

WELCOME TO THE LAUNCH OF




With author,
Carolyn Parry, FRSa, FHEA, FCDI



Hosted by
Associate Professor Deirdre Hughes, OBE, PhD, FCDI



Associate Professor Deirdre Hughes, OBE, PhD, FCDI

LinkedIn

TODAY'S AGENDA



- Why this book and why now?
- What is an achiever, and what challenges do they face anyway?
- Introducing the Seven Career Thieves
- Origami coaching activity
- The Seven Protection Principles, aka the Guardians
- Introducing the Sustainable Career Success Profile tool
- How to get your copy



WHY THIS BOOK – THE BACK STORY



Own nature
Parental expectations

Stuck in the hamster wheel
of success

Repeated cycles of burnout
due to lack of meaning

Finally, I found career
coaching, aged 39

From HE trainee
careers adviser in 2001
to Director in 2013

Career Alchemy in 2015
Awards and TEDx talk
First Book – "Change Your Story"
CDI President ended Dec. 2023

Shelley Hutchinson  "My clients are achievers!"

"I AM ... AN ACHIEVER!"

WHY THIS BOOK – THE BACK STORY

 I fell in love with book writing!
Shout out to my fellow CWA and SoA members.

 Pearson

As one door closed on RENEWAL...
... a better one opened!

 Available on Amazon

WHY NOW

 Increased disillusionment with the achievement trap, and growing achievement culture

 One in six employers expect job losses from AI, CIPD finds

Increased disillusionment with the achievement trap, and growing achievement culture

Professionals who never expected or prepared for risk are experiencing it more than ever before.

Many professionals are achievers.

So are entrepreneurs, elite athletes, and experts.

One in five gifted pupils fail to meet expectations (Reis and McCoach)

So, we need to understand them and prevent talent from being lost.

WHY IT MATTERS

 Lost working days cost UK £48.9M

 Poor mental health costs UK employers £51 billion a year for employees

 If we support professionals, productivity could rise by £7.5Trillion

 We assume the can sort themselves out, so resources get allocated elsewhere – but they still need help.

 When professionals who like to achieve become lost, it affects us all

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RECOGNISING ACHIEVERS



Achievers generally:
Thrive on challenge and forward momentum - driven by progress, not just recognition, though it is important.

High achievers:
Deliver consistently high results, powered by both purpose and rewards - and can sustain it.

Overachievers:
Chase "enough" that never arrives - self-worth is always on the line, standards sky-high, balance is sacrificed.

Underachievers:
Capable of more than they're showing - held back by fit, barriers, well-being, or fear; with the right support, they can rise fast.



ACHIEVER CHALLENGES



- Achievement culture
Turns worth into a scoreboard for achievers.
- Work is unstable and demanding
Pivots, hybrid, AI, constant adaptation doesn't sit well with underlying achiever fears about worth and success.
- Context can still cap potential
Challenges arise from culture, available opportunities, discrimination, disadvantage, and organisational fit.
- Achievers are uniquely vulnerable
High drive + high standards + "perform through it" expectations = significant internal pressure and stress.
- Success can hide misalignment
Meaning and belonging are often lost because of the success-happiness gap.
- The cost shows up in well-being issues
Achievers often suffer from chronic stress and a high risk of burnout.
- The need for support often goes to tally unrecognised
Leaders, managers and peers assume they can cope, and achievers think they should be able to as well.



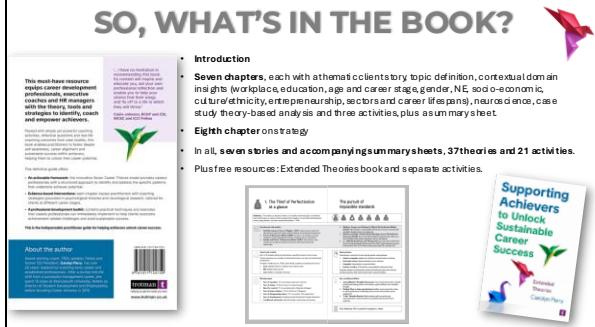
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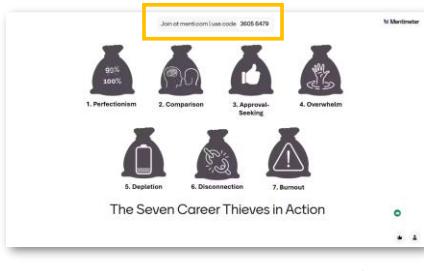
SO, WHAT'S IN THE BOOK?



