.

By helping people to understand themselves and their impact on others better, we improve our clients' effectiveness in a range of areas.

And because we build on the best of what a person offers, the change we see is long lasting and authentic.

What we do

We offer 3 core training courses which can be adapted to suit your requirements:

Authentic Leadership Course

We help participants to develop an 'authentic' leadership style, which enables greater awareness of their own and others' strengths, and a greater focus on team effectiveness. We also focus on emotional intelligence, enabling leaders to read others better.

Media Training Course

We help people gain the confidence and skills to maximise their communications with the media. This practical course uniquely combines insights from psychology with the development of media skills to make significant improvements to performance.

Authentic Presenting Course

We use our knowledge of the human mind to help people present more authentically and to make consistently better connections with their audience. We also use psychology to help people understand, deal with and use their doubts and fears positively.



*This course really
has changed the way I present,
and more importantly how
I feel about presenting,
forever.*

Measurement Services

We use statistical analysis to help clients to define, predict and replicate good performance.

Background

Without valid and reliable measures, it's often difficult to know whether the changes you make will have (or have had) any effect.

By measuring aspects of organisational attitude and behaviour, we are able to predict outcomes more effectively, and ensure that organisational decision making becomes more reliable.

What we do

- We observe, collect, measure and statistically analyse data to identify whether something is reliable evidence or just down to chance.
- We can measure virtually any aspect of organisational and individual behaviour.
- We focus on cultural indicators which have been shown to predict performance, turnover, absence levels, safety culture and employee engagement.

What we offer

Assessment and selection services

- We offer a complete assessment and selection process for recruitment and development programmes, using the latest in psychometric testing.
- We manage assessment centres and advise on best practice in assessment and selection procedures.

Employee engagement measurement

- We conduct staff surveys to measure various aspects of culture, attitude and behaviour.
- We also measure individual aptitudes, preferences and behaviour for performance assessments.

Data analysis

- We offer comprehensive data analysis services to support decision making, including multiple regression, ANOVA, factor analysis and path analysis.



“I’m definitely feeling a lot more clarity now and I have a lot more confidence in the decisions I’m making, so thank you very much for getting me there.”

Occupational Health

We offer services which make it easier for your staff to manage stress and make healthy choices.

Background

Most people these days try to live a healthy lifestyle. They know about the benefits of exercise. They're aware of the evils of empty calories, nicotine and too much stress. Yet so many people still find it hard to make healthy decisions, particularly at work.

Why is this?

We think far too much confidence is placed in the idea that humans make decisions rationally.

We don't.

Most of us make decisions unconsciously, off the cuff. We take the easy route. We think short term and make excuses.

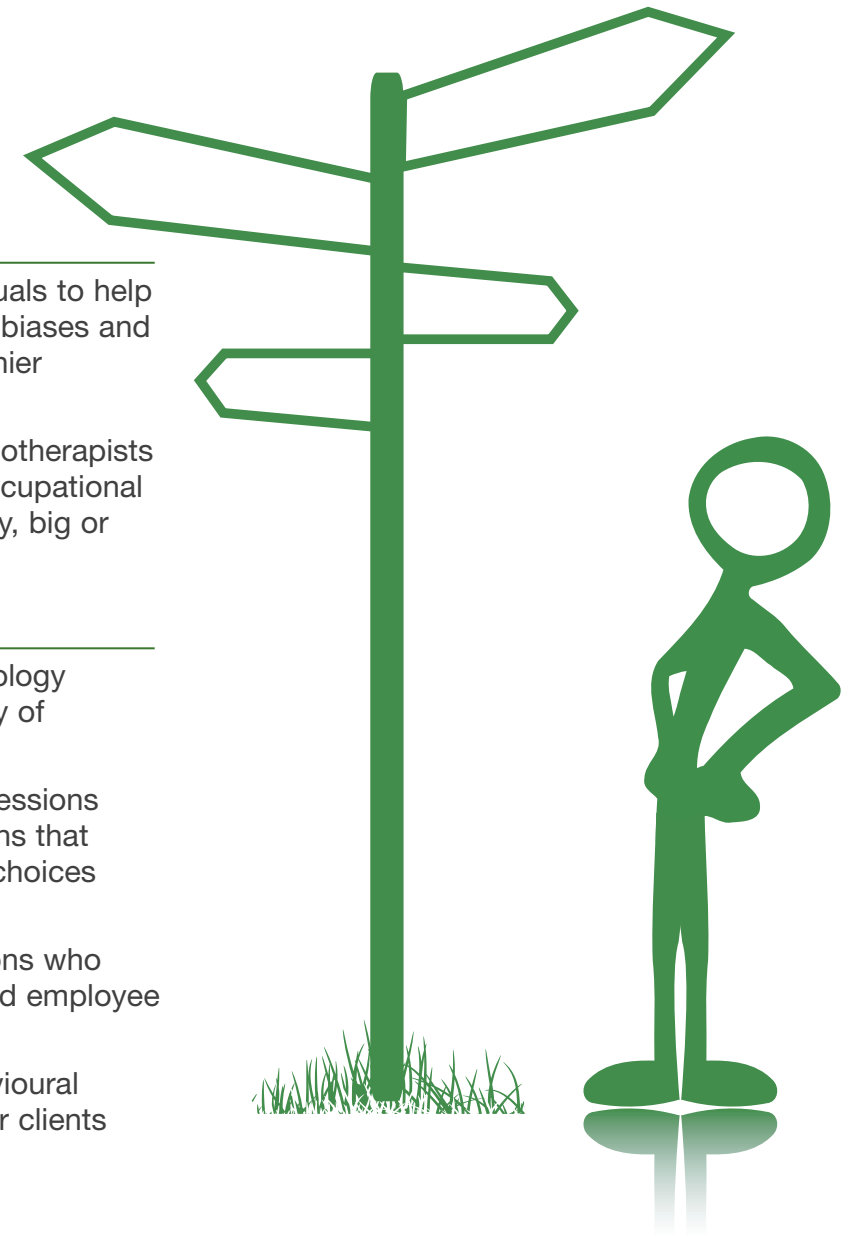
Understanding this is the first step to improving peoples' decisions regarding their own health and well-being. It's not just about changing our environment, but changing our response to it that counts.

