

Making squiggly careers better for everyone

Who we are

Scaling squiggly careers

Over the past ten years, we have supported more than five million people with the skills to take ownership for their career development.

Global learning partners

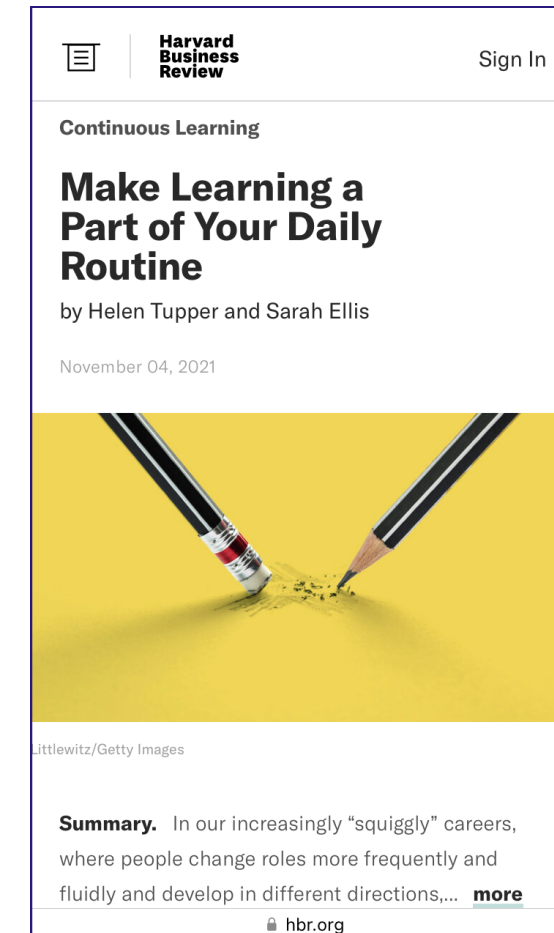
We work across all industries and support people at every stage of their career. Some of the organisations we work with include: Microsoft, Sky, KPMG, BBC, Visa, Danone, Google DeepMind and Levi's.

Career experts and experimenters

We regularly write for Harvard Business Review on topics including feedback and manager development. We run global experiments to reimagine retention and support people to squiggle & stay. We partner with behavioural scientists to test and prove the impact of career development for individuals and organisations.