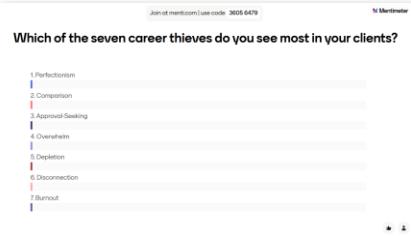
THEMES: THE SEVEN CAREER THIEVES



THE SEVEN CAREER THIEVES - POLL



THE SEVEN CAREER THIEVES - POLL



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USING ORIGAMI TO COACH ACHIEVERS

What is it?

Traditional Japanese paper-folding art, rooted in contemplative culture which includes Zen/Buddhist influenced ideas of simplicity, patience and presence.

What benefits does origami offer?

- ✓ **Moving meditation** - gentle, repetitive steps that anchor attention and quiet the stress response,
- ✓ **Embodyed learning** - hands-on focus helps people drop out of overthinking and into clarity,
- ✓ **Low-stakes practice** - paper can be unfolded and restarted, teaching iteration and "good enough" without catastrophic consequences, and
- ✓ **Psychological distance** - working with an object rather than discussing yourself directly allows patterns to surface without defensiveness.

Why use it with achievers?

✓ Provides a live mirror for achievers:

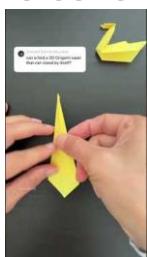
Perfectionism, impatience, self-criticism and control show up in real time (no longer plausible denial), and

✓ It creates a memorable metaphor:

A flat sheet becomes something that can lift - small shifts, repeated, create transformation.



USING ORIGAMI TO COACH ACHIEVERS



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SWAN MAKING 1: MAKE THE KITE BASE



1. Take a Post-It note (sticky side up) or another square piece of paper.



2. Fold the paper in half diagonally to create a triangle. Then unfold.



3. Fold the sides into the centre crease to form a kite shape as above.

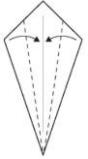
Now, turn the model over.



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SWAN MAKING 2: DEVELOPING WINGS



4. Having turned the paper over, fold the 2 corners into the centre crease again.

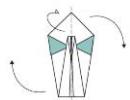


5. Fold the kite in half, bringing the bottom of the tail up to meet the top.



6. Fold down the tip of the top layer to create the beak. Crease it so it stays in place. Add an additional pleat to the head like you saw in the video if you want to.

SWAN MAKING 3: COMING INTO BEING



7. Fold the entire shape in half along the centre crease.



8. Pull the neck and beak away from the body, pinching the fold to secure it.



9. Congratulations on creating your swan.

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HOW DID YOU GET ON? LET'S SEE!

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TIME TO REFLECT



As you worked through making the swan, what did you notice:

- How did your body feel?
- What emotions came to the surface?
- What did you hear your inner voice saying?

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WHAT HAVE YOU DISCOVERED SO FAR?



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USING THE SWAN TO ANCHOR AWARENESS



Now, thinking back to the thief most active in your life currently, write its name or draw its symbol on the top or in side of one wing.

Now you have a keepsake on your desk to anchor your awareness consciously.

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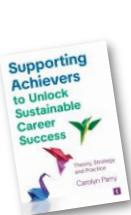
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THE SEVEN PROTECTION PRINCIPLES – aka THE SEVEN GUARDIANS



1. Sustainable Self-Care



2. Purpose & Belonging



3. Aligned Energy



4. Clarity of Focus



5. Authentic Self-Direction



6. Unique Contribution



7. Self-Compassionate Mastery

USING THE SWAN TO ANCHOR CHANGE



- Once a new Guardian-based strategy has been developed, write its name or symbol on or under the swan's other wing.
- This transforms the swan into a **physical anchor for change and intention**.
- It provides a visual reminder that growth does not require perfection to have value – it's the progress that counts.

