



THE WINDMILLS APPROACH TO WORKING, LEARNING, PLAYING & GIVING

THANK YOU // We would like to thank: Helen Wakefield and Sharon Nicholson for their significant contribution to writing and developing this resource: Dick Bolles and Charles Handy for their wisdom and inspiration: Brian Mclvor, Patrick Slay, Jim Kell and John Lees for their creativity and enthusiasm: Alexander MacGregor for their imagination, patience and creative design: The team at GIEU for their feedback and support. And finally thank you to all our families and friends who have shared their life stories. © Copyright – Dr Peter Hawkins/The University of Liverpool.

WHAT WORDS  
WOULD YOU  
REALLY LIKE  
TO HEAR  
YOURSELF  
SAYING WHEN  
YOU'RE ASKED  
HOW YOU FEEL  
ABOUT YOUR LIFE?



PHOTOGRAPHY // MCCOY WYNNE

# I'M HAPPY

Emma Newell finds life exhilarating because she's doing what she loves. As a girl she was always using her camera, so she seized the chance to specialise in photography when she found herself studying art and design at university. She's making her hobby her work and gets a kick from learning more all the time. By following her passion and studying to become a photographer she knows she's building a life that will make her truly happy.



PHOTOGRAPHY // STEVE ALAND

# I'M FULL OF ENERGY

As a freelance photographer Steve Aland was stuck in an unsatisfying specialist role and finding life expensive in London. Realising his life quality was poor, he first moved to a more stable staff job then, with a baby on the way, he and his partner made the big decision to move north to a Wirral seaside town. Now the change has inspired Steve to revive his career as a photographer and he's full of enthusiasm and energy again.





PHOTOGRAPHY // STEVE ALAND



# I'M CONFIDENT

Keen to enter marketing, Alexa Doherty took one simple step towards her goal by seeking an information interview with a friend of the family already in a marketing position. She learned that in addition to practical experience, employers were interested in professional qualifications, and decided to fund herself through the Institute of Marketing Diploma. Armed with a new sense of confidence and belief, Alexa began to apply for marketing roles. Her willingness to learn and a broader knowledge of the field stood her apart from the competition and within a few months of enrolling on the course she gained a marketing position.