Sunday Times Bestsellers

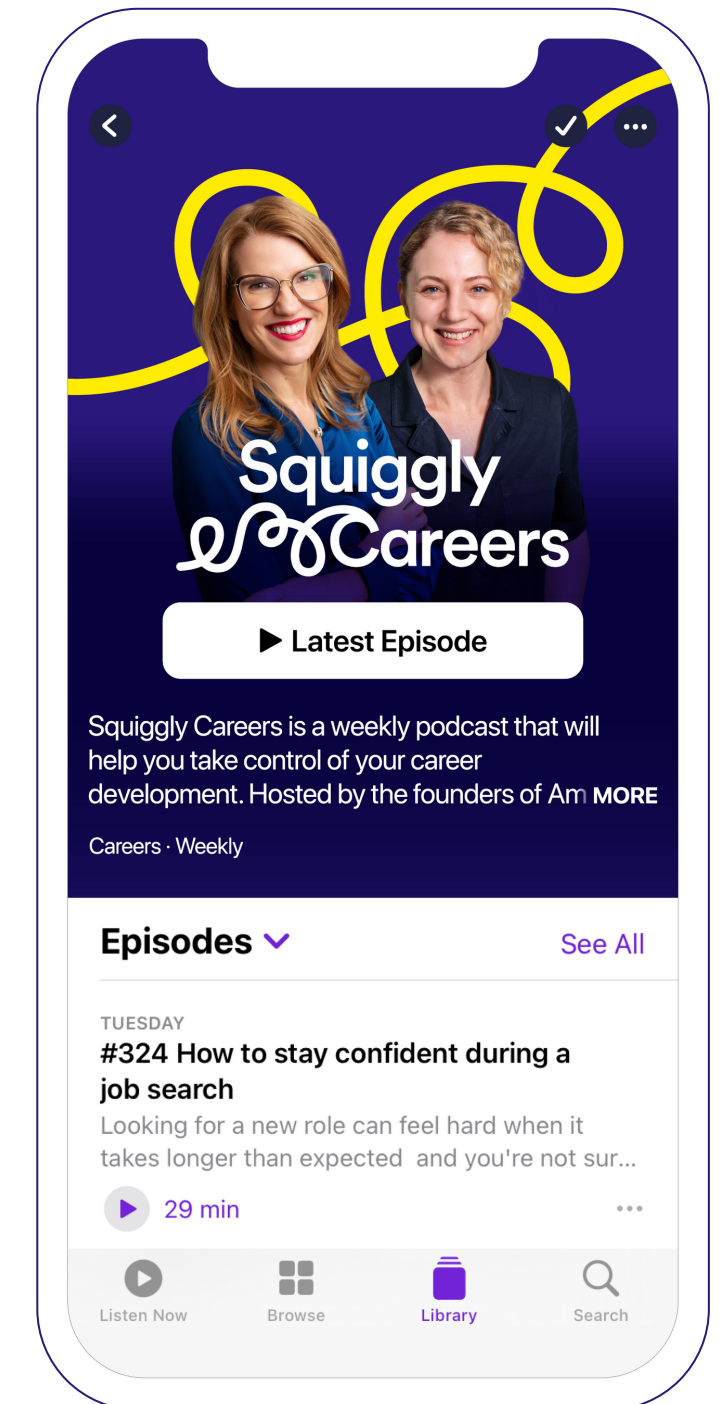


HBR Contributors



1.8m views

Amazing
if

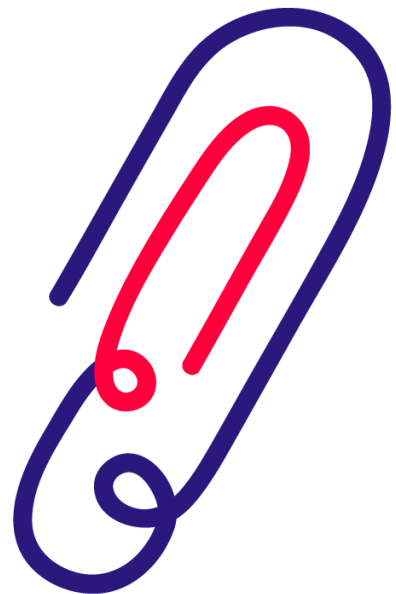


4m downloads

Our values

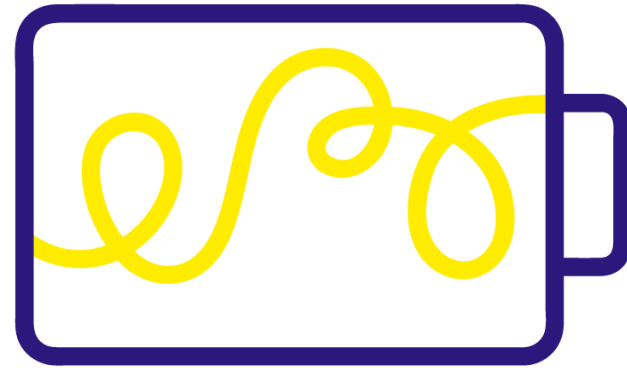


Our values motivate and guide everything we do at Amazing If — from the people who join our team, to the decisions we make and how we work with organisations.



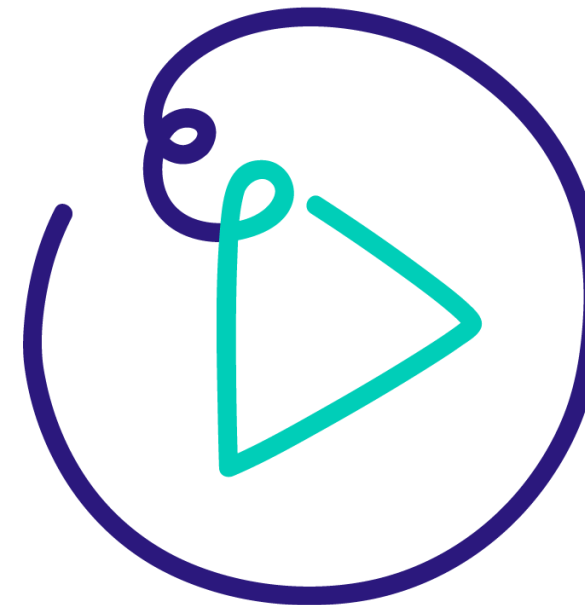
Useful

Everything we create is **relevant**, **relatable** and can be **put into practice**.



