

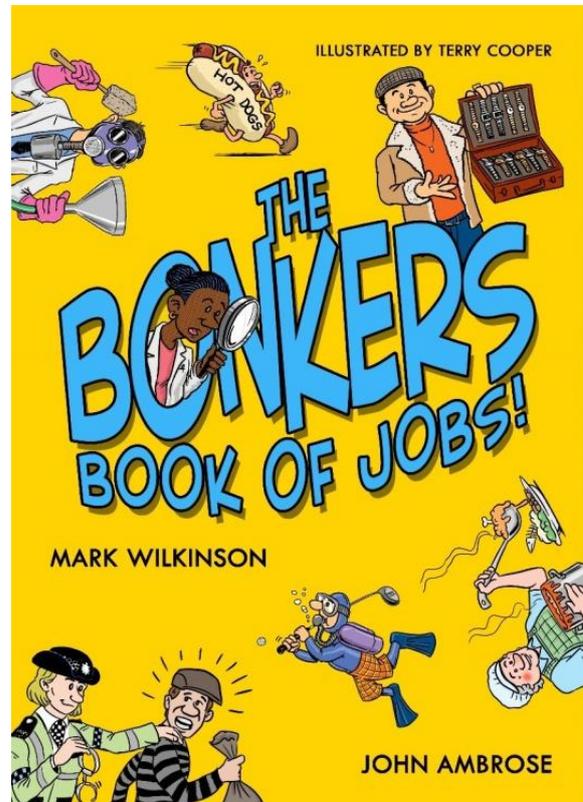
The Bonkers Book of Jobs

About The Book

Mark Wilkinson and John Ambrose are passionate about everything careers! And utterly frustrated about how children learn about the world of work. Because the global approach to careers advice isn't working.

So Mark and John have decided there is a need to change the way we talk to children about the world of work. And they have taken a rather British, rather bonkers approach! As Mark explains:

"There's loads of research showing that a child learns much better if they are enthused and engaged. The same is true for careers advice. Because, ultimately, a career is a choice! And if we are engaged with our decision-making processes, then ultimately we make more considered choices. We Brits have the potential to fulfil our ambitions. It's written into our DNA! Our music, fashion, sport, science, gaming or TV industries are all thriving because of this. We just need to encourage our young people to embrace their true potential!"



The Bonkers Book of Jobs is a cheeky book has the irreverent tone of *Horrible Histories*, the scoring theme of *Deadly 60*, and the outrageous facts of the *Guinness Book of World Records*. It presents the world of work to young readers in a unique, fun and exciting way.

What job is the scariest? The most disgusting? How do you become a sewage worker, or prime minister, or fashion designer, or ice cream seller? *The Bonkers Book of Jobs* helps the reader find the smelliest job? How do you become a sewage worker, or prime minister, or fashion designer, or ice cream seller? *The Bonkers Book of Jobs* has all the answers – with a simple, national curriculum friendly premise: exploring thirty-six careers split into six categories: weird, scary, cool, disgusting, delicious and stupid. There are fun quizzes at the end of every job and category, and a final interactive challenge at the end of a book. The results of these challenges provide a profile of the reader's personality,

priorities and values, with career paths and roles recommended according to these results.

About The Authors

Mark Wilkinson and John Ambrose are prominent professionals in the field of careers education and guidance. In 2015 they co-founded Complete-Careers LLP. The company is already one of the largest suppliers of career quality awards to state and independent schools, from local comprehensives to Eton. But they remain disheartened with the general provision of careers guidance.

Mark explains his frustrations:

“The way we currently educate young people about jobs is to talk ‘at’ them. We talk ‘at’ them in career fairs. We talk ‘at’ them in the classroom. And we talk ‘at’ them when giving advice. We’ve been doing this for fifty years, and this approach doesn’t work!”

Mark and John have created a brand new approach to career learning to achieve their ambitions – and this ‘show, not tell’ approach represents a great leap forward in careers education. It inspires children to:

- Discover jobs they do not know about.
- Recognise the fun and surprising aspects of work.
- Challenge stereotypical views about jobs and the workplace.

John adds:

“We’ve always wanted to show children the full 360 degrees of what work is like. The weird stuff, the unusual. This is crucial, as people do what they know. So if they only know of 15% of the jobs out there, then they will only aspire to opportunities within that 15% of choices. That’s why we have created the Bonkers initiative: to make sure children are better informed.”

What People Are Saying About The Bonkers Book of Jobs

On release, *The Bonkers Book of Jobs* was given a five star review by the Career Development Institute (the UK-wide professional body for everyone working in the fields of career education; career information, advice and guidance; career coaching, career consultancy and career management).

Key Selling Points

- *This provides careers and labour market information in an irreverent and alternative way to the more traditional approach.*
- *The style meshes comedy and accuracy through presenting true facts in a humorous way.*
- *Instead of stating only the obvious and potentially boring, it describes what the job does with an 'off-the-wall' interpretation.*
- *Makes job research and exploration fun. It is subtly underpinned by theoretical knowledge.*
- *Engagement and inspiration comes from grouping the jobs into categories of disgusting, weird, scary, cool, delicious and stupid to hook the reader.*

The Future

The Bonkers Book of Jobs is just the start of Mark and John's ambitions. The goal is to take this new vision of career learning to the largest audience possible: TV, podcasts, apps etc.

Comparable Works

Horrible Histories
Operation Ouch
Art Ninja
The Pets Factor

For more information please contact Shaun Russell at shaun@candyjarbooks.co.uk or 02921 157202

