



CAREER RESET

5 SIGNS IT'S
TIME TO MAKE A
BOLD CHANGE TO
WHAT YOU DO OR
HOW YOU DO IT



PLAYBOOK FOR WOMEN

ABOUT YOU

Have you had your mid-career wake-up call yet?

Whether you are 40 and in full midlife crisis yet or not, you certainly feel stagnant, and/or unsure about where you are going next...

That niggling voice telling you softly to:

- Stop running around like a headless chicken, going to bed exhausted and overwhelmed;
- Do work you really care about & realign with the purpose you yearn for;
- Stop being controlled by someone else's agenda, which often means being overworked and underutilised.

Mid-career is often question time. If you've had children and tried to reappear and pushed for more, you might have found yourself off-grid and started to become invisible. Or your priorities have simply changed.

If you are single and are still busting a gut, because "what else do you have to do", you may well be asking yourself "is this it"?

There is no wonder that women in many industries just... disappear. And that many women give up on companies to create their own. The average age of a female entrepreneur in the western world is 42.

Add to that a pandemic. The pandemic has given many of us the chance to "pause, reflect & reset". Many women are re-examining their current careers and lives. You might be asking yourself: "do I really want to continue down this path"?

But that jump feels scary, right? So many unknowns. What will I do? Will it make money? And what about all the years of blood and sweat you poured into your career?

Yet, if you are reading this, chances are you definitely need to make a BOLD change. Either a very bold change to WHAT you do. Or a dramatic change to HOW you do it. But which?! Let me help you figure that out.

Also, let me give you some hope. This phase of life has the potential of being the most productive and fulfilling for women. It certainly is for me now as a full-time entrepreneur. If you are yearning for a similar transformation in your life, please do not settle or ever think it's too late. With this playbook in your hands (or on your screens!) you are in the right place to get yourself on track.

If at any point you decide you want to speak to us directly, this is the [LINK](#) to book a free consultation.



ABOUT TIA CASTAGNO



You and I have probably one or two things in common.

I did everything by the book. Got a degree with good grades, I even went on to take a master's degree. I landed a great corporate job and started to climb the ladder, working hard and never questioning it. For a long time at least.

In my early 30s I realised that being single and a high achiever had turned me into a workaholic and that I needed to make some changes to a) nurture my personal life and my own wellbeing b) create a healthier relationship with work, one where I would get back as much as I was giving. I also deep down knew that I didn't want to be in Corporate forever. I felt I was an academic at heart and that one day I should be lecturing.

At the time, I wanted a short-term reason not to work 16-hour days. And a long-term ticket to a different life. So I became a yoga & meditation teacher (OK not quite lecturing but a step closer!). This seemed to tick both boxes, short and longer term.

I started teaching yoga on the side and running retreats, which created a space for me to explore, see my own projects through and energise myself. I could take this energy into work with me and that gave me an incredible boost...So much so that my career sky-rocketed. I became an exec, taking on various C-Suite roles.

I still absolutely love doing all that is yoga related but as my situation changed and I became a parent, it wasn't quite enough to solve the toxic relationship I had with work as time, of course, became much tighter. That required much deeper work, taking seriously my physical, mental and emotional wellbeing 24/7, not just when it was time to leave the office to teach a class. I did the work. Anyone who knows me will tell you about my daily habits, routines and rituals, which carry me and keep me balanced throughout the day, no matter what's happening around me.

BUT. What about the long-term plans?

At mid-career point and a family to look after, it occurred to me that as for my ticket out of corporate, a) the thought of giving up my salary for the very modest pay yoga teachers get wasn't very appealing; b) I didn't think I should "waste" my two decades of corporate experience and all the learnings I had accumulated.

I went on to become a coach and course creator (oh yes, you could say, I finally lecture, but not only) and founded my company UnlockYourBlock in 2016 and since I have helped many women go through similar transitions and transformations.

Yes, I am doing something I love, that is meaningful and that pays me well. And this is also possible for you! Is it time for you to make a **BOLD CHANGE**? Let's see the signs...



SIGN#01

YOUR HEALTH IS BEING NEGATIVELY IMPACTED

A small % of women have been “lucky” during the pandemic and reconnected with their healthy self, with more time to sleep, to spend with family and to have balanced meals...

For most, spending more time at home has meant more work, with no clear boundaries and delineation - glued to a laptop even more than before (many women tell me they struggle to find time for a toilet break).

Both scenarios have led to you realising how toxic your work environment was/is and how much it was/is sucking the life out of you. It is not OK to experience constant exhaustion and overwhelm, losing sleep and sacrificing proper rejuvenation time. If you have been operating on the verge of burnout, it is time to make a bold change.

There is no question that you need to change HOW you work. Of course, there are toxic environments, bad bosses, difficult relationships. However, we have far more control on our energy than we realise and change MUST start with us, by:

1. Putting in place clear boundaries in all spheres of life and protecting them
2. Looking after our physical, mental & emotional wellbeing & energy as a priority
3. Having the consistency of daily routines and rituals that act as a structure to hold us and carry us when everything around us is spinning

Potentially, it could be time to also make a career change, if health isn't the only issue. Read on to find out.

DIAGNOSIS



SIGN#02

YOUR VALUES & PRIORITIES HAVE CHANGED

If, like me, you started to climb the corporate ladder in your 20s, chances are that you were probably single and carefree, had studied to land a “good job” and were looking forward to great disposable income. It didn’t matter so much if that meant 16-hour+ work days, most days. Oh, how much time and sweat do organisations owe single, high-achieving-turned-workaholics women?!