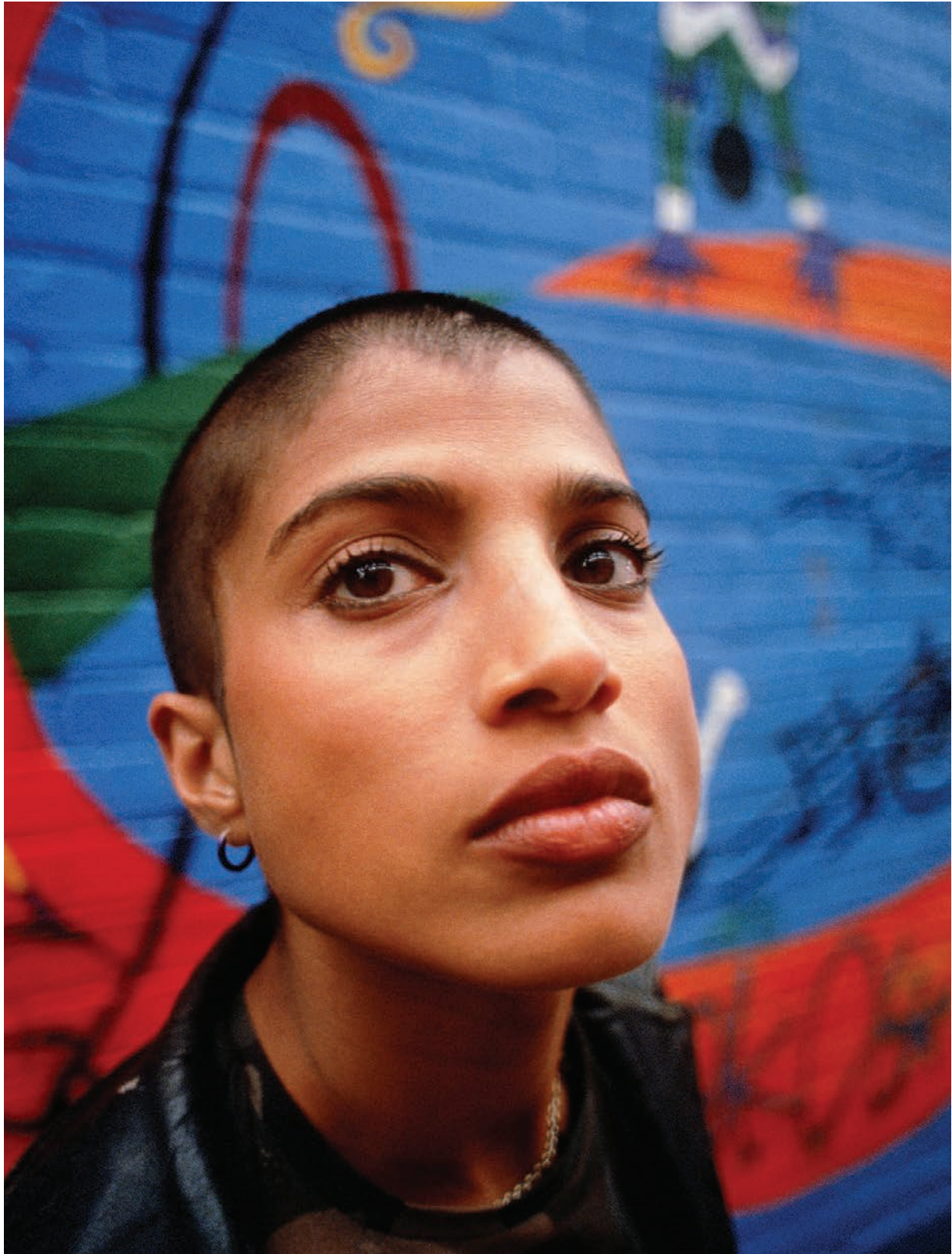


PHOTOGRAPHY // HELEN O'SULLIVAN

# I'M INSPIRED

Jason Powell gave up his job as a designer when the band he used to play in glimpsed the chance to make it big. But he soon accepted this was an unlikely dream and decided instead to take on a more rewarding new design role as Creative Director but to go on playing the bass guitar for fun with his new band Elevator. Today he has an ideally balanced life. He enjoys learning new skills both as a designer and performer/songwriter and gets a lot of satisfaction from helping to run a non-profit website providing other local musicians with contacts and resources.





# I'M MAKING A DIFFERENCE

With a passion for tackling social exclusion, Kelly Wright blends working, learning, playing and giving in her role as Project Manager for an inner city homeless charity. She gained the experience through voluntary work at college and now enjoys managing a small team of outreach workers. Kelly has developed a specialism in tackling drug abuse and uses her persuading, educating and coaching skills to run drug awareness sessions for project staff and volunteers. Kelly not only loves her job, but also makes a difference by helping people take positive steps to help themselves.



PHOTOGRAPHY // MCCOY WYNNE



# I LOVE MY LIFE

Jo Pratt believes you can achieve anything in life if you stick at it long enough. She used to demonstrate food products for children with eating disorders but dreamed of being on TV and stuck to her dream. Jo found an agent, took part-time work and kept looking for new openings. A role on Gary Rhodes' TV show led to her own cookery book and then a TV slot on Sky. Working from her London flat, she's learned to balance her life so that work is fun – and she never stops learning.

# IT'S MY LIFE!

Yes, it is your life. And you should love it. But if you don't honestly feel you can say that at the moment, this resource can help. The Windmills approach to working, learning, playing and giving will show you how to take a fresh look at your life – and commit yourself to changing it. You'll find your eyes are opened to possibilities you never dreamed existed. You'll discover it's far easier than you imagined to achieve the life you really want and deserve. And you'll get help to make some plans that will begin to make that ideal life a reality.



