



Imagine a life without Mondayitis...



Welcome to the Career Transformation Program

You're good at your job and you're earning a good income from it. You pretend that this is where you want to be. You pretend it's 'enough'.

It isn't.

Work is a grind. The further you get through Sunday afternoon, the more you're blanketed in an impending sense of 'meh'. The closer you get to Monday, the heavier you feel about the idea of another week of going through the motions of doing what you do 'well', but somewhat *emptily*.

Your job is the career equivalent of a marriage that works well 'on paper', but leaves you uninspired, tired and, not that you've necessarily admitted it to anyone yet - a bit depressed.

You worked hard to get here. You climbed this mountain. You earned this view.

So why are you left wondering whether you took a wrong turn, somewhere? Why are you wondering whether the mountain over there is the one you'd rather be standing on right now, and thinking 'it's so far to go...'

There's a chasm between here and there, and you're not sure that you're willing to sink into it. Surely the sacrifices are too great?

Or could it be that the sacrifices of staying *here* are too great? You're confused, you're stuck and all you know is that something has to change.

But how?



Happy Mondays

The Career Transformation Program is a self-paced eCourse from **WorkLifeBliss** that sifts the fragments of indecision that people typically wade through at a career crossroads until there is a clear way forward. The course is for people who know that what they're currently doing has ceased to be 'right' for them but, at the same time, they're not entirely sure what they'd put in its place.

It's for people who are not loving their work - who are feeling jaded and uninspired, and want to know whether the solution is an 'inside job' (they can change something in their approach), or whether it's external, and they need to move to a different place altogether.

It's for people who feel like they could be doing more - who wonder whether they're falling short of their true potential. It's for people who want to identify the best time to make a career change, don't want to make 'mistakes', are worried about failure, or success, or what others will think, and don't know where to start.

It's for people who lie awake wondering how much longer they can tolerate an unsatisfactory working life, and what the impact of long-term career dissatisfaction on their family relationships might be. It's for people who are afraid of change, but even more afraid of 'settling' for the devil they know.

The program won't push you in one direction or another. It provides a safe place to thoroughly explore your options, identify your professional desires, uncover the blocks you've placed in the way of making significant changes and give you the confidence to make a decision - either to strengthen your current path, or embark on a new one. Either way, the result is **loving your work** much more than you do now.

If you go through this process and choose to make a career transition, you'll be able to use the suite of provided planning tools and templates to implement the move. Better still, you'll have access to a panel of experts to guide you through the gauntlet of change - specialists in recruitment, networking, personal branding, business development, career breaks and financial planning.

If you've been looking for a structured 'safety net' in which to experiment with your future - this is it. It could be the scaffolding that you need to feel confident in the leap that you're keen to make, but you're hesitating over in favour of the 'safer' status quo. Alternatively, the program might provide the reassurance you need to know that you're on the right track already - that the grass isn't greener after all - and to invest in your current path with more passion.

Whatever you decide, you'll feel more at peace on the other side of this powerful decision-making process. No longer wondering 'what if...'



Responses to our previous programs

'I'm loving the program, it's very insightful. I found the piece on values particularly enlightening. It's something I've been wanting to clarify for a while but wasn't sure how to go about it. It's made my whole weekend since I did it more enjoyable as I'm understanding why I enjoy some things more than others and letting me make tweaks to do more of what I want'

'WOW! It's my birthday today, and as a present to myself I have granted some 'white space' to sit down and start Week 1 of the Home Study Program. I've just finished the webinar and already have pages of notes, before even downloading the workbook! As a graduate of many self-development books and experiences, I already feel this one is really different. Why? Because you are REAL! This program is a great reward for stepping out of my comfort zone and contacting you a few weeks ago.'

'I'll be honest, I thought this course would just remind me to do the things I already know (long history of personal development courses and the last few have not had much new content), so it's exciting to discover I will be learning something new! Now I'm really looking forward to the coming weeks!'

'I just want to clone you, put you in a jar and pop you out whenever I need you. You are simply amazing, Emma. Your words are like gold.' Karen Cocks, Senior Manager, BT Financial Group

I just wanted to convey my gratitude for the many ways you have helped me in the past couple of months. I have learnt so much from you in terms of my 'work life bliss'. After each session I feel excited about my new prospects, strategies and the general direction in which I am heading (with both my business and my life). I deeply appreciate your guidance and look forward to our next sessions' - Kristy Goodwin, Director, Every Chance to Learn

'I am pumped! I can't even begin to express my sincere gratitude. You have unleashed my potential and now I know it's here to stay. Thank you so much. I LOVE our sessions.' Shikha Colwill

How will the course unfold?

The course is delivered entirely online and contains 7 modules, each of which include:

- A brief introductory video
- A recorded webinar, slides and written transcription
- A series of self-coaching exercises
- A private Facebook forum for discussion and networking
- A live (and recorded) Q&A group call to answer specific individual questions
- Email hotline for personal queries available for the duration of the program

Module content

Module 1 - Your career path to date

Explore how you 'got here'. You'll identify the key decisions that led your career down the path that it has taken to date. Importantly, you'll uncover the rationale behind your various choices, and assess whether these measures still stand for you today, in the context of your life as a whole, your current priorities and the direction that you're heading outside work.

