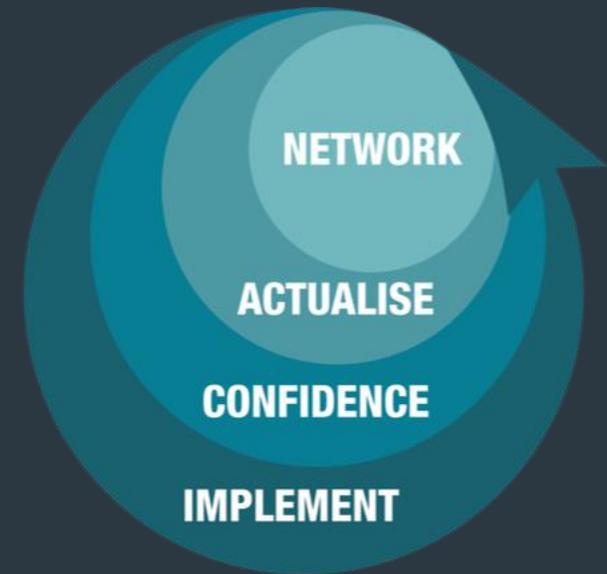


*Introducing the*  
**JOB HUNTING** *success*  
**APPROACH**

▶ *Use Transform's proven method to  
make your ultimate career move!*



**HOW I GO HIGHER**

The step-by-step process:

- ▶ Implement CV and interview improvements
- ▶ Confidence work
- ▶ Actualise your career potential and exploit your
- ▶ Network



**“ Improve your professional brand, think supportively for yourself and discover what your true potential can be.”**

**We help individuals grow in self awareness, gain clarity on the best next career move, share the the practical steps to get there and give the confidence to progress.**

We offer practical and implementation advice. In addition however the Transform approach deliberately focuses on confidence, psychology and purpose for personal development to ensure certainty of direction for long term fulfilment and success.

It takes commitment and effort to transform your career. The coaching process we recommend provides a comprehensive approach to career development.

A combined effort is required on both the way you present yourself and the way you think.

Other support programs mostly offer practical advice but Transform goes much further as we realise having a great set of CV and interview skills in not enough. You need to understand why you do what you do, why you care and what connects you to your profession.

## How – IMPLEMENT

Get to know yourself more deeply and feel proud and excited about your strengths and purpose by developing your personal brand for huge energy.

## I – CONFIDENCE

A process of self-awareness and reflection on values, interests and desires. You find out what you truly want. You really believe in your potential and future.

## Go – ACTUALISE POTENTIAL

If you were the best version of you what could you actually achieve if you really truly actualised your fullest potential?

## Higher – NETWORK

What are all the myriad benefits of networking? How can you use LinkedIn to the best effect? What other ways can you use the power of networking to accelerate and maximise your potential?



“ I spent almost 20 years successfully securing senior roles for many well known blue chips across a range of industries. I had developed a method for repeatedly securing senior roles in a competitive market by developing my personal brand ”



Miles Mather  
Professional  
Career coach



### TYPICAL REASONS JOB HUNTING TAKES TOO LONG

- You are not good at selling yourself
- Lack of self-confidence
- Unclear on what you can achieve
- Limited understanding of networking

### HOW WE COMBAT THIS

- |   |               |                                    |
|---|---------------|------------------------------------|
| ▶ | <b>HOW</b>    | - A clear guide to implementation  |
| ▶ | <b>I</b>      | - A methodology to increase belief |
| ▶ | <b>GO</b>     | - A clear and ambitious plan       |
| ▶ | <b>HIGHER</b> | - Having self-confidence           |

IMPLEMENT



- ▶ *C.V. Fundamentals*
- ▶ *C.V. Essentials*
- ▶ *Unbeatable C.V.*
- ▶ *ATS beating C.V.*

"HOW"

### *Fundamentals*

- ▶ *Save as Word or PDF document*
- ▶ *Use Arial, Calibri, or Times New Roman*
- ▶ *Use correct margin sizes*
- ▶ *Maximise white space*
- ▶ *Use reverse chronological order in all sections*
- ▶ *Use around about 4/5 lines or bullets for your most recent role*
- ▶ *Unexplained gaps should be explained briefly and as positively as possible*
- ▶ *Explain who you are and why you do what you do?*

### *Essentials*

- ▶ *Use the title of the role you are applying for in your C.V.*
- ▶ *Customise your professional profile*
- ▶ *Show the strength of your application with examples don't just tell*
- ▶ *Follow the job description for the role requirements being applied for carefully and reference them as much as possible*
- ▶ *Explain how your personality fits well to the role*
- ▶ *Demonstrate your professional achievements with impressive relevant examples*