### DO I HAVE THE LIFE I REALLY WANT?

At the last count there were nine billion of us on this earth and we all have two things in common: We are born... and we die. The lives we lead between these two events are as unique as our own footprints.

But unlike our footprints, our life is shaped by us. And we have infinite power to shape that life ourselves – provided we choose to use it.

On average we live for 27,000 days. Those days are spent either working, learning, playing or giving.

The time we devote to each of the four areas varies greatly from person to person and will change over the course of our lives. The exciting thing is that you can use your working, learning, playing and giving – or WLPG – more creatively than you ever imagined.

And it can be almost as simple as planning your next holiday.

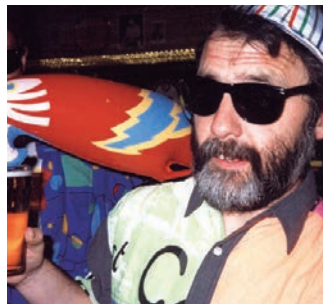
### ONLY YOU CAN CHANGE IT...

Only one person can change your life – and that's you. Many people think about it at some point but that's about as far as they get.

The WLPG process gives you the opportunity to go further and turn those thoughts into action through a series of simple practical steps.

We are not victims of life – each of us has the power within us to create the energy, resources and support to take control, change direction and realise our full potential.

Imagine yourself looking back at the end of your life and asking yourself “what if...?” If only you'd seized the opportunity to discover if you really could do it! And just remember – nobody ever looked back on their life and wished they'd spent more time at work.







All these people are changing their lives  
– and you can read just how they're doing it





‘We spend more time planning our holidays than the rest of our lives’

### **LIVE FIFTY-TWO WEEKS A YEAR – NOT JUST TWO!**

**Each of our lives is unique and it is shaped by the choices we make every moment of the day.**

Our responses to the constant possibilities and challenges life presents are dictated by two factors – our own special gifts and our own special needs. All too often we fail to achieve happiness and fulfilment. We may wonder where we are going in life or end up stuck in a situation without understanding how we got there.

We may be too busy to look deep enough. Too short of confidence to aim high enough. Too lacking in creative power to realise our potential. The key to changing this lies in the way we both see ourselves and the world around us.

### **Realise your potential**

We can go about our daily routine of working, learning, playing and giving without being aware of the power we hold to improve our lives. Yet all we need to do is understand the untapped potential within these four WLPG areas.

We can release that potential by making those areas work together in our life. And all it takes is a little thought and effort.

### **Improve your life for good**

We spend fifty two weeks a year working, learning, playing and giving. Yet most of us put all our efforts into planning just two weeks of concentrated playing – our annual holiday.

Subconsciously we see this as a reward that makes our life better – if only temporarily. What we overlook is our potential to improve our life permanently. Yet we can do this by simply applying the same planning and effort we reserve for our holidays. This involves choosing the life we want to be living every day of the year – not just for a mere fourteen.

We can then make creative use of our working, learning, playing and giving to achieve it.



## UNDERSTANDING YOUR WLPG

Our life as a whole is shaped by the quality of our working, learning, playing and giving.

We tend to see these as distinct areas with few links between them. This is partly because we are brought up to allocate separate time to each area and partly because, traditionally, work patterns have been less flexible than today.

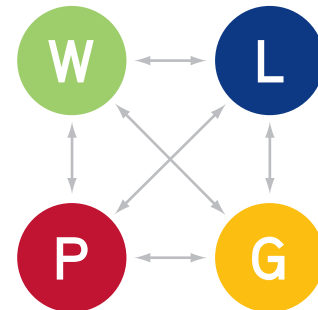
As a result we tend to build mental barriers between our working, learning, playing and giving and rarely consider trying to combine them in any way.

It used to be common for people to see their whole lifespan as boxed off into four totally different sections – the traditional pattern of years at school leading to a lifetime of work and ending with a spell of retirement split between playing and giving



Many people today however try to balance their WLPG areas as they go through life – dividing their time between working, learning, playing and giving. In theory, if a person divided their time equally, you could show it like this. The four areas are equal in size and there is no overlap between them – each is simply balanced against the other.

