

# 03

## The Truth About Transformation

**It Takes Passion, Perseverance &  
Time...But Never More Than You Need**

# Meet Helen Hanison

Founder of Helen Hanison Leadership Coaching & creator of the coaching ladder helping people at a career crossroads, get unstuck

A

I live with my husband, our two teenagers (and our 2 dogs) in England.

B

I used to think being on the board of the worlds largest PR company defined me. Then got made redundant - twice. I reeled with career grief and got stuck in a cycle of trying to evolve. Eventually, I figured out how to align work I love with what matters most.

C

I believe that we must have career-life synergy to thrive but know that clarity about what that means is hard. My work is to make it easier to redesign your career so that work you love is aligned with the life you wish you were living.

D

100% of clients say they get clarity about their purpose-driven vision and create a concrete plan to get there.



## Third, you'll make aligned, confident transformation

(or I'll rewind the stories holding  
you stuck for you!)



1

In Step 1 you learned how to get career clarity

2

You discovered how to make confident  
career redesign brain-dead simple (and safe,  
not scary) in Step 2

3

This third step tells you the truth about  
transformation and all but guarantees set-  
backs won't set you back any more!


4

So you will create a plan you're actually  
excited to act on and start building towards  
**Careering, on Purpose**





# When this step is done right...

- 1 You create career-life synergy and feel alive & aligned doing work you love
  - 2 You can focus on redesigning your career instead of getting stuck in a cycle of trying to solve your career problem on your own. And feeling worried about that.
  - 3 You can focus on meaningful career change instead of drowning in desperation that it's not figure-out-able
  - 4 And you can finally stop worrying about what your inner critics have to say
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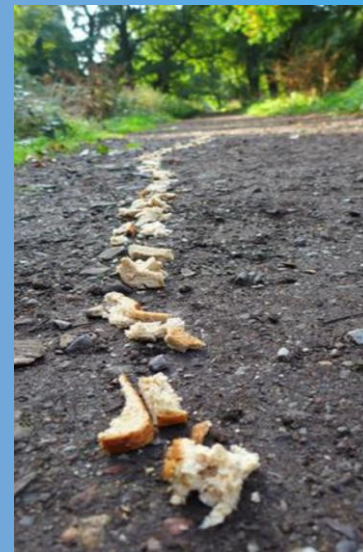
For example, Brenda made friends with her  
inner critics  
and here were the results

## Meet Brenda

Brenda just felt so STUCK and unable to get out of it her own because her confidence in her abilities were very low. So that was the first hurdle to focus on. Creating her career compass helped Brenda recognize all was not lost – and how far out of alignment she was in her career so we could turn attention to doing something about that.



From being paralysed by perfectionism and feeling all was lost ... to finding her spark and following following breadcrumbs towards her professional pivot!



## Results:

Brenda job-crafted and now heads up a meaningful, people-focused initiative at her tech company and has secured a non-exec role board in an environmental impact agency.

She has complete clarity about the sustainability direction she's building towards and is taking small and safe steps to secure meaningful career change

## Results:

*“Meeting my inner-critics and rewinding their narrative revealed links between seemingly disparate events in my personal as well as professional life. It was illuminating and has helped identify tactics to handle them – that really work!”*



**The tricky part of  
Careering, on Purpose  
or career transformation  
is obvious...**

# The tricky part of transformative career change is obvious...

- 1 Not having clarity about those things your career redesign needs to align WITH to achieve **Careering, on Purpose**
- 2 Getting stuck in old stories even as you move forward in a career redesign process means you will sabotage and criticize the fresh opportunities you create ... because they are not the same as the old one!

# The obvious obstacles to success...

1

What if learning *how* isn't enough for me to make actual change happen?

2

And the MOST important, what about all those things that might get in my way as I start acting on my career redesign plan

Want to learn how to hope 'right'?



