



#BeYourselfAtWork

Mid-Careers

Flourish as Your True Self



1 in 5 employees expect to change jobs this year, with **63% sharing** their motivator is to **"truly be themselves at work"**

(PwC, 2022)

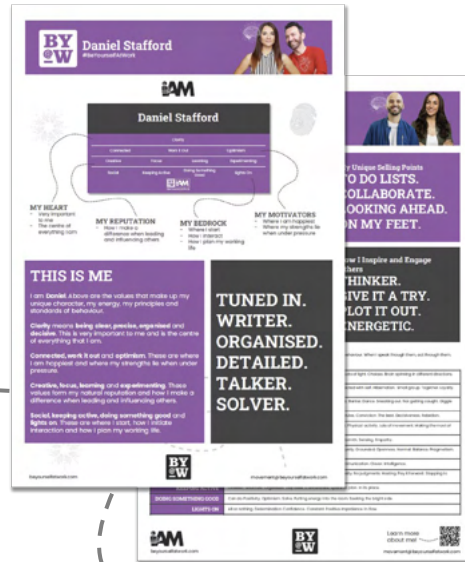
14% of those in the 25-34 age group are most likely to want to retrain or follow a completely different career path.

(Aviva, 2021)

IT'S NEVER TOO LATE TO RECLAIM YOUR CAREER.



Navigate the world of work with an unshakeable sense of who you are and where you're going next.



WHY?

It's never too late to reclaim your career, be your own true self, and flourish as a result. Too many are hiding what makes them unique when they could be using it to propel their careers to new heights.

WHAT?

iAM is a programme designed to help people identify their true values and walk them right into the workplace and interviews with confidence. iAM helps individuals pursue a career that will play to their strengths – for long-term happiness and fulfillment.

HOW?

Create your iAM digitally in 45 minutes with 'This is Me' or work with an expert iAM developer in a 50-minute call, with your iAM delivered into your inbox with personalised tips and optional printed cards.

#BY@W

#BeYourselfAtWork is a movement that is **revolutionising the workplace**, helping individuals uncover their true values, and enabling them to increase their **zeal and productivity** as a result.

**DETERMINED,
SELF-MOTIVATED,
CREATIVE,
KNOWLEDGE
GATHERER.**

iAM brings the opportunity for you to be recruited for who you are, as well as what you know.

We're changing the narrative of work to one where work is an opportunity to make your unique difference and love it.

[For more information, click here](#)





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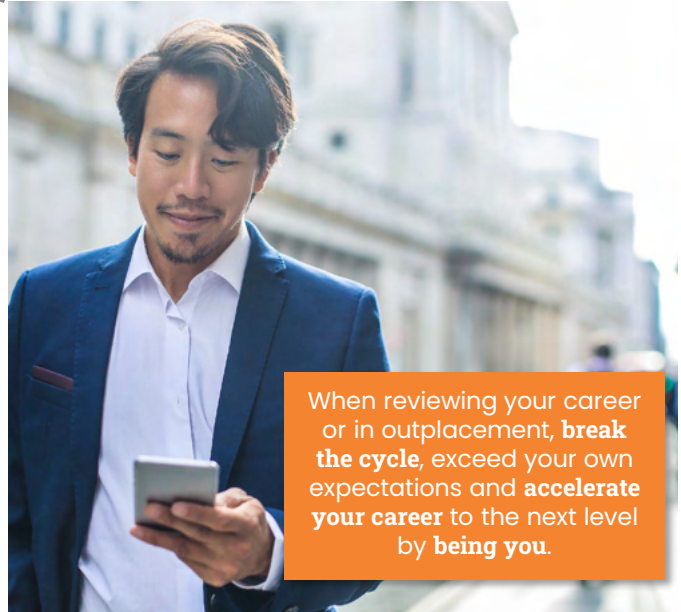
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iAM equips people for the workplace revolution. It identifies their own **unique set of values and character** – a fundamental understanding of who they are, so they can carry that self into the workplace and **make their unique difference**.

We believe this kind of workplace culture is infectious – **once individuals start succeeding** because of – not in spite of – their individuality, others are encouraged to seek out and **express their own true personalities**.



When reviewing your career or in outplacement, **break the cycle**, exceed your own expectations and **accelerate your career** to the next level by **being you**.



Build Your Profile as a Great Boss

Are you using who you are to stand out and be unique?



Watch the iAM Film

Discover how iAM is changing the workplace for everyone.



Women at Work Survey Results

Women are 8 times more likely than men to feel comfortable speaking up when something does not feel right.

Make the Future Exciting

When we understand and nurture our true selves, we can have dynamic and fulfilling careers that play to our strengths and happiness – and work better as a result.

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