In reality though work dominates most people's lives so the pattern of this person shows W as the largest area (below). Again they are just balancing the four areas and none of them overlap. Balancing WLPG is a compromise – more time for one area means less for another.



Blending on the other hand is about combining two or more of the four areas at the same time to enrich the quality of your life.

This WLPG diagram below shows a considerable overlap between working and learning, with playing also linking into both. It suggests that this person's work provides many learning opportunities and that both the work and the learning are a source of enjoyment.

The more you can blend two, three or all four of these areas throughout your life, the greater the chances of becoming more fulfilled, employable and happy.

'We should not see working, learning, playing and giving as occupying different time frames, but as four different aspects of the same time frame'



## A NEW APPROACH TO WLPG

So what exactly do we mean by our WLPG? Today these areas are certainly not always as clear-cut as in the past. Dramatic social and technological change has transformed the old job patterns.

Work itself for many people has the potential to be more interesting and rewarding. And if we love our work, it can itself become a form of play.

In the age of the new man, looking after children is recognised as an important role in itself and many other traditional roles are starting to blur. Today we are already starting from a wider definition of all these four areas which makes it so much easier to blend them further to enrich our lives and get us where we want to be in the future.



## HOW CAN WLPG HELP YOU?

If you commit yourself fully to the WLPG process, you will enhance the quality of your life and make a real difference to it by:

Discovering the truth about what success, happiness and good quality in the whole of your life really means to you



Billy found the best way to put his family, friends and fun first

Thinking differently about how to creatively blend the four areas of your life – your working, learning, playing and giving



Julie now works, learns, plays and gives – all under one roof!

Creating an inspiring future based on a deeper understanding of your true passions, precious skills and purpose in life and a more creative blend of WLPG



Gerry's created a better life for himself – and many others

Exploring and inventing new exciting ways of earning money while learning, giving and having fun



Brian discovered how to get paid for doing what he loves

Helping yourself to help yourself by mastering the steps needed to take control



Lee's working hard to give herself the confidence to take risks

Shaping new alternatives, possibilities and choices to make your dreams a reality



Jim changed career to spend more time with people who matter

Positioning yourself to seize, create and make the most of working, learning, playing and giving opportunities to realise your potential



Sayed knew his commitment could take him where he wanted to be in life

Boosting your chances of success by nurturing relationships, growing partnerships and building your personal community



Roy gets by brilliantly with a little help from his friends

Acting in a new way to make it happen



Helen's planning a career where people come first – not politics

## CAN YOU PLAN YOUR HOLIDAY?...

Just suppose you could plan your life like you plan your holidays. Imagine yourself browsing through brochures showing an endless variety of lifestyles and finding a picture of the kind of life that was right for you.

A life in which everything you did – whether working, learning, playing or giving – all came together to bring you happiness and fulfilment. That may sound like a daydream. But it doesn't have to be.

For planning the life you want takes little more effort than most people put into their annual two-week holiday. The skills you need are much the same. And you probably already have them at your fingertips!



