

# GRADUATE SUCCESS STORIES



## Successes 2019 – 2022



## Successes January – May 2023



# UK GRADUATE SUCCESS STORIES



## **Introduction**

These case studies illustrate some of the graduates we have recently helped succeed in landing a graduate job.

Although they pursued varied roles in differing industries, the one thing they had in common was a fierce determination to succeed.

We love working with students and grads who really want to succeed.

We helped 54 graduates land their first or second job last year. A record for us. Our grads work across a wide variety of sectors from banking to political consultancy to cyber security.



## — John M. Engineer to Investment Banker

### Situation

John graduated with an engineering degree but came to us with his heart set on a career in finance. However, he hadn't participated in any bank internship programmes, now an essential prerequisite to be considered for a graduate role.

### What we did and how we did it

While we knew John had the drive, intellect and work ethic to succeed, we needed to position him correctly and create a long-term action plan to get him to where he wanted to be.

We initially concentrated on communicating his transferable skill sets. A Bachelor of Engineering in product design with a focus on mechanical engineering is not necessarily suited to entry-level finance roles. James was nervous his background did not align him with or prepare him for what he ultimately wanted to do.

We helped him connect the dots between his technically rigorous degree and the intellectual demands of early financial training.

### We explored his options within the banking industry

We needed to demonstrate to James the various options within banking and how they might best suit his hard and soft skills, and thus kickstart his career.

### We coached John through his CV writing, job search and interview techniques

We recognised John's drive to get where he wanted to be and harnessed that in casting a wide net during his applications. This also involved meticulous CV rewriting and extensive cover letter work, reworking and adapting them for over 40 applications.

With a better understanding of how to frame his experience and relay this to interviewers, we saw John's performance dramatically improve.

### We celebrated his career success

John landed a coveted position at a smaller investment bank. He has a strong action plan in place for his progression into a major bank.

*"Half way through my degree I realised I did not want to become an engineer. I eventually decided that a role in banking would be my dream role. However with no internship experience I needed help. It was a tough three months as I applied for over 45 jobs but I did succeed and I know the work experience I gain will enable me to land a job in a top investment bank. I would not have succeeded without Graduate Coach's help"*

- John M.



## — Michael R.

### Sports degree to Global Sports Charity

#### Situation

Michael, who is neurodiverse, came to us expressing his passion for the sports industry. With a wide range of experience working in the field for various smaller sports charities, Michael was after something more challenging to kick-start his career.

#### What Graduate Coach did and how we did it

We recognised that Michael's background and studies at an international business school in the US, could play to his advantage in applying to larger, multinational charities.

#### We helped Michael perform a Skills Audit, and coached him to be 'job-ready'

It was clear that Michael required extensive interview practice, which we embarked on immediately. We also worked hard on his CV after showing him how to translate his soft skills into something desirable to his chosen industry.

#### We celebrated his career success

We were delighted when Michael was accepted over several other excellent candidates for a position at a highly esteemed global sports charity organisation. At his request, we continue to mentor him to this day, helping him to truly excel within his dream role.

*"I have found a job and my confidence has come back. If you get in trouble with job research and applications, I strongly recommend you reach out to Chris and his team!"*  
– Michael R.



## — Rachel L.

### Economist to Management Consultant

#### Situation

Rachel graduated from an excellent university with a degree in economics, and came to us with some impressive work experience already under her belt.

She was seeking a role in consulting and needed help understanding what was required of her to succeed in such an environment.

Honing her presentation skills, both in-person and in writing were key, as well as polishing her CV and coaching her through the many stages of application processes.

#### What Graduate Coach did and how we did it

What stood out to us was her lack of presentation skills, something crucial for anyone within consulting.

We undertook many hours of interview practice in order to finely tune how she presented herself and give her the confidence to speak about her work.

#### We coached Rachel through her CV, LinkedIn profile, job search and interviews

Rachel's CV had ample amounts of relevant experience, yet we needed to make it ATS compliant. We also completed an overhaul of her LinkedIn profile and coached her closely through the extensive application processes required for consultancy firms.

This, in particular, took many hours of tweaks and adjustments to meet these firms' standards.