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A REFLECTIVE TOOL FOR PRACTITIONERS AND CLIENTS



CAREER ALCHEMY The Sustainable Career Success Profile – “How you move your life?”

Which career thief is holding your success back?

Answer 28 questions and we'll tell you a bit about your profile. We are an online career coach, advisor, mentor and coach. [INTERVIEW WITH CAREER ALCHEMY](#)

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ON SCREEN RESULTS LOOK LIKE THIS...

The Seven Career Thieves At Play In Your Career Currently

Your Most Active Thief Is...

The Thief of Disconnection

The Thief of Disconnection is the thief that is most active in your career currently. This means that you are most likely to feel disconnected from your work, your colleagues, and your organization. You may feel like you are not fully engaged or that you are not contributing as much as you could be.

The Seven Career Guardians At Play In Your Career Currently

Your Least Developed Career Guardian Is...

The Guardian of Sustainable Self-Care

The Guardian of Sustainable Self-Care is the career guardian that is least developed in your career currently. This means that you may not be fully utilizing this aspect of your career, which could be holding you back from reaching your full potential. You may feel like you are not fully taking care of yourself or that you are not fully utilizing your resources.

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IN-DEPTH PDF RESULTS LOOK LIKE THIS

Your Sustainable Career Success Profile Report

Your Biggest Career Threat Is The Thief of Disconnection

The Thief of Disconnection is the career thief that is most active in your career currently. This means that you are most likely to feel disconnected from your work, your colleagues, and your organization. You may feel like you are not fully engaged or that you are not contributing as much as you could be.

Your Biggest Career Guardian Is The Protector To Grow

The Protector To Grow is the career guardian that is most active in your career currently. This means that you are most likely to feel supported and encouraged in your career. You may feel like you are growing and progressing in your career, and that you are being supported by your organization.

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WANTED: BETA TESTERS (WIN A BOOK)

BETA VERSION

Which career thief is holding your success back?

Answer 20 questions and we'll send you a copy of the book!

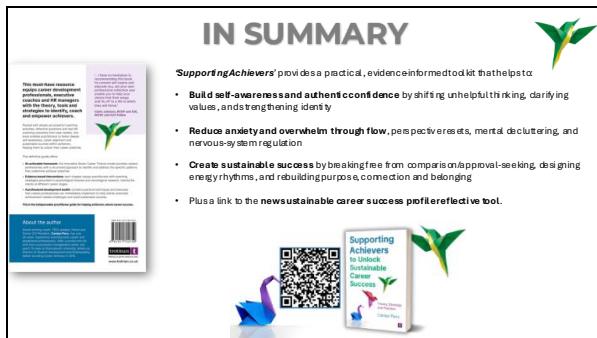
[Take the quiz](#)

Supporting Achievers to Unlock Sustainable Career Success

fold it calm ...

Go to <https://careerthieves.scoreapp.com/> Password: EPqSARfJ

IN SUMMARY



Supporting Achievers provides a practical, evidence-informed toolkit that helps professionals, executive coaches, and managers support achievers in their work. The book includes practical strategies to identify, coach, and support achievers.

- Build self-awareness and authentic confidence by shifting unhelpful thinking, clarifying values, and strengthening identity
- Reduce anxiety and overwhelm through flow, perspective shifts, mental decluttering, and nervous-system regulation
- Create sustainable success by breaking free from comparison, approval-seeking, designing energy rhythms, and rebuilding purpose, connection and belonging
- Plus a link to the **newsustainable career success profile reflective tool**.

About the author

ISBN: 978-1-78578-322-2

www.tillman.co.uk







ANY OTHER QUESTIONS?




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From Amazon (paperback and Kindle)




<https://trotman.co.uk/products/supporting-achievers-to-unlock-sustainable-career-success>

<https://amzn.to/4s4UfK>

Also available from all good bookshops.

KEEP IN TOUCH



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