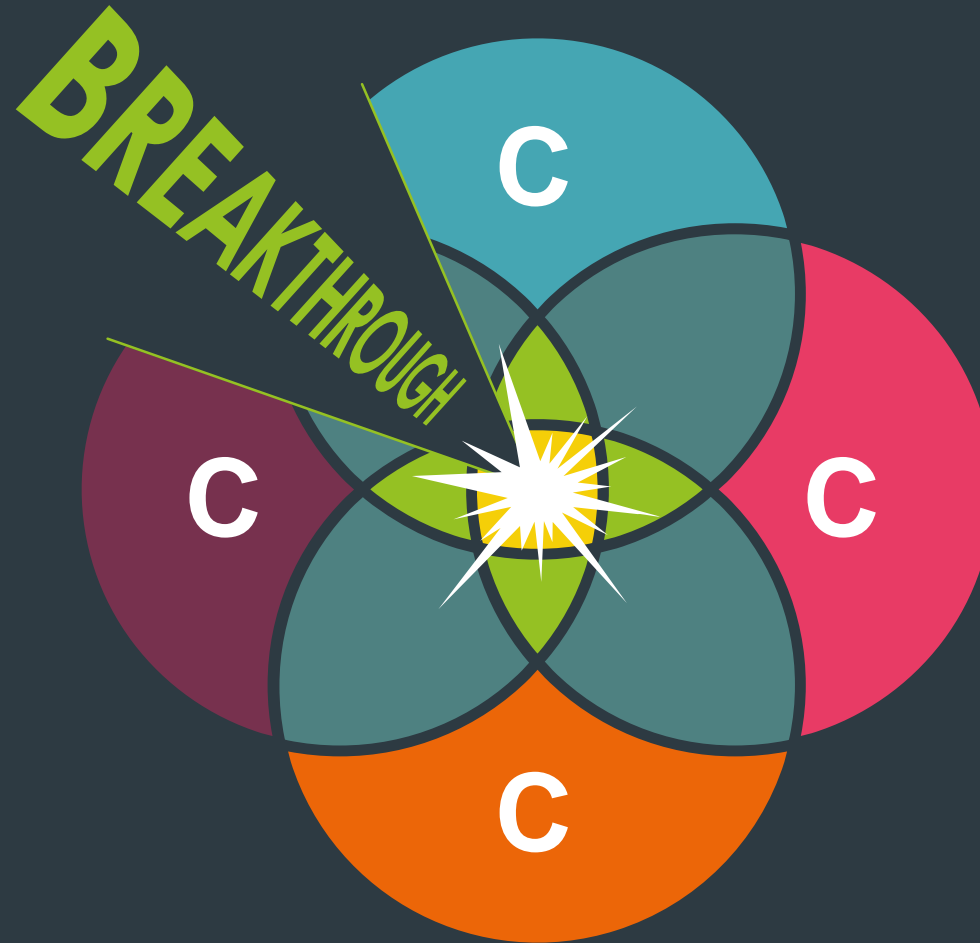




# CAREER BREAKTHROUGH



How to use my Four C's method to discover your ultimate career transformation, to  
give **Confidence, Comprehension, Capacity and Context**  
**A step by step process to find Purpose, Connection and Excitement**



# “Find purpose, connection & excitement again”

There is a lot of fake messaging and offers in the media these days about quick fixes and golden truths. I am not suggesting any career change is easy or obvious; It takes commitment and effort to transform your life. A combined effort on both your thinking and actions will lead you to the right pathway and to personal growth.

We have to earn money to pay the bills but how did we end up in this career anyway?

Did we go through a detailed filtering process?

Did we check in with what is important to us? Or did it just emerge and occur?

Perhaps you did have a plan and it worked out.. but no longer feels right.

Possibly you just ended up doing a particular job.

Either way there is a process to find the next thing and make sure it is right.

**Follow this approach to get in touch with your beliefs and what excites you:**

- Dig deep and understand what you care about.
- Discover your core values, then create a vision, mission, and purpose.
- Ensure you are not in regular conflict with your values.