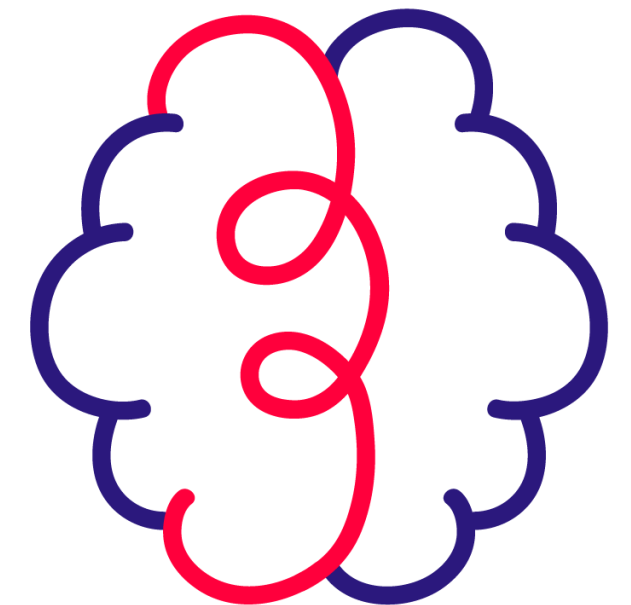
Energy

We **generate energy** and commitment to career development.



Action

We are **motivated by doing** and the practical 'how to' of learning.



In Progress

We are always **learning** and **improving**.

Learning that lasts

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Impactful

Our innovative approach to career development increases the **impact and enjoyment** for our learners.

We use live drawing (rather than slides) to capture attention, create connection by sharing stories, and make it **easy for learners to get involved**.



Practical

We share simple ideas for action that can be **put into practice straight away**. We support people to learn by doing and make career development part of their day.

From tools to try out and insights to take into career conversations, our learning is **designed to be immediately useful and usable**.

Memorable

We design our learning so that it lasts. From **our live sessions**, which include press pause moments for reflection, to our **range of digital career resources**.

Our aim is to make squiggly career skills stick and for our learners to have **trusted career tools to come back to** when and where they need them.

What we hear

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You are incredibly generous with your **knowledge, insight, research** and personal experiences.

Heineken

What a success the session was... we have come away **energised**, with a **different mindset**.

Levi's

The content was extremely **helpful, clear** and **100% engaging**.

BBC

It's made me think about my career in a **completely different way**.

Experian

Such **inspirational** and **practical** content I can use today.

Kingfisher

What we offer



Career development

What we offer



Career programmes

Innovative learning experiences combining a 90-minute live workshop and our on-demand development, to make learning last longer.

Designed to support individuals, managers and organisations with the **mindset, skillset and culture** for everyone to succeed in their career.

Career accelerators

A series of live or recorded and ready-to-go, workshops to accelerate career skills for everyone.

Designed to create **energy and momentum** for career development in your organisation.

Career learn alongs

A ready-to-go workshop designed for team or group discussion. Facilitated by a 'learn along leader' in your organisation.

Designed to support a **scalable and sustainable** approach to career development.

Career keynotes

Speaker sessions sharing our perspective on how to create careers that are better for everyone.

Designed to **inspire, challenge** and spark new conversations about career development.

Our programmes



Career programmes

Our programmes combine a range of resources to support learners with their career development when, where and how they need it. They are designed to make taking action easier and to make the learning last longer.



Live learning

A 90 minute interactive live workshop facilitated by Helen or Sarah, our co-founders.



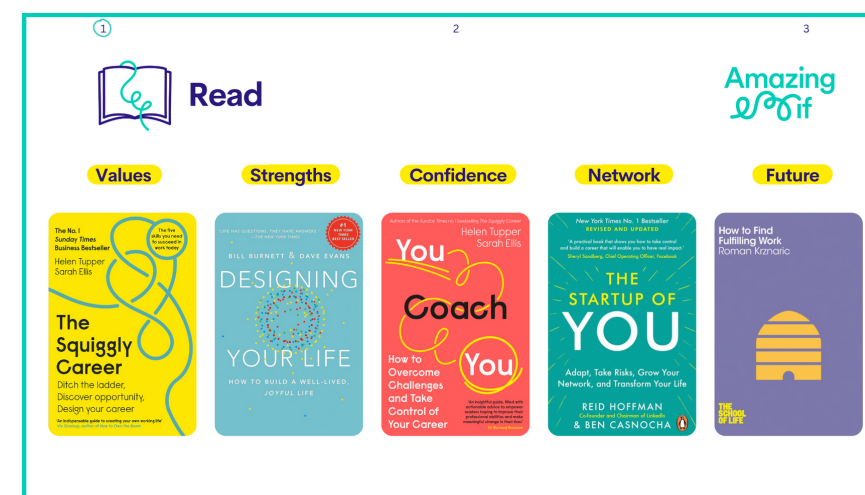
On demand

Series of short videos covering key ideas and actions on each topic.



Tools

A 10 minute tool with ideas for action and Coach Yourself questions to make it easy for learners to get started.