Our  
TOP  
tips

VISIT [www.jobhuntingsuccess.co.uk](http://www.jobhuntingsuccess.co.uk) NOW

**IMPLEMENT**

**INTERVIEW MASTERCLASS**

- ▶ *Interview planning*
- ▶ *Amazing Engagement*
- ▶ *Stories Showcase*
- ▶ *Choose me method*

**"HOW"**

### *Planning*

- ▶ *Aim to have a great conversation where the other person is left with a positive feeling*
- ▶ *Plan 4 discussion areas to communicate your suitability and experience*
- ▶ *Demonstrate both experience and research with your questions*
- ▶ *Have a personal career plan ready to describe*
- ▶ *Practise delivering your content to yourself*
- ▶ *Listen and be interested more than interesting*

*...and so much more*

### *Engagement*

- ▶ *Be able to explain why you have a meaningful connection to the role*
- ▶ *Be prepared to explain why your as an individual are uniquely suited to this particular role*
- ▶ *Be ready to say what it is that the organisation offers to the world that matters to you*
- ▶ *Share relevant examples of things you have delivered as 'stories'*
- ▶ *Always be sure your experience 'stories' include great outcomes*
- ▶ *Use stories both to create rapport and to demonstrate you have been there seen it and done it and learn*

*...and learn how to deliver these messages*

*Our  
TOP  
tips*

**VISIT** [www.jobhuntingsuccess.co.uk](http://www.jobhuntingsuccess.co.uk) **NOW**



- ▶ *Introduction to positivity*
- ▶ *Redundancy*
- ▶ *Cognitive Behaviour*
- ▶ *Applied thinking for job hunting*
- ▶ *Anxiety*



## *Confidence*

*Our  
TOP  
tips*

### *Introduction*

- ▶ *We are set up to focus more on issues*
- ▶ *There is a methodology to increase optimism*
- ▶ *Effective use of positive thinking makes us more resilient, happier and more successful*
- ▶ *There are three keys to motivation*
- ▶ *Improved Relationships and higher quality more effective and rewarding interactions can be taught*
- ▶ *Our thoughts create our feelings and our feelings create our actions and our results. We can choose to influence and change our thoughts any time we like because we are conscious humans*

### *Redundancy*

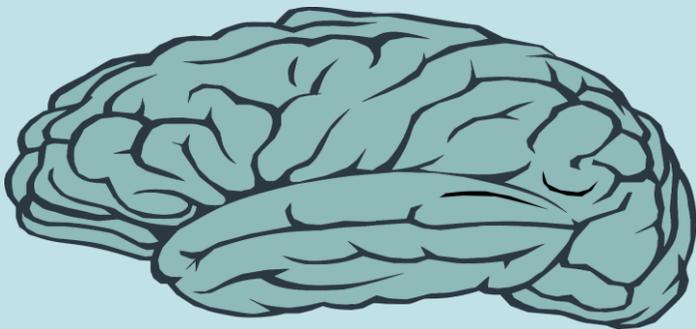
- ▶ *It is normal to feel rubbish if you have been made redundant*
- ▶ *You need to find some quiet contemplative time each day to support yourself*
- ▶ *Talking to other people about where you are and what you want will help*
- ▶ *Taking care of yourself physically with the best food, drink, and exercise will help*
- ▶ *Getting outside into nature will help your mindset*
- ▶ *Rushing into the wrong next role is a big mistake*
- ▶ *It is a great time to reassess what you want in your life*

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# Psychology, Cognitive Behaviour and Neuroscience

- In the 1960s, **Dr. Aaron Beck** pioneered study and practice of cognitive behaviour – the relationship between your thinking and your behaviour.
- When working with my clients, I find the biggest area of learning is helping them understand the importance of their thought processes and the relationship between thoughts, feelings and actions.
- It is completely crazy that we are so unaware of our random sub-conscious thoughts and how frequently they do not support us.
- We tell ourselves stories which make us feel less worthy of success all the time. This is why I introduced SAM into my coaching.
- SAM is a helpful chap. I use him in my training to explain my most important model of all.

## HAVE BETTER THOUGHTS



“ We don't always know what our brain is thinking. Unconscious processes exert great influence on our thoughts, feelings, and actions. ”

**Eric Kandel** won the 2000 Nobel Prize in Physiology and Medicine for his research on memory storage in neurons. Memories and emotions are interconnected neural processes in the amygdala; our memories are never a perfect account of what happened. Memories are re-written each time we recall them.

“ For clients to achieve lasting change they need to create thoughts, feelings and behaviours which support that change. This is the core of the cognitive approach. ”

**Stephen Palmer**

Honorary Professor Psychology, City University

## The Self Awareness Model



**YOUR THOUGHTS ARE YOUR POWER**

# SAM: Our Self Awareness Model



## How does all this fit in with careers?

Any progress requires an open attitude to learning and development; this applies both to specific skills and qualifications as well as to personal growth.