But now that does no longer work for you. Whether you are married with children, or single - trying to free time to meet someone or to do something more meaningful. Freedom, flexibility, meaning are higher priorities.

When your career aligns with your core values, there’s an intrinsic sense of satisfaction and happiness that keeps you energised and makes you achieve more. If your values and career no longer align, time has come to make a bold change.

It is very likely that you need to consider changing WHAT you do and HOW you do it.

This doesn’t necessarily mean a complete career overhaul. There will be companies out there that perfectly align with your values and purpose, where you could continue on a similar trajectory to the one you are on, but on your terms.

If you want our guidance on your specific situation, just book a free clarity call with us [HERE](#).

DIAGNOSIS



SIGN#03

YOU DON'T WANT YOUR BOSS' JOB

Once you reach mid-career & beyond, it feels that far too much of your time at work is spent putting out fires, avoiding bad results or complaints from clients, writing reports, managing up or down. What happened to pursuing projects with existential value, that make life worth living, that delight you and others, and that you want to tell everyone about?

Looking at it from this perspective, getting our boss' job just means more of that nonsense, but yet higher stakes and more pressure. As much as many women feel stagnant at this stage of their career and that they haven't progressed as quickly as they should have, often the job above is not at all appealing.

Not wanting your boss' job isn't necessarily a sign you need to quit tomorrow and get a new career. There is an in-between solution, which is to make time for meaningful activities either at work, pursuing a personal interest in sustainability (or whatever floats your boat) for instance. Or outside work: I always advocate for proper side hustles versus hobbies, as that can be your "escape" ticket down the line (oh yes I am seeding this thought, if you haven't had it already!).

DIAGNOSIS



SIGN#04

YOU ARE OPERATING IN AUTOPILOT - WITH NO PASSION FOR WHAT YOU DO

Your career no longer feels intentional. Perhaps it never was?

Many women (including myself) describe it as “having fallen into it”. For a while, 15 or 20 years, we often don’t think much about alternatives, busy climbing the ladder, enjoying the perks and always striving for the next goal. Perhaps your job was once exciting - whilst now feels just monotonous. You aren’t evolving and growing as a human being and when that happens, we mentally check out. But there comes a point, a global pandemic or turning 40 will do the trick, when you realise that if you continue like that you’ll never do many of the things you had wanted to. For instance, making money whilst doing something you are passionate about and that has meaning for you. It is possible and I would argue it is the only way to feel engaged, fulfilled and perform to your full potential. Everyone benefits in this scenario.

It’s simple: to do great work and be happy and fulfilled you need to love what you do. If you currently don’t, then it is time to change WHAT you do.

If you haven’t found what that thing you love is yet, it will come. When we work with clients, the process of “finding” takes a few weeks and it’s a fun journey of discovery.

And just to make 100% sure you don’t get the wrong idea: you can’t/should not go from a healthy salary and perks to a yoga teacher salary (trust me, I tried that one!). It just doesn’t work. You can make money whilst doing something you are passionate about. Yes you can!

If you want our guidance on your specific situation, just book a free clarity call with us [HERE](#).

DIAGNOSIS



SIGN#05

YOU HAVE YOUR DREAM STILL IN YOU, WAITING TO COME TO LIFE

Perhaps you've always wanted to do something different and you know exactly what. You daydream about it at every opportunity. You read about it and are fascinated by anyone doing exactly that. Maybe you dismissed it because it didn't feel "practical" or because your parents or professors talked you out of it. And you settled and used the "lack of practicality" as an excuse for not going after your dream - in reality, held back by the fear of trying and failing (isn't it charming when someone who loves you takes the satisfaction of telling you "I told you so!").

Or perhaps it's new ideas popping up here and there in your head.

NOW IT'S THE TIME!

If this is how you feel, whether it's an old or new idea, there is no shadow of a doubt that now could be the right time to explore it as a legitimate option. Yes, it's highly likely that it's time to make a bold career change, however scary that might feel.

I beg you, don't take your dream to your grave with you. If you promise you won't do that, I'll do my bit and help you create an action plan to transition to full-time business owner without turning your life upside down. Just book a slot in my calendar [HERE](#).

DIAGNOSIS



WHAT'S NEXT?

We have provided just enough guidance here not to overwhelm you and instead propel you into action. Unless you implement straight away though, it'll remain just that: guidance.

In the transformational approach we use with our clients there are 5 key steps that build on each other, with weekly actions and milestones, designed with very busy women in mind, that ultimately see women like you finally RESET and turn around a career situation that no longer works for them. Our approach eliminates all of the pains you are going through, including the lack of clarity and constant guesswork.

It's our hope that this playbook will help you get a better idea of the options available to you to RESET if you find yourself at, or close to, a career crisis point and give you the confidence to take the appropriate action for the desired change to happen.

If you'd like to speak with us on how we can help you incorporate our proven strategies into your life, we'd love to talk to you. There is never any pressure on our clarity sessions. Our objective is to figure out where you're having the biggest challenges and then help you build the most appropriate action plan.

If you'd like to set up a FREE clarity session with us, click on the link below to do that:

[BOOK CLARITY CALL](#)

Feel free to send us an email if you have any questions or if you just want to say 'thanks for the guide'.

hello@unlockyourblock.co.uk

Looking forward to talking soon!

Tia Castagno,

Founder & CEO, UnlockYourBlock