You'll address the 'emotions' that you associate with work now. You'll drill down and become clear on how you feel about your previous and current roles, where these thoughts and beliefs have come from and whether they remain valid.

You'll identify in detail how you would ideally like to feel after a working day, and gain clarity on what matters most to you professionally - creating a clear professional values set, or 'compass' against which you will be able to measure the various career options in front of you.

You'll create your definition of success.

Module 2 - What are you good at?

You'll compile a detailed inventory of your skills and specific achievements, the aspects of work and outside interests that you're proud of, and that you enjoy.

This will be valuable for your CV regardless of your future choices, and the template that you'll create will go well beyond typical job descriptions. It will have you digging deep about what it is that really drives you, career-wise, where your talents lie and the circumstances in which you best apply them.

Next, you'll identify what is currently within and beyond your career 'comfort zone' and consider ways to break through to the next level.

Module 3 - What holds you back?

Clear your career 'blocks'. What has stopped you from making different decisions, since you were at school? Were you unduly influenced by parents, peers, teachers, careers advisers, school or cultural expectations or other factors?

Did you feel pressure to tread a certain path, and why? Were there self-imposed beliefs or obstacles that pushed you in the direction you've taken? Is the block money, study or self-confidence? Is it fear of failure or success? Are you living 'your life' - or someone else's? How can you move on?

Module 4 - What are your options?

Using a project planning strategy made famous by Walt Disney Studios, conduct a thorough 'what if...' evaluation designed to help you explore various alternative options creatively, realistically and critically.

Find that 'sweet spot' between what you're good at, what you love doing and what you can be paid for.

Module 5 - What would change?

Assess the impact on lifestyle, family, financial and other factors against the potential of your fresh career ideas (identify pros, cons and work-arounds for each option).

Dig deeper into the most attractive career option/s, find out what you need to research, explore serious considerations including the realignment of lifestyle goals, changes in the 'big picture', communication with stakeholders (particularly family) and create a set of solutions.

Module 6 - Making the decision

Build the confidence and self-belief that is required to make a significant career decision - whichever way you may choose to go. Learn the keys to problem-solving, overcoming fear of failure and 'safe' risk-taking. Explore various decision-making techniques and strategies, finding one that suits your particular style.

Module 7 is divided into two sections, depending on where the course has taken you...

7A - For career-changers

Develop a detailed action plan that you're comfortable with and inspired by, with a clear, step-by-step process for moving on - including re-training if required, making practical financial adjustments, communicating with your significant others, breaking the news at work, having a 'bridging' strategy, safety nets, tapping into your existing network and more...

7B - Re-committing to your current career

Having been through this process, you may have reignited your passion for the path you are currently on. Identify areas of growth, find a mentor, shake up and tighten your working style or seek development through side projects.

Learn what you need to do to keep the passion alive.

BONUS resource bundle

To support your decision-making, you'll receive BONUS **recorded interviews** and **expert tip sheets** answering key questions:

- What financial issues must I consider during a career change? (Zuraida Arrifin Wealth Creation - Financial Planner)
- How do I re-invent my 'personal brand'? (Amanda Whitley - Creator and editor of HerCanberra and PR expert)
- Am I cut out to start my own business? (Audrey Thomas, director of the award-winning business Agile Focus and ChickChat Coaching, Adelaide)
- What are recruiters and employers looking for when people transition into different careers? (Kate Sykes, recruiting specialist at Lift Recruitment, Director of the award-winning jobs board Career Mums)
- How do I 'commercialise' my bright idea? (Anna Pino, CEO of Lighthouse Business Innovation Centre)
- What if I want to take a complete career break? (Sue Hadden, author of 'Your Career Break: a how-to guide')

In addition to these expert interviews, you'll receive **written interviews** with 10 inspiring people who have successfully taken the leap into a new career, and are loving it - or successfully re-invigorated their passion for their current path. They'll share very candidly what their top fears were, how they got past these and how life is different for them now.

Investment and timing

- The program investment is \$597, with Early Bird access available at \$350 until 31 May 2013. (You may like to check with your financial adviser about the tax deductibility of career coaching.)
- Online **payment may be made here** (You have the option to indicate 'offline payment' if you wish to pay by credit card over the phone, or if you wish to be invoiced for a direct debit payment).
- Start date: Monday 1 July 2013 (modules will be released fortnightly and the material in the online portal will continue to be available following the completion of the course period).

You spend a vast amount of your waking hours at work, and your professional experience colours the remainder of your life. Career decisions can cause significant angst.

The Career Transformation Program offers the clarity you've been searching for.

Enquiries

Emma Grey - emma@worklifebliss.com.au or phone 0416 266 905

www.worklifebliss.com.au

"Life is too short, and a career is too long, to be miserable."