#### We celebrated her career success

Rachel went through one of the most rigorous hiring processes we've seen for an entry-level role. We helped her through every stage of the five rounds of assessments, interviews and presentations.

She was finally rewarded with an offer from one of the UK's leading consulting firms.

*"Although I had some work experience with pro bono consulting at university I knew that getting into a full time graduate role would be tough. GC helped me through every step of the way, from ATS-compliant CVs to great cover letters and no fewer than over 200 hours of interview coaching. Every major firm has hundreds of applicants for every role so you must be very determined and have a skilled team to help you. I did succeed but I couldn't have done it without them" - Rachel L.*



## — Tom S. Historian to SEO Strategist

### Situation

Tom, who is neurodiverse, approached us hoping to get into content writing and creation. An interesting challenge, given his degree in Ancient History. Nonetheless, we were more than happy to assist.

We immediately identified that he had no suitable portfolio of work to demonstrate his capabilities to a hiring manager. He lacked confidence and found it difficult to speak about himself.

### What Graduate Coach did and how we did it

We realised that Tom would need professional training to expand his experience within this field.

We enrolled him onto our Digital Internship and transformed his aptitude for this kind of work.

He came to understand SEO writing and undertook many, many tasks for us, which helped him grow his writing portfolio. This gave him confidence and a real understanding of the power of content.

### We coached Tom through his portfolio and interviews

We helped Tom create countless pieces of professional content work across different industries to expose him to a broad view of the importance of content in any field.

Next, we coached him to the point where he could discuss his work and demonstrate an understanding of its value with great confidence.

### We celebrated his career success

Tom has now had several content creation roles within a number of start-ups, and has now landed a full time role. He continues to develop and enjoy the skills he learnt with us.

We continue to mentor him and advise on pay rises and career development.

*“Chris and the rest of the Graduate Coach team took a holistic approach to helping my son. They provided him with the skills and the confidence required to find suitable employment. It certainly wasn't a quick fix but the patience and confidence they showed was exemplary. I couldn't be more grateful and my son is so much happier as a result.”*

*– Tom S.'s father*





## — Amelia A.

### Event Planner to Insurance Underwriter

#### Situation

Amelia already had years of experience working in events when she decided to seek our help in transitioning to insurance.

She had demonstrated excellent organisational skills and a passion for teamwork.

These were the key points we kept in mind when reworking her CV for a major career change.

#### What Graduate Coach did and how we did it

We were delighted to take on the challenge of pivoting Amelia into a new career.

We soon realised that we needed to demonstrate how easily this transition could be achieved, by building her confidence and encouraging her to adapt her considerable skills.

#### We coached Amelia through a crucial skills audit

With our help, Amelia audited all of her previous experience and then proceeded to look through multiple job specs for roles she wished to apply for. Through use of the STAR method she learnt how her skills could be reworked appropriately for these applications.

#### We celebrated her career success

Amelia was hired into her dream role with a major insurer and we were delighted to see her determination to succeed pay off.

Amelia understood that, with her new-found confidence and a clear assessment of her skills, a career change could be achieved through simple adaptation.

*“Chris and his team were brilliant. I initially enquired as I wasn't certain I could even apply for graduate roles, as I graduated more than 5 years ago. Chris called me within 24 hours of my initial email, was "on call" every day, even the weekends and supported me with each interview and information request that I had. If you're unsure of your current career path, want a change, get in touch with Chris, he will help you realise the types of roles that are most suited to you as a person and your existing skills. I will definitely be staying in touch for the coming years.”*

*- Amelia A.*



## — Hugh G.

### Business degree to Property Financial Analyst

#### Situation

Hugh approached us in the latter stages of a Business and Management degree at a prestigious London university.

With an impressive academic record but no meaningful work, Hugh needed help transferring this record into an impactful CV and interview talking points to make his first step into the professional space.

#### What Graduate Coach did and how we did it

We began with a complete overhaul of his CV and cover letter, ensuring that the former was Applicant Tracker System compliant.

We then enrolled him onto our Digital Internship programme where he acquired key real world, professional experience.

After assessing Hugh's mock interview techniques we also spend over 40 hours honing his interview skills.

#### We coached Hugh through his interviews

Although he possessed considerable internship experience, Hugh struggