

# How did you choose *your* career?

Most people tell us they sort of ‘drifted’ into their career. They didn’t particularly plan it; they ‘ended up’ there.

For such an important decision, we think this is odd. Particularly as so many people feel trapped where they are but unsure of how best to move forward. Research shows that over 60% of us do not feel properly engaged in our work.

We believe that career decisions are difficult to get right, but they certainly can’t be achieved by scanning the job ads or with computer programmes claiming to ‘match’ us to our ideal jobs.

## Stop drifting, start navigating with CareerStorm Navigator™

Our approach is different. We don’t believe in computer matching and don’t even think the best jobs are generally found in the classifieds.

We prefer to help our clients build a vision of a future based on an in-depth assessment of what they are actually like. We help our clients to make career decisions based on facts and preferences, rather than opportunism or fate.



### CAREER DIRECTION FOR THE MANY, NOT THE FEW

Bloom Psychology is an innovative consultancy specialising in career management and personal development. We use 1 to 1 sessions, online decision making tools and creative workshops to help people make better career decisions.

Our Directors have both made successful mid-career changes themselves, so we know what it’s like. We’re now passionate about using our training in psychology to help others to do the same.

Bloom’s mission is to provide top quality career direction services to as many people as possible. So we’ve put together a brand new package which makes our specialist expertise more affordable for everyone.

### INTRODUCING CAREERSTORM NAVIGATOR™

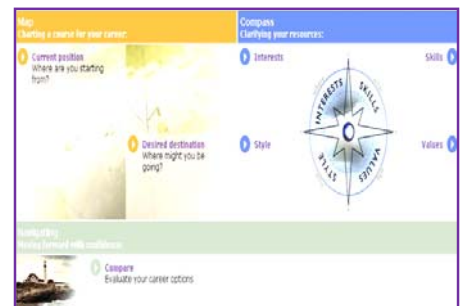
CareerStorm Navigator™ is an internationally respected online career management system, licensed to Bloom Psychology in the UK.

It draws on contemporary best practice in positive psychology, career counselling and career psychology to provide personalised assistance with career development.

By confronting you with tough questions about how you want to direct the course of your career and life, we bring your own experience and aspirations to the fore. Bloom uses CareerStorm Navigator™ (as well as a range of psychometric tools) in a variety of ways, but most commonly to assist with:

- Career decision making and career transitions
- Leadership development and career management
- Organisational and personal change management

In line with our aspiration to bring affordable career decision making services to everyone, we are making a special offer for people seeking career direction.



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

**Communications Manager**

**We’re offering full-user access to CareerStorm Navigator™, three coaching sessions (with an Occupational Psychologist) and e-mail support for £295.**

[More information](#)

## HOW DOES THIS OFFER WORK?

Our special CareerStorm Navigator™ offer comprises four stages:

1. Before accessing CareerStorm Navigator™ you will meet with one of our career psychologists who will take you through the tool and provide you with your login details. You will also discuss your objectives and try out a couple of exercises to get you thinking creatively about your career and the options available to you.
2. CareerStorm Navigator™ can then be accessed from any computer with an internet connection. You will then complete CareerStorm Navigator™ independently, working through the tool in your own time. This usually takes between 8-20 hours, but you can take as long as you wish.
3. We will support you as you work through the tool and will be available by phone or email should you have any questions.
4. Once you've finished there will be a final meeting where we will help you work out a clear plan to put into action, based on all the work you have done.

*“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.”*

**IT Manager, BBC**

## THE BENEFITS OF OUR APPROACH

We believe that investing in your career decision re-pays itself many times over:

- ✓ Research shows that those who regularly do what they are best at are happier and more successful;
- ✓ Those who receive structured career support gain a clearer picture of their future direction, self-insight and motivation;
- ✓ People who learn how to apply career exploration and management skills are more likely to find career success.

The opposite of career guidance is trial and error – a far more expensive and inefficient process. As psychologists, we can help you think more clearly and objectively about what's really important, so you can make decisions which play to your strengths and realise your potential. This will allow you to:

- ✓ Gain new insights about yourself and your situation;
- ✓ Clarify what unique solutions you can and want to provide;
- ✓ Gain confidence to sell yourself more confidently to others.



### About CareerStorm Navigator™:

*Administered by career professionals in 23 countries.*

*Has been used by over 200,000 users from over 80 countries.*

*Recommended by the world's best-selling career book "What Color is Your Parachute?"*

## ABOUT BLOOM PSYCHOLOGY

Bloom Psychology are Occupational and Business Psychologists committed to the highest standards of ethical practice:

- We specialise in providing career psychology solutions across all sectors;
- We focus on understanding our clients' strengths, values and aspirations, and we use these to create focused, meaningful and lasting change;
- We've made career transitions ourselves;
- We conduct extensive research in this area – from identifying the critical success factors in career change to how to find meaning at work. We're at the cutting edge of this field.

**If you are interested in the CareerStorm Navigator™ offer, get in touch with Rob at [rob@bloompsychology.com](mailto:rob@bloompsychology.com) or 07904 956 965.**