

THE bloom PLAN

BLOOM IS AN EXPERIENCE

The Bloom Plan designs immersive learning experiences that help people think differently, communicate more effectively, and perform better under pressure.

Every session is intentionally designed to move beyond lectures and slides.

Participants don't simply learn concepts.

They experience them.

Through realistic scenarios, collaborative challenges, guided reflection, and evidence-informed practices,

Bloom transforms insight into lasting behavior change.

Participants leave with practical tools, making it easier to transfer learning back into everyday work.

BLOOM METHODOLOGY

The Bloom Methodology integrates:

- Experiential Learning Design
- Bloom Elements™ (behavioral patterns)
- Emotional Intelligence
- Decision-Making Under Pressure
- Reflective Practices (Naikan, Lojong)
- Story-driven simulations
- Guided debriefs that create lasting transfer

SIGNATURE EXPERIENCES

- Leadership Development
- Working Under Pressure
- Communication & Collaboration
- Strengthening Interpersonal Skills
- Emotional Intelligence
- Team Alignment
- Custom Learning Experience Design
- Youth & Student Leadership/Self Awareness
- Bloom Circles (social and community events)

OUTCOMES YOU CAN EXPECT

Participants and organizations experience:

- Reduced conflict escalation and misunderstanding
- More grounded, effective leadership presence
- Increased self-awareness without defensiveness
- Better decisions under pressure
- Stronger collaboration across teams
- Increased psychological safety
- Reduced interpersonal friction
- Greater adaptability during change
- Practical strategies that continue beyond the workshop

ABOUT THE FOUNDER



MEL FERNANDEZ

Mel is an experiential learning designer with more than 23 years of military and government leadership experience. She specializes in creating immersive training experiences that transform complex concepts into engaging, practical learning. Her work blends behavioral science, emotional intelligence, storytelling, and experiential design to help individuals and organizations create meaningful, lasting change.

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