Playlists

Career resources to read, watch and listen to, including playlists, podcasts and podsheets.



To watch a **snapshot of a development programme** click here

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Career programmes: topics



Mindset

5 skills to
succeed in a
squiggly career

How to have
a **learning**
mindset

How to
coach
yourself

Investing in
your **resilience**
reserves

Skillset

Understanding
your
values

Knowing
& growing
strengths

Building
career
confidence

Creating
career
community

Exploring
progression
possibilities

Culture

Fearless &
frequent
feedback

Developing
high trust
teams

How to be a
learning
leader

Improving
career
conversations

Taking a
coaching
approach

Career accelerators

A series of three workshops on topics that will create energy and momentum for career development in your organisation.

We have two options for our Career Accelerators:

Ready-to-go

Series of three 45 minute recorded workshops; designed to be watched together as a team.

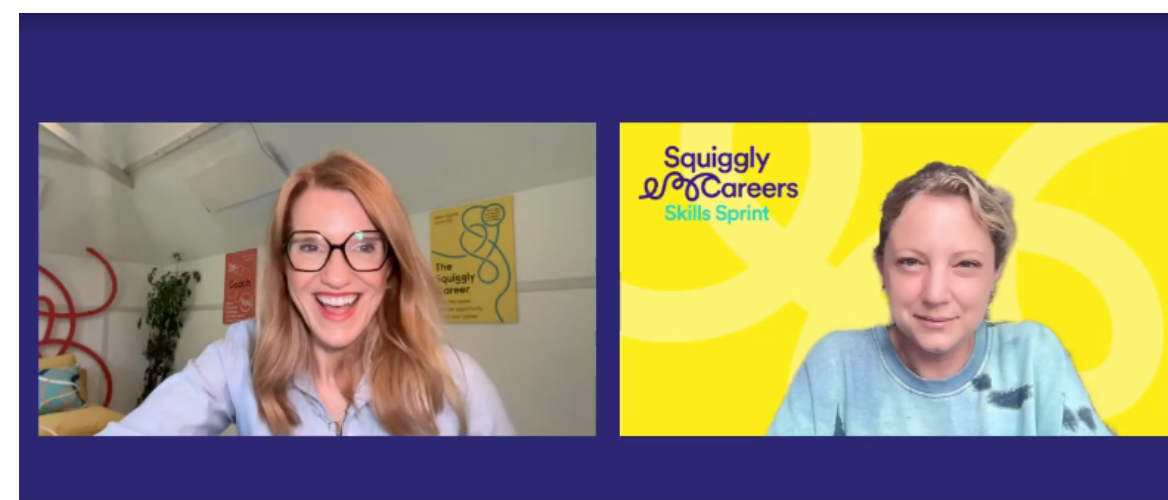
Live learning

Series of three 60 minute live interactive workshops, facilitated by Helen or Sarah.

Topics to choose from

- 🌀 How to have a learning mindset
- 🌀 5 skills to succeed in a squiggly career
- 🌀 How to coach yourself
- 🌀 How to explore progression possibilities
- 🌀 How to increase career confidence

**Ready to go
career accelerator**



**Live virtual
career accelerator**

Career learn alongs

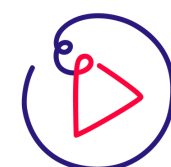
Learn alongs make careers part of internal conversations and are designed to be group development experiences. They support a scalable and sustainable approach to career development in your organisation.

Our learn along workshops are designed to be watched together and spark discussion.

They are hosted, in person or virtually, by a Learn Along Leader from your organisation. They are owned by your organisation so can be run repeatedly for different audiences; for example at a team meeting or for an internal network or community.

Topics

- 🔗 How to have a learning mindset
- 🔗 5 skills to succeed in a squiggly career
- 🔗 How to coach yourself
- 🔗 How to explore progression possibilities



To watch a **snapshot of a learn along** click here
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Career keynotes

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Speaker sessions sharing our perspective on how to create careers that are better for everyone. Our career keynotes can be pre-recorded or delivered live. Designed to inspire, challenge and spark new conversations about career development.

The case for squiggly careers

Why and how the legacy of the career ladder is holding us back and limiting our learning.

[Our TEDx talk](#)

Reimagining retention

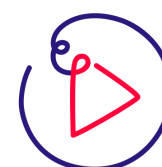
How to support employees to develop in different directions.

[Our HBR article](#)

Creating a learning culture

How to create an environment of everyday development.

[Our HBR article](#)



To watch **Helen & Sarah delivering a keynote** at WIRED Smarter, [click here](#).

Amazing Gif

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