The methodology behind Bloom!

B
Beliefs
(the lens you see through)

It all starts with understanding your beliefs: the mental frameworks we use to interpret reality, shaped by our values, past experiences, and cultural influences. Have you identified your beliefs around your career?

L
Locus of control
(what you can actually control)

The method starts by telling apart Type 1 problems (you can control) from Type 2 (you can influence) and Type 3 (you can neither control nor influence). Your energy belongs where you have real agency.

O
Own your purpose
(claim your why)

Defining your WHY — your real purpose, the core reason to move forward — is the compass that guides every career decision. Not the why of your past, but the purpose that moves you forward.

O
Own your strengths
(know and deploy what you've got)

Thriving (or blooming) isn't about becoming someone else — it's about amplifying who you already are. A deep understanding of your strengths is the foundation of authentic growth.

M
Mind shift
(change how you interpret)

Real progress begins with examining how you interpret reality. Using the Bloom! tools, you turn limiting beliefs into empowering ones that move you forward.

Bloom!

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