**Having tried and tested the approach I created the model ‘My beautiful ocean’**

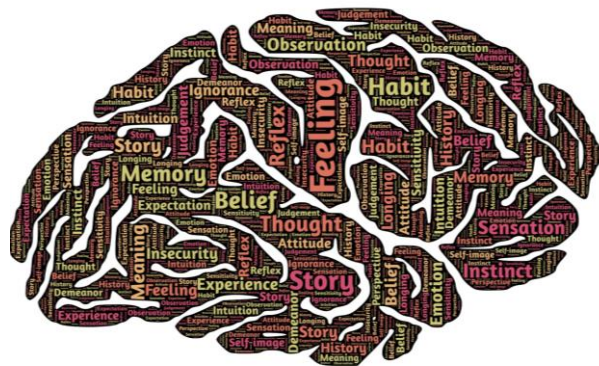
There is a nuanced method to get this right. It is here you find your calling and passion. The benefits are numerous; you become more centred, engaged, motivated and energised.

# 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.

Without doubt the biggest learning I have had since I started coaching and working with clients is understanding the importance of your thought processes and the relationship between your 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 when we recall them. “We don’t always know what our brain is ‘thinking’. Unconscious processes exert great influence on our 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 – The Self Awareness Model**



“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

# YOUR THOUGHTS ARE YOUR POWER



# Sam: My Self Awareness Model



So how does all this fit in with career change? Change requires an open attitude to learning and development; this applies both to specific skills and qualifications and also to personal development.

To get fast career change in your life and create belief and certainty, you need to develop a structured plan – but ahead of that it starts with the mind.

Focusing on your self-awareness and personal needs will give you broad by-products across many areas.

## Here are some questions for your reflection:

How can you support yourself by developing self-awareness?

How can you make yourself happier by understanding negative thoughts and challenging them?

Can you better understand how your mind works and start thinking about your thoughts?

Can you understand your thoughts and consider how well they serve you?

Would you ask yourself “How does this thought make me feel?”

How can you learn to use your singular human ability of consciousness?

Your actions create your results but it all starts with the mind and your feelings. You can learn how to stop and influence your thoughts and feelings to better serve your purpose and your goals.