## This type of personal growth is a big deal.

To rapidly accelerate a career and create belief and certainty, you need to develop a structured plan – but ahead of that it starts with the mind. Focusing on self-awareness and personal needs will give broad by-products across many areas.

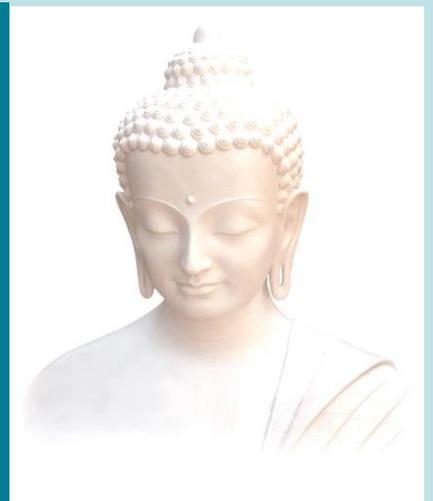
## Some questions to reflect on...

- Can you become more fulfilled by developing your self-awareness?
- Could you make yourself happier by understanding your negative thoughts and challenging them?
- Can you better understand how your mind works and start thinking about influencing your thinking?
- How could you learn to be more conscious with your mind?

It all starts with the mind and your feelings. You can learn to slow down and influence your thoughts and feelings to better serve your purpose and your goals.

Knowing others is intelligence.  
Knowing yourself is true wisdom.  
Mastering others is strength.  
Mastering yourself is true power.

**Lao Tzu**





# Set powerful goals

This is our proprietary **DRIVES** method to build a well-formed rock solid goal.

## Test the goal!

**Detailed** – Does the goal give specific dates & outcomes?

**Resources** – Do you have everything you need?

**Impact** – Will it really give you what you want?

**Vow** – Are you able to commit strongly?

**Energising** – Does it make you feel huge excitement?

**Situation** – Does it fit into the context of your life?

It is not just about being on a meaningful road. When setting out to explore options, the first and best advice we can give is to focus on self-belief. Once you recognise everything you are capable of, new options present themselves.

We then look within for what you care about and capture it in your plan. It makes it far more likely to succeed.

We respect for current obligations and follow a careful planning process. We take the time to work through your career goal, week by week. Managing finances is key. Image is vital as well as how you position yourselves to others. This determines the impression created, whether trying to get promoted, find a role, or seeking a change in role.

## What does the Job Hunting Success coaching program look like?



Program sequence

We recommend you cover one section each week – You watch the week's coaching material, implement the changes and then complete the reflective exercises

## Just a few testimonials

“ I handed in my notice on Monday. To be honest, I don't feel apprehensive, I just feel excited. ”  
JULIET



“ It was a great experience. I really learned a lot about myself and how I can use that going forward. ”  
PHILLIP



“ I would absolutely recommend the course to anyone especially if you are looking to make a change. ”  
DUNCAN



“ The course really helped me re-assess my priorities and establish what is important to me. ”  
GILES



“ The coaching helped me cut out the doubt and noise. ”  
RICHARD



“ It wasn't until I went through this program that it all came together. ”  
MATTHEW