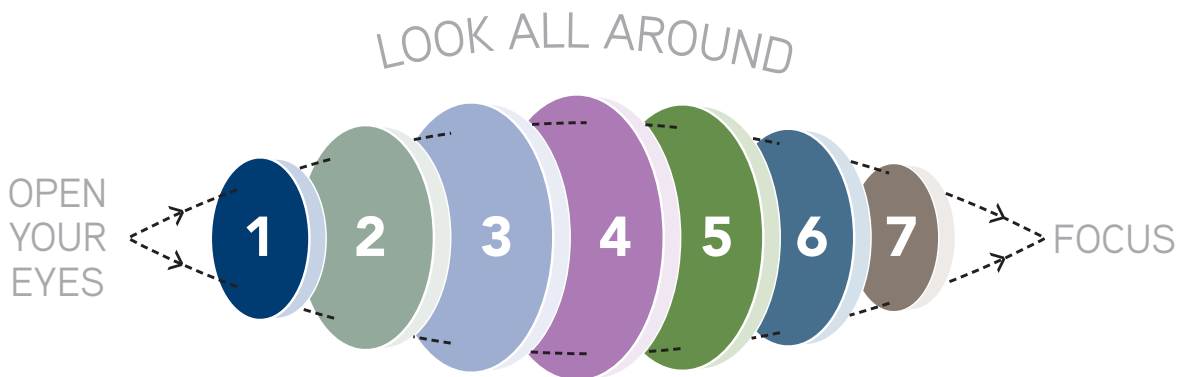
When we plan our holiday we know exactly where we want to go, what will make it fun, who we're going with, how we're getting there, which are the best routes and when we are going. The Windmills approach to working, learning, playing and giving applies exactly the same process to the other fifty weeks of your life. Remember you already have the skills to manage this process and have more potential than you've ever imagined. So invest in the most important thing in your life – yourself.



### ...THEN YOU CAN PLAN YOUR LIFE.

Once you've pictured the kind of life you really want, you can start making your plans – just as you would for a holiday. But instead of a holiday trip, it's the journey of your life.

And you can set out on it right now.



### GETTING YOUR FUTURE IN FOCUS

This diagram shows how the seven stages of the WLPG process will help you get your future in focus. You'll start off by looking at yourself and then widen the focus as you open your eyes to all the possibilities and opportunities around you. Gradually you'll focus in on the ideas that are right for you and finally narrow this down to a simple life plan.

Stage 1 looks at the quality of your life while Stage 2 helps you create an inspiring picture of your future. In Stages 3 and 4 you explore alternative routes and take the first steps to making your vision a reality. Stage 5 helps you build your support community to help you along and Stage 6 enables you to maximise working, learning, playing and giving. Finally in Stage 7 you'll combine all your ideas to create your own life plan. Overleaf you can see at a glance what you'll be doing in each of the seven stages – and how it really is as simple as planning a holiday.

Planning your holiday

Planning your life

**WHY**

WHY do I need a holiday?



WHY do I need to change my life?

**WHAT**

WHAT do I need from a holiday?



WHAT do I need for a happy life?

**WHERE**

WHERE will I find what I need?



WHERE must I go to achieve this?

**HOW**

HOW do I start my journey?



HOW do I start this process?

**WHO**

WHO will help me get there?



WHO can help me through it?

**WHICH**

WHICH holiday do I choose?



WHICH route do I go down?