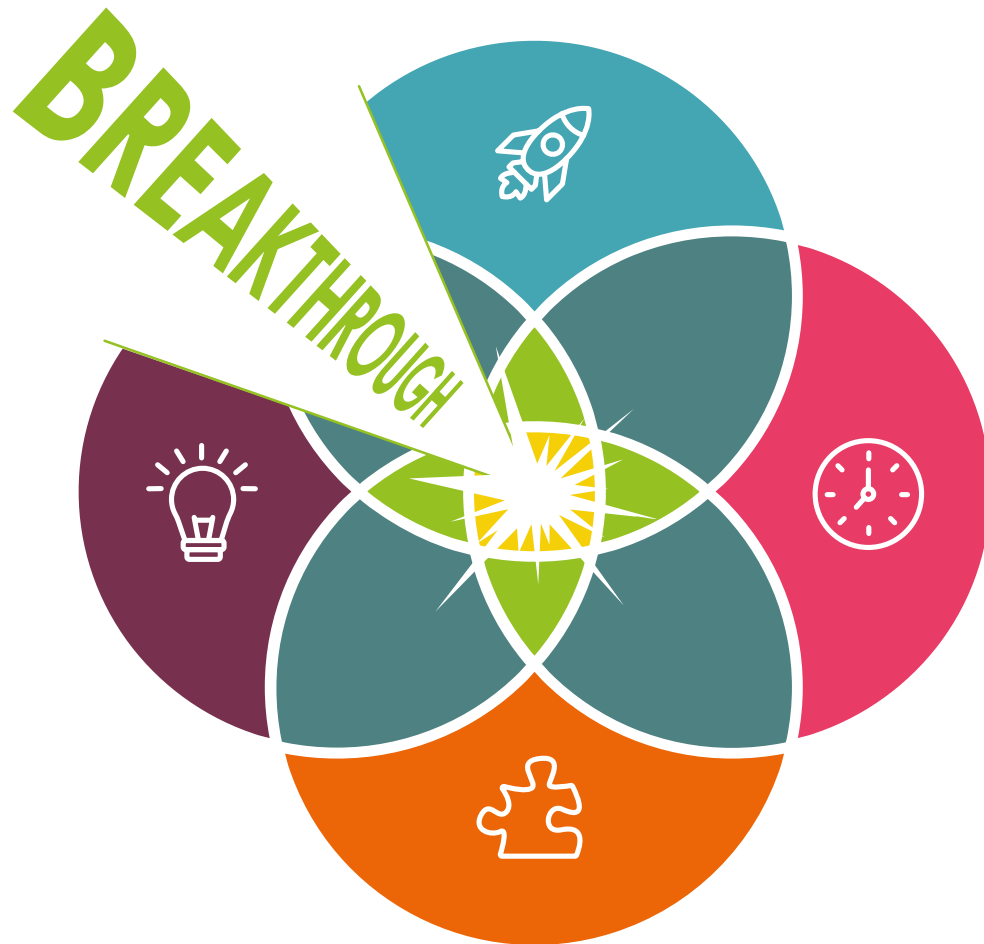
**That is huge, That is growth.**

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

Lao Tzu



While on my own career change journey from Procurement to Life Coaching ...out of the blue the Four C's method came to me! The Confidence was always an obvious pillar of focus but then I realised Comprehension and understanding was the other thing holding me and others back.



## Confidence

Really get to know yourself and feel proud and excited about your strengths and purpose by developing your personal brand for passion, belief and huge energy.

Start your progression by creating a positive platform of where you are now. Build a personal development mindset.

You will explore exciting new career options with no limitations.



## Comprehension

You know what you want. You know what you need to offer to be given the opportunity. You have a step by step process of how to get there.

You have a clear recognition of all the risks and back up plans to ensure you will succeed.

The time plan is accelerated but realistic. The planned tasks and personal accountability are all in place.



## Context

It is all very well having the belief and understanding but if you have no money, two young kids, infirm parents, anxiety or any other myriad of things going on the circumstances need respecting. A big life change will be a challenge. I will coach you how to work around these distractions, help you to continue to support others and move forward. I'll share my own challenging story of overcoming trauma.



## Capacity

You will create the time and the skills for yourself which you will need to move forward with your chosen career path.

You see where you waste time and know how to be more efficient and create self-development time.

