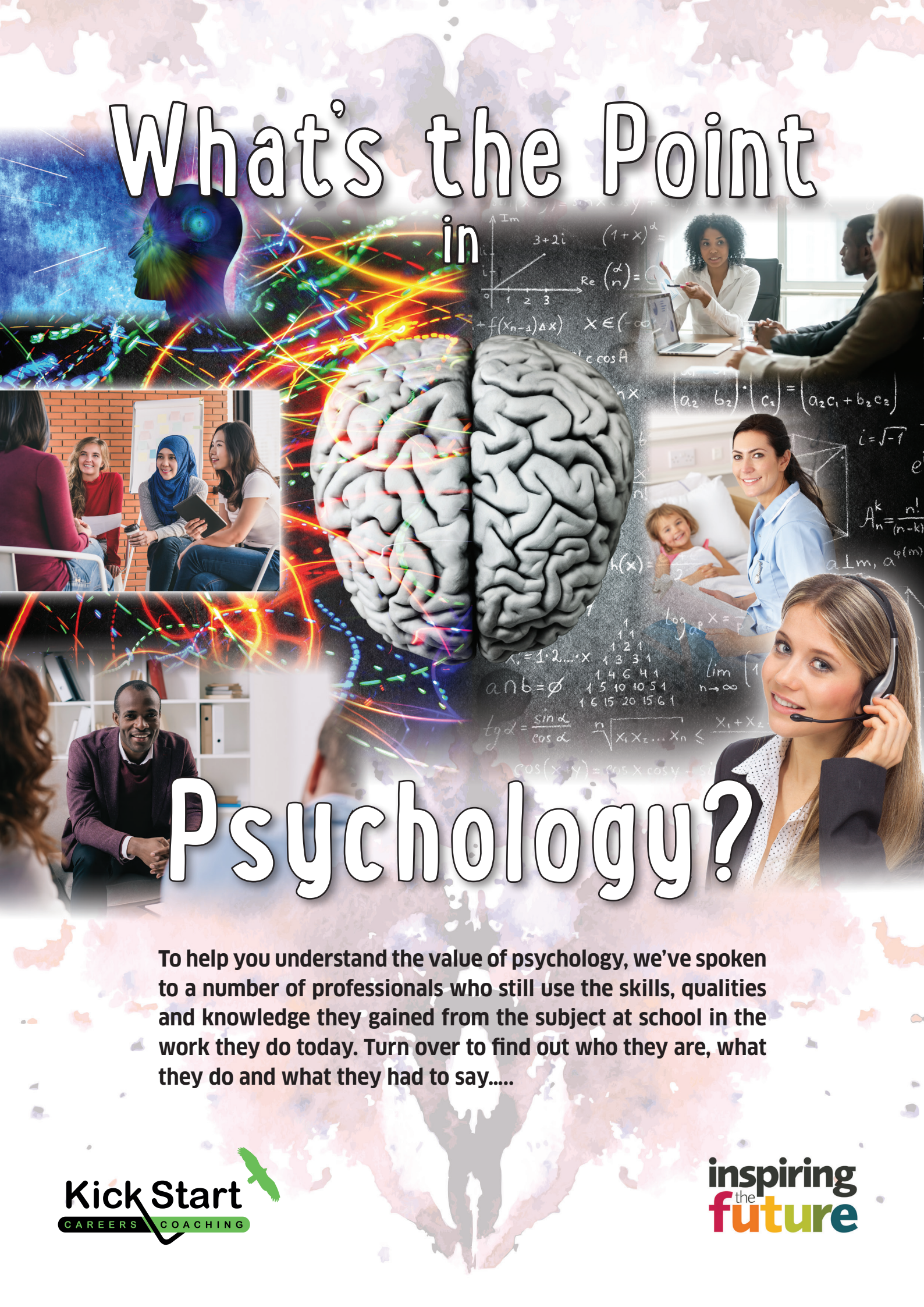


What's the Point in



Psychology?

To help you understand the value of psychology, we've spoken to a number of professionals who still use the skills, qualities and knowledge they gained from the subject at school in the work they do today. Turn over to find out who they are, what they do and what they had to say.....