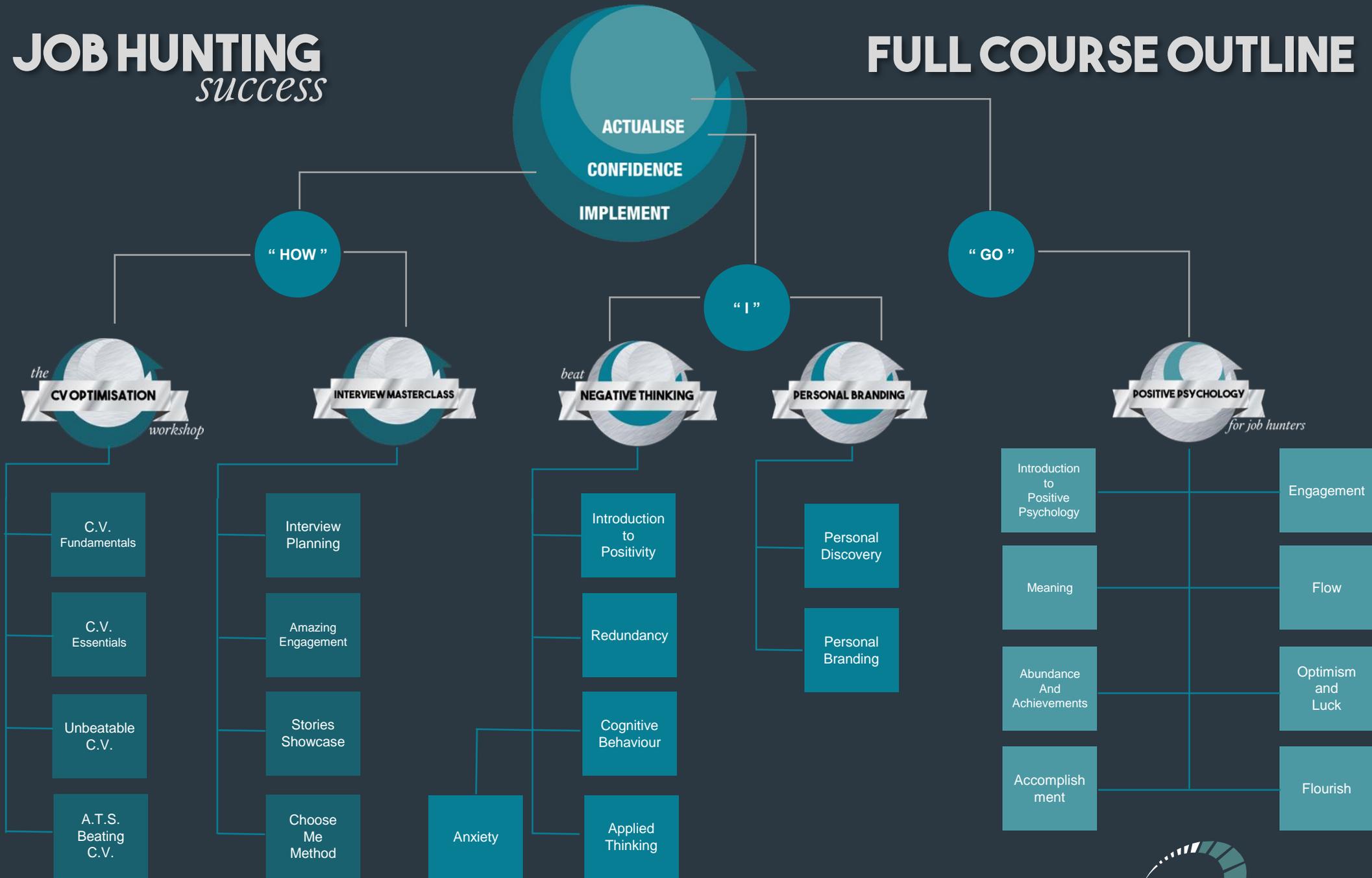


“ In the middle of a career change Miles helped me through a confidence crisis and offered a lot of empathy and wisdom. ”  
JENNIFER



# JOB HUNTING *success*

# FULL COURSE OUTLINE



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## MILES MATHER



Miles has delivered work for a long list of companies across many industries: McCann Erickson, Comet, BAA, Amex, Lloyds TSB, Vodafone, Barclays, Britvic, BBC, IHG, Fitness First, Bicester Village, HSBC, NBC Universal, Astellas Pharma and Just Eat.

Miles has several advanced coaching qualifications and is completing a diploma in modern applied psychology.

He also has a degree in Marketing and French, and speaks Spanish.

He is a keen ultra runner.

## NICK QUINTON

We also have one other coaching principal, Nick Quinton. Former paratrooper and specialist paramedic, Nick has a unique understanding of leadership, team dynamics and performing under intense pressure.

Previous consulting roles have seen Nick implement global business change programs across a number of top-tier banks.



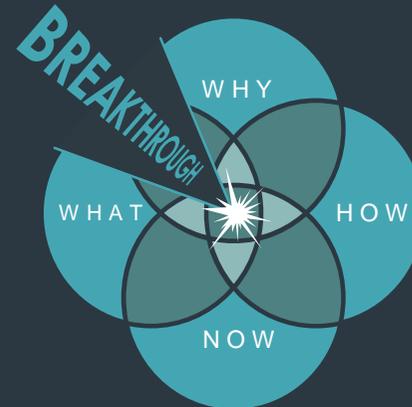
Nick also runs a performance coaching practice and delivers group coaching sessions to GP surgeries to enhance leadership and team dynamics, to produce a more productive and happier workplace.

“Your life does not get better by chance it gets better by change”  
**Jim Rohn**

World renowned  
 motivator and author

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## SOME OF OUR OTHER PROGRAMS



CAREER CHANGE COURSE



PERSONAL GROWTH

## THE MENTOR LEADER

AUTHENTICITY  
 INCREMENTALITY  
 MINDFULNESS

OUR PILLARS OF FOCUS				
COACH	AWARENESS	GUIDE	AIM	TRANSFORMATION
the coaching continuum	in the moment interaction	show not tell	of relationship professional development	cognitive behaviour