What we do

- We work with organisations and individuals to help them understand their decision making biases and to find ways to make consistently healthier decisions.
- We partner with personal trainers, physiotherapists and nutritionists to offer ready-made occupational health solutions for all types of company, big or small.

What we offer

- We offer personal training with a psychology component; focusing on the psychology of motivation and decision making.
- We run group or one to one coaching sessions which help people to identify the patterns that have prevented them making healthier choices in the past.
- We offer ongoing support to organisations who wish to offer a selection of health-related employee benefits to their staff.
- ACT, hypnotherapy and cognitive behavioural interventions are all available to help our clients effect permanent change in their lives.



*“ By challenging me –
something no-one has
ever done – you have rocked
my world, or at least enabled
me to rock my own
world!”*

Why choose Bloom?

We are trained Occupational Psychologists specialising in human performance at work.

The 'psychologist' bit means you can have confidence in us because we only use evidence-based interventions. We specialise in applying psychology findings to the workplace to enhance performance.

We are independent.

We exist to bring independent expertise to management problems, not to sell our latest products.

We are values driven.

The reason we set up Bloom is because we wanted to do business in an ethical and meaningful way, treating clients in a way we'd expect to be treated.

We partner with some of the leading experts in their field.

We partner with specialists in a range of areas complementary to occupational psychology, so we can respond to most client requirements.

We have a proven track record in both public and private sectors.

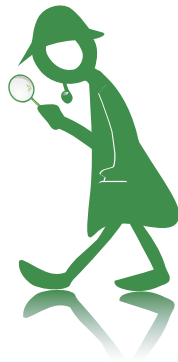
Our varied clients to date include the UK central government, large and small private sector firms, social enterprises, charities, universities and, abroad, work for senior leaders within the Emirati civil service.

Our values

We set up Bloom because we wanted to stand by our values. This doesn't mean that we're perfect, but it does mean that we try to do the right thing through what we do, not just what we say.

Evidence-based

We think there's too much 'advice' flying around. We trained to be psychologists because we wanted to be able to differentiate what we recommend by using solid, scientific evidence. The result is that we only use interventions that have a clear evidence base behind them.



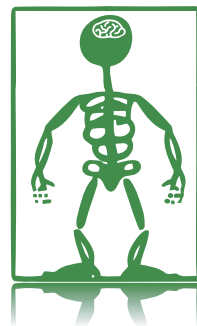
Remarkable (that's remark-able)

We want people to have experiences with us that are worth talking about over watercoolers!



Authentic

We encourage people to make changes based on better understanding of their own strengths, values and personality preferences. By starting with what people already do well, we make change that feels authentic and which lasts.



Meaningful

Somewhere out there is a rocking chair with our names on it. If we can't look back knowing we made a tangible difference to our clients, then what's the point?



Get in touch

We hope this has been a useful introduction to who we are and what we do. We'd love to discuss how we can work together, so please get in touch using the contact details below:

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