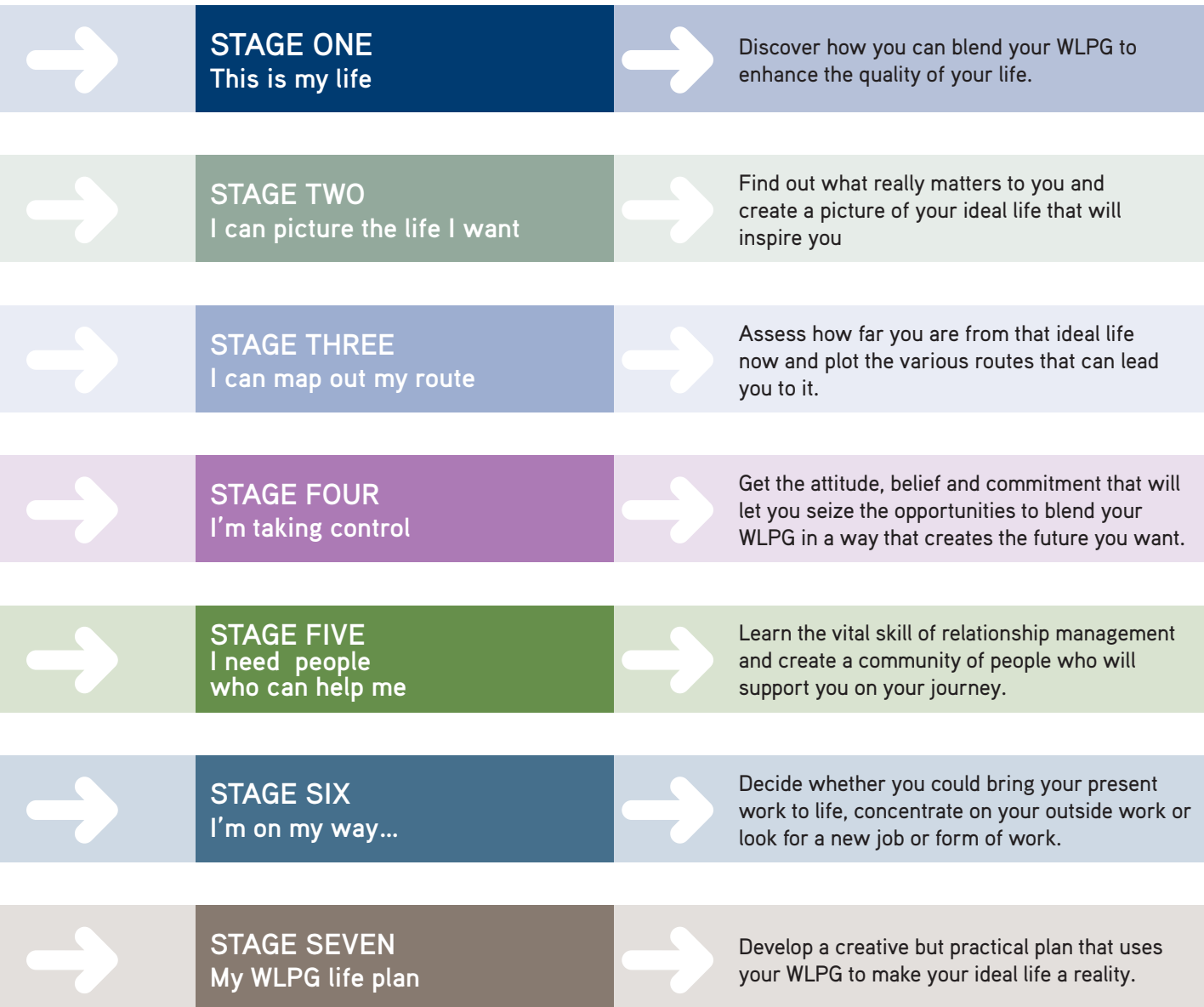
**WHEN**

WHEN do I leave?



WHEN will I make this happen?

## The WLPG process



## THE CHOICE IS YOURS!

The WLPG process can help you blend your working, learning, playing and giving in ways that can give you the kind of life you really want. It draws on the real-life experiences of a wide range of people to encourage you to look at things more deeply and think in a broader way so you yourself can aim higher.

It also puts a spotlight on areas in your life whose importance and potential you may have never considered before.

Right from the start you will be bringing that life closer and putting key actions and milestones in place to realise and sustain your vision. It can only do all this however if you're committed to making it happen.

# 'When the wind blows, some people build walls – others build windmills'

## BUILD WINDMILLS NOT WALLS

It's all too easy to put up barriers against change in our lives. Faced with today's rapidly changing world of work, many people build walls.

Yet it is possible to break down these barriers and harness the forces of change to drive your career forward. A practical and realistic process for doing this is set out in 'The Art of Building Windmills' which is published by the Windmills team.

The WLPG process takes this further by showing how you can break down the barriers people build around their working, learning, playing and giving – and then find ways of blending them.

This calls for a radically new form of thinking as well as acting. It also requires the motivation and self-sufficiency to see the process through. So, are you committed to creating an inspiring future for yourself today?

Make your commitment now...



**WINDMILLS**  
Make it happen

COMMIT QUALITY TIME TO THE PROCESS.  
START WITH A POSITIVE ATTITUDE  
ABOUT YOURSELF AND YOUR FUTURE.  
TAKE AN OPEN, CREATIVE, FRESH  
LOOK AT YOUR LIFE – YOUR WLPG.  
FIND HELP.  
TAKE SMALL STEPS – NOT GIANT LEAPS.



