



# WHERE CAN PSYCHOLOGY TAKE YOU?

## A GUIDE TO CAREERS IN PSYCHOLOGY

Understanding how your mind works helps you to unlock the full potential of humans and address the pressing issues of our age. Psychology is the scientific study of human behaviour: how we think, feel and act. Through the study of psychology you can learn how to change behaviour and help people reach their full potential in all contexts where people live, work and interact.

### CLINICAL PSYCHOLOGY

A clinical psychologist works with individuals or groups to understand, prevent and manage mental health issues. They may find themselves working in a range of different industries, from hospitals to schools or private businesses. Clinical psychologists are in high demand in New Zealand, appearing on Immigration New Zealand's skill-shortage list.

### COUNSELLING

Counsellors support individuals and their families to work through issues affecting their lives. A counsellor may work with addiction services, troubled youth or in the education sector.

### HUMAN RESOURCES

Effective human resources managers can be the difference between a successful organisation and a failed one. They supervise not only the mental and physical health of the workforce, but also take care of most employment matters. When staff wellbeing is high, their productivity is high, and this is best achieved by applying an understanding of human behaviour.

### EDUCATION AND TRAINING

Lifting education outcomes requires individuals with a strong understanding of effective teaching and learning techniques. Psychologists are often sought after by the Ministry of Education and private training institutes to support individual students or to provide support to improve teaching methods.

### FORENSIC PSYCHOLOGY

The justice system uses forensic psychologists in a range of capacities. They may use their clinical skills to assess the likelihood of a criminal reoffending, act as an expert witness during trials or carry out research to ensure best practice. Forensic psychologists may find themselves working for Corrections, mental health services or the private sector.

### MARKET RESEARCH

The decisions made by businesses, political parties and other customer-focused organisations rely on organisations understanding what their target audiences want. Staff who can develop surveys and use other research methods to provide the information needed means the organisations need to hire people who understand how people think and behave.

### OCCUPATIONAL PSYCHOLOGY

Occupational psychologists apply psychological knowledge to the workplace. Their role in an organisation is to get the best performance out of employees and ensure that the work environment promotes job satisfaction. While the most obvious application of this role is to human resources, occupational psychologists may also be recruited to support the development of new products or systems.

### POLICY RESEARCH AND ANALYSIS

An understanding of the way people think and behave is essential to the development of robust policy, both social and otherwise. Many government departments or private enterprises are looking for researchers and analysts who can combine their knowledge of human psychology with solid statistical and data skills.