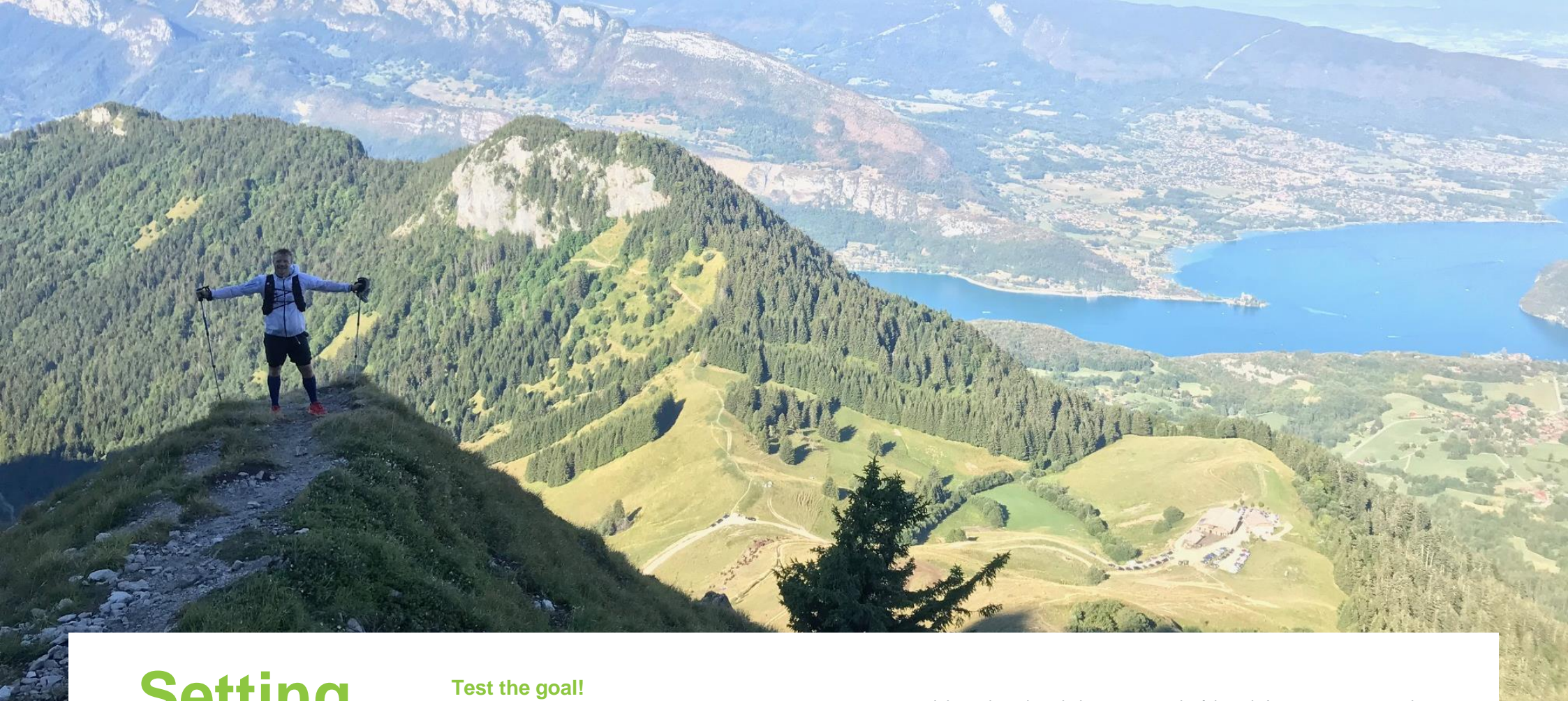
You have started or are preparing to study or to develop new skills, qualifications or gain experience.

### Typically, people don't try things because:

- They don't believe they will be successful → Confidence & belief
- They don't know how to → Comprehension & plan
- They don't see the value or prioritise it → Context & focus
- They can't find the time → Capacity & ownership

...Solved!





# Setting powerful goals

OK, here is another top tip for you to take away. Use my **DRIVES** method to build a goal which is well-formed and rock solid.

## 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. As you set out to explore your options, the first and best advice I can give you is to focus on your self-belief. Once you recognise everything you are capable of, the options will present themselves.

If you then look within for what you care about and try and capture some of it in your plan, it's far more likely to succeed.

With a keen respect for your current obligations and commitments, a careful planning process taking the time to work through your transition week by week. Managing your finances is key. Image is also vital, as well as how you position yourself to others. This will determine the impression you create, whether you are trying to start a business, or to change your role.



# The Career Breakthrough Training Programme

To achieve a personal breakthrough in career change there are also a host of other practical considerations. It is critical to understand all the areas to plan for and the specific preparation needed to create an elegant transition and successful outcome to a more rewarding life and lifestyle.

**To guarantee Direction, Drive and Delivery follow the Four C method.** I will hold your hand through the steps and the entire process. You will gain clarity and purpose with your Confidence, Comprehension, Capacity and Context.

Using both my proprietary coaching models and tried and tested models from other experts in self-development I am so confident the outcome will be fantastic for you I offer a money back guarantee.

## What will following the Four Cs method give you?

- ✓ You will establish the best career plan for you with certainty.
- ✓ Next you focus on building confidence to make it happen.
- ✓ You take time to work through all the practical considerations addressed in a week by week plan.