What's the point in psychology?

The Consultant

Social Studies teach us about people: groups of people and individuals. It teaches us how to put yourself in someone else's shoes, what could motivate someone, and how to adapt to others: "personality flexing", if you will. This has been an immense help in my entire career, from when I was an AP clerk until now. It helps me think about someone's motivations, so I can work out the appropriate way of approaching them. It also helps me in negotiations, in customer service, and in project management. Successfully managing vendors, customers and stakeholders depends on your ability to understand their motivation and their needs, so that you can adapt to their communication style and persona.

Cindy Squires, Managed Services Consultant at SHL Group Ltd

The Head of Talent & Development

Emotional intelligence is a key competency in the modern business world. I use psychology daily, such as when I coach future leaders or when I am leading a team of trainers who develop leaders at Sainsbury's. Self-awareness is key in business today, and studying psychology would give someone a great foundation to take on any role in the business world.

Sian Evans, Head of Talent & Development, Sainsbury's

The Education Psychologist

Studying psychology at school developed my critical thinking skills. Working as an Educational Psychologist supporting the needs of young people in schools and colleges, I am required to analyse and evaluate information, and also apply psychological theory to real life problems. I use applied psychology to understand and create positive change for vulnerable young people in education. The psychology affects change in the wider community for families, foster carers and professionals (including social workers, mental health practitioners and learning mentors).

Dr Samantha Caswell, Educational Psychologist at Achieving for Children

The Nurse

Our learning disability nurses use psychological approaches within their work when supporting people with learning disabilities with mental health and well-being, as well as their approaches to positive behaviour support and functional behaviour management.

Rebecca Chester MBE, Consultant Nurse for People with Learning Disabilities.

The Head of Currency Training

As a manager of people, I must ensure that not only does my team understand what their roles are, but more importantly that I understand them. Possessing a background knowledge of psychology is a useful tool to have in this regard. It equipped me with the necessary skill set to better understand the nuances of each character in my team, and more significantly how to deal with them and their idiosyncrasies in order to get the best out of them. It also enabled me to manage my manager and his/her expectations, which is always a useful to skill to have!

Nicholas Waite, Head of Currency Trading at various international banks

The Marketing Consultant

I use psychology every day at work. I work in Customer Insight for retailers, and it's my job to find out why people shop where they shop and why they buy what they buy. We do this by asking people (conducting market research) and using sales and loyalty data (such as a Nectar or Clubcard). If you compare what people say they do to what they actually do, the two often don't match up. For example, a person might say they always eat their 'five-a-day', and rarely buy treat foods. But their shopping baskets might tell us that they shop quite differently. Psychology tells us why this is; people don't often accurately recall their behaviour, or might not want to upset an interviewer and so tell them what they think they want to hear. In order to get a more accurate idea of how people behave and why they do this, we have to use psychological knowledge to make our insights accurate, and to adjust for these factors.

Marie Anderson, Independent Marketing Consultant at Maran Consulting

The Marketing Manager

Studying psychology not only helps you to build good relationships in the workplace, it can also be a powerful tool to help you market to your customers effectively, help them solve their problems, and be an effective employee in your team or organisation. Imagine a children's toy company. To be successful as a company, they need people who understand what children (the consumers) want and what their parents (the buyers) value. Psychology helps us to understand the human behaviour around factors like buying decisions or how we may spark interest with both the parents and the children. This understanding is a great asset for our children's toy company. These interactions exist all around us, so you will experience this in any industry or job you choose.

Ayeshna Hirani - Product Marketing Manager, Microsoft

The Grocery Controller

I didn't study psychology as it wasn't an option for me when I was at school. However, in professional business coaching and personal development, an understanding of psychology is an essential skill. I have worked with some very experienced business coaches, and their entire workforce all have degrees or an equivalent level qualification in psychology. In a world in which we rely increasingly on technology, having an understanding of people and psychology is a rare and vital skill.

Caroline Gibbs, Grocery Controller at Allied Bakeries



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