# Understanding The Truth About Transformation

## You'll be able to:

- 1 Stop being so harsh in your most important relationship and learn why failure isn't fatal (hint: it's just an event)
- 2 Make friends with the critical characters you have 'in play' so you can make good use of their chatter. Then learn to interrupt them long enough to succeed!
- 3 Generate a Hope-Map to navigate those obstacles you can't know about yet, so set-backs don't set you back



## So that you can finally:

Mindset mastery is about developing the transformative resilience needed to be **Careering, on Purpose**...striving forwards, without set-backs setting you back



[Book a Clarity Conversation](#)

With Careering, on  
Purpose, We Also...

Uncover your  
Career Kryptonite

And so this is my gift to you today:

I show you how to find the right  
super-strategy to keep your career-  
life redesign safe

(hint: self-control strategies are  
counter-intuitive!)





# What would it look like if you could finally rewrite your next career chapter around Careering, on Purpose?

That's the real gift when you know how to make a concrete plan you're excited to act on and don't make false steps that erode your hoped-for career transformation, so you get there!



What Some Recent  
Clients Have Said:  
THE TRUTH ABOUT  
TRANSFORMATION



*“I realized I was holding myself back. I faced towards difficult problems and tackled them...finally!” (James)*

*“You gave me an important exercise to address negative self-talk. It all clicked for me then. It’s recognizing - and owning my own value” (Susan)*

*“There is so much rigour in your coaching ladder. I finally understand why I got stuck and how to ask for what I need (then got the elevated role I asked for!)” (Katherine)*

# What you get in **Careering, on Purpose** :

- 1 Career Clarity
- 2 Confident Career Redesign
- 3 The Truth About Transformation
- 4 A Plan To Create Career-Life Synergy  
(And An Expert Supporting You To Make Change Happen)



So you can finally realign work you love with what matters most and achieve your ambitions to thrive

[Book a Clarity Conversation](#)



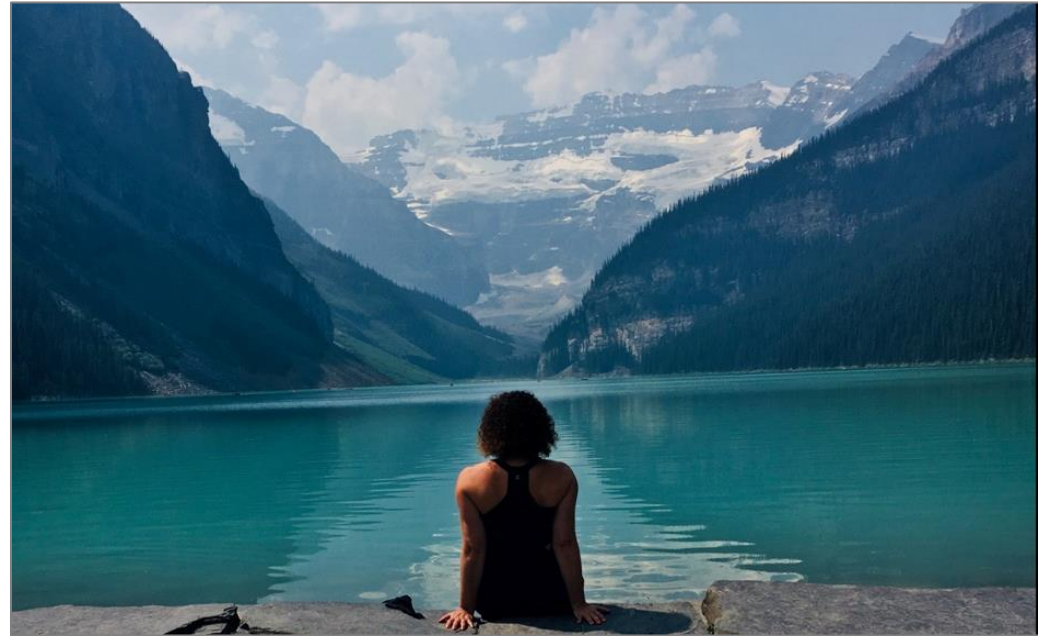
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 Helen  
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