

***B**etween 1995 and today, the number of people 65 and older increased by just 1.6 million...*



***B**etween 2005 and 2015, the number of people 65 and older will increase by more than 10 million...*

***M**OREOVER, the number of people between the ages of 55 and 65 will grow by 10 million...*

The New Beginnings Project



Tools to Manage Personal Change and Professional Transition
newbeginningsproject.info



The New Beginnings Project is a total program designed to fill a critical need . . .



Developed by individual and organizational change experts , the New Beginnings Project assists people over 40 who find themselves in need of a life change, either because of a desire to do something different professionally or the need to think about retirement. With baby boomers approaching retirement age, the number of individuals in these

circumstances is staggering. Even without considering retirement, studies of baby boomers in mid-life show that fewer than 4 out of 10 are satisfied with their work lives.* People in this transitional period have few options to help them understand and answer the question: "What's next?"

New Beginnings offers people in transition a unique opportunity to take a holistic approach to planning their future. Many retirement training and development programs focus entirely on financial planning. However, life change strategies need to go well beyond money matters.

It starts with individual assessment and feedback

At the core of New Beginnings is the **Wilson-Smith Life Profile™**. Clients who take advantage of this instrument are well-positioned to choose paths that match their identity, desires, resources, health, skills, and interests. It is pragmatic, concise, and easy-to-use. Participants receive a written report to help interpret the results. Using graphics and text, the report helps individuals understand where they are today and where they want to be in the future.



Affordably priced, the **Wilson-Smith Life Profile** allows organizations to provide employees with an important new benefit alongside traditional opportunities.

It continues with individual coaching . . .

New Beginnings coaching is a relationship that empowers individuals to move in new directions, with great ease and satisfying results. This relationship facilitates the individual transformation needed for success in



rapidly changing times. New Beginnings coaches provide a customized, one-on-one developmental experience that attends to individual progress, performance, and plans. Our methods allow for easy contact, follow up, and "just-in-time" support that helps clients maintain momentum. Our coaching process addresses a variety of components of life transition, including:

- Defining vision, mission, purpose, goals, objectives
- Increasing effectiveness and improving self-awareness
- Breaking through barriers and dramatically improving results
- Balancing different facets of life, self-care, and managing stress
- Raising standards and boundaries while implementing strategies

. . . and/or training and development

New Beginnings training is based on proven techniques and essential elements for creating a transition plan and managing it successfully. Clients learn how to plan by developing or acquiring skills and perceptions that equip them to take charge of their lives. Whether preparing for internal job progression, external job search, or career transition, clients find New Beginnings development sessions invaluable for creating personal and professional results that are sustainable. Our educational experiences allow participants to tailor their learning to individual circumstances, including:



- Past, Present, Future – Identifying competence, interests, and goals
- Transition Potential – Assessing one's market fit
- Tool Kit – Developing a New Beginnings strategy
- Game Plan – Managing implementation
- Value Exchange – Recognizing one's value and going for gold

*2003 AARP Study – "Baby Boomers in Mid-Life"

The **Wilson-Smith Life Profile™**, created by Dr. Marta Wilson and Mr. Kenneth Smith, helps provide direction to individuals in transition by focusing on three aspects of life:

- **Identity and Desires**
- **Resources and Health**
- **Skills and Interests**

Identity and Desires



Individuals first look at four dimensions of life: work, community, recreation, and friends and family. On a relative basis, the impact of each dimension helps define his or her driving values, purpose, and identity.

Next, within each dimension, one explores: fulfillment, challenge, interaction, and structure. Through

this exercise, individuals distinguish between their satisfaction today and desires for the future relative to work, community, recreation, and friends and family.

Resources and Health

Here, individuals take a brief look at financial resources to make realistic assessments as to future need. Likewise, they look at the state of their health and to what extent lifestyle changes are required. In both cases, individuals explore the impact of these issues and their habits for addressing them long-term. This exercise helps individuals understand the practical effects of these issues in order to define positive behaviors needed to address them.



Skills and Interests



In this section of the Life Profile, individuals identify their practical skills, some from education and some from wisdom. Then, they explore a wide array of interests, career and non-career oriented. Individuals can then identify opportunities to pursue based on a match between basic skills and basic interests.

Feedback

Once completing the profile, individuals will receive a report that highlights key results and provides a planning template. Information is displayed using narrative and graphic formats, and will assist individuals in developing a plan for their own New Beginning.



plans
lifestyles
opportunities
satisfaction

New Beginnings Program Development

The New Beginnings program launches in the Spring of 2005. In development for two years, the program has undergone rigorous review by a Quality Assessment Team of experts in the psychological community. This team consists of individuals experienced in the fields of learning and growth, professional development, and coaching.

The **Wilson-Smith Life Profile™** is undergoing a series of beta tests to ensure the highest level of quality. Additionally, all content has been independently reviewed by qualified individuals in the academic community to ensure a non-biased evaluation toward the creation of a sensible and valid product.

New Beginnings Professional Providers (NBPros)

New Beginnings services will be offered primarily through its network of professionals in the disciplines of coaching, professional development, and long term planning for individuals. Professionals within these communities can become part of the **NBPros** through various certification categories. Through this network, practitioners are able to offer an expanded range of services to their clients.

To maintain high standards of delivery, the certification categories are designed to meet the needs of different practitioners. In all cases, training is required. The New Beginnings Project provides training and manages the certification process. Certification programs are planned for late Spring 2005.

NBPros will receive special quantity discounts of the instrument for their clients. Moreover, **NBPros** are able to provide program feedback to ensure a positive evolution of content. Individuals can be certified in more than one category.

Individuals who wish to learn more about NBPros and certification and/or wish to be placed on a list to receive information should call:

703.751.2830

Individuals may also register to receive information at:

www.NewBeginningsProject.info

or write to:

**New Beginnings Project
5500 Holmes Run Parkway
Suite 1116
Alexandria, VA 22304**

NBPros Certification Categories

Category I – Group Assessment Delivery

Certification in Category I allows an individual to administer delivery of the **Wilson-Smith Life Profile** to a group of individuals. A six-hour workshop focuses on Profile content and best practices in administering assessment instruments.

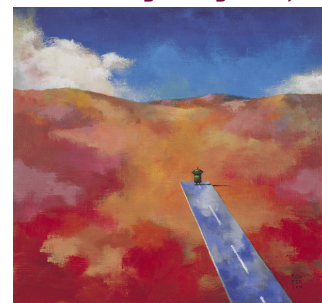
Category II – Workshop Delivery

Certification in this Category allows an individual to deliver the New Beginnings Workshop and administer the **Wilson-Smith Life Profile** to an individual or organization. Individuals must successfully complete a 3-day workshop which focuses on all aspects of human transitional issues, curriculum delivery, and assessment instrument administration.

Category III – Individual Assessment Delivery

Certification in Category III is required to use the **Wilson-Smith Life Profile** as a tool to provide individual coaching and counseling. Individuals in this Category must be able to demonstrate experience in coaching and counseling as a prerequisite to participation. A 5-day workshop that focuses on human transitional issues, the **Wilson-Smith Life Profile** as a tool, and best practices in information delivery is a requirement.

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**A Joint Venture of
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