**WALLS**  
Don't make excuses

"I'VE NO TIME AND TOO MANY  
OTHER COMMITMENTS."  
"IT'S NOT POSSIBLE TO..."  
"I HAVE NO OPTIONS."  
"I CAN'T DO IT BY MYSELF."  
"IT'S TOO RISKY AND SCARY."

## HOW THIS RESOURCE WORKS...

Each of the seven stages is a separate module.



The pack also includes the following materials:

- A set of cards to identify your prime skills
- A poster for listing Your Life's Essentials
- A Life planner checklist
- A Job booklet in case you decide to change your job/work and need extra help



### YOU'LL SEE HOW PEOPLE CAN CHANGE THEIR LIVES...

In every stage you'll find real-life case studies about how other people have put their ideas into practice. We also gave them disposable cameras and asked them to capture their working, learning, playing and giving.

You can even hear what others say about making changes in their lives by listening to their stories on the CD enclosed in the pack.

As each case study shows, the exciting thing is that we can all do small things to improve our lives. You'll also realise that everybody has their own fears, concerns over self-confidence and special challenges to overcome, so don't worry, you're not alone.

You may find one simple case study inspires you to take action. Think, as well, about the life stories around you on a daily basis in your working, learning, playing and giving. Who can you learn from and be inspired by today?

At key points practical exercises help you think – and act – to develop your WLPG.

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As you progress through the process, develop a way of collecting and analysing your information and ideas that are right for you. Some people have used a loose-leaf file, others a notebook.

At the end of each stage you're encouraged to reflect on the lessons you've learned and the actions you may be considering to make your WLPG work better. Record these on your Life planner.

The final stage of the process brings all your ideas together and helps you develop your plans to create an inspiring future for yourself and the people who matter to you.



THE WINDMILLS APPROACH TO  
WORKING, LEARNING, PLAYING & GIVING

‘When the wind blows, some people  
build walls – others build windmills’

**Windmills is about dealing positively with the winds of change in your life.**

The Windmills approach to working, learning, playing and giving will open your eyes to possibilities you never dreamed existed. You'll discover it's far easier than you imagined to achieve the life you really want and deserve. You'll find out how to make some plans for the future that will begin to make that ideal life a reality.

#### THE WINDMILLS PARTNERSHIP

Windmills is a partnership between The University of Liverpool's GIEU (Graduate Into Employment Unit) and Dr Peter Hawkins. It has evolved from extensive delivery programmes funded by National LSC, NWDA, Greater Merseyside LSC, IAG Partnership, ESF, DfES and GONW.

#### DR PETER HAWKINS



Hawkins  
of  
of Liverpool and a  
on career and life

lecturer at Harvard  
and advisor to UK

Government, he writes, speaks and consults on an international basis.

Peter is the author of seven books, including the acclaimed 'Art of Building Windmills' and enjoys working with a range of partners including VSO, KPMG, Unicef, European Commission, BBC, DfES and the Association of Graduate Recruiters.

Passionate about working with people with special needs, Peter leads a charity for adults with learning difficulties and is an advocate for individuals with disabilities.

#### THE WINDMILLS TEAM

The Windmills team is part of GIEU, based at The University of Liverpool. Team members, in particular Helen Wakefield and Sharon Nicholson, have significantly contributed to the concepts, development and writing of this resource.

Windmills was developed through the team's experience and its success has included; increasing the employability of 20,000 under-employed and unemployed individuals; enhancing the competitiveness of 2,000 businesses; creating 1,250 entirely new jobs, and adding over £30 million value to the economy.

Windmills includes a portfolio of job, career, work and life resources together with tailored training programmes. The process has been successfully used with a range of clients, including women's groups and graduates, as well as for staff development, public, voluntary and commercial organisations and career and life practitioners.



For more information visit our website [www.windmillsprogramme.com](http://www.windmillsprogramme.com) or contact:

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