	1	2	3	4
Module	1/2	3/4	5/6	7/8
Breakthrough focus	Confidence	Comprehension	Context	Capacity
Coaching elements	Personal Self-development foundations Bulletproof confidence	Goal setting Self-development progression	Taking Action Leveraging luck Overcoming barriers	Future thinking Visualisation
Advisory elements	Importance of grounded approach	Career options Suitability review Time management	Realism of goals CVs and Interviews	Transition and funding Planning Accountability
Outcome	Direction	Drive	Delivery	Implementation
MODELS	☉ SAM ☉ My Beautiful Ocean ● Circle of Life	☉ DRIVES ☉ 300% test ☉ Defender	☉ Turbo Morning ☉ Awesome failure ☉ WARP speed ☉ Success formula ● PAID ● Elements	☉ Detailed Planning ☉ Future thinking ☉ Owning it ● BEDOAR
☉ MM Transformational ● Non-proprietary				

# How can I help?

(said the cheesy guy in the life coaching t-shirt)



**I do practice what I preach,  
so I have defined my vision too!**

( ...and a mission, purpose and values!)

Fundamentally as a coach, part one of the principles of my vision – which sits above making money – is that I am here to serve. This means providing reports like this and sharing information for free. Sure, in part it is a marketing tool, but I have set up my business to offer different options to support people from free, to affordable, as well as more high end options with more support. This way you can choose the option which best suits your needs.

**My Vision is:**

“To create new energy, belief and power for individuals. Offering both free material and affordable great value options for personal growth. To develop a community who support one another and who feel excited to interact and share their progress and stories.”

## Breakthrough +

My core course for Career breakthrough – this course is 75 days and run completely online by video call and webinar. I post all the content on the members' hub. You get all the training on direction, drive, and how to deliver your career change. We then work on implementation. There is tons of support on twice weekly calls and within the course group where we share and work together during the course, and for 60 days after the course.

## Inner circle ++

All the benefits of Breakthrough+ are included. Inner Circle ++ is for anyone who wants additional continued support for longer. We have ongoing calls 3 times a month, access to a private circle group, face-to-face meetings and access to other resources.

## Individual client

This is where we work closely and deeply together. You get plenty of one-to-one time and I support your discovery, goals and implementation as a coach and mentor. This is a premium option and I agree the package with you on a personalised basis.



# About Miles Mather

**I have worked as a procurement contractor, delivering change management with a successful consultancy business called The Advertising Value Partnership since 2007, with 15+ blue chip clients.**

I now work as a professional life coach. I studied initially with UK Public College to gain an LC Certificate and more recently with Transcend International Academy for their Advanced Certificate of Professional Coaching. This course is accredited by the International Coach Federation and European Coach and Mentoring Council. Transcend Academy train in a deep transformational approach, focusing on self-development and long-term meaningful change. I am already well into gaining my 500 client hours to complete the advanced accreditation. I have a qualification from the Nutrition Academy in Applied Nutrition and Supplementation and an elective on Behavioural Change for Weight Management. Much of the work I do draws on principles from psychology and cognitive behaviour.

I am father to three children aged 1, 3 and 6 years old and have been married to Emma for 13 years. Our 1 year old Ozzie spent much of the first months of his life in intensive care and has a number of ongoing medical conditions which have led to many challenges to overcome for the family. The family have drawn on this negative experience and adapted and taken strength and personal growth from it.

I used to be very overweight and unhealthy. Nine years ago I lost the weight and kept it off. I regularly complete in ultra-marathons, some of which have been 100 miles or over 24 hours non-stop. I have completed over 30 triathlons with a few podium finishes.

As a coach, I have a number of specialist areas including: creating confidence and energy for change and taking action, career change and entrepreneurship, weight loss health and fitness, and reducing drinking. I deliver individual coaching from a barn in my garden in Farnham, Surrey, or by video call. I also have a joint venture with a partner Richard, who I worked with previously when consulting at Bicester Village. This business is called Ignition.

This coaching and advisory service provides support for start ups and small businesses undergoing professionalisation and comprises 50:50 coaching / consulting support. Through a separate business called Transform Coaching, I offers life and executive coaching to corporations focused on investing in employee well-being.



## Next Steps

To find out more about the courses on offer and to have a one-to-one chat on the phone, Text "Clarity Call" with your name to Miles on: **07973 490471**.

I will come back to you and we can set up a Zoom video call. On these calls, I am always happy to try and give you some support. If we both want to work together that's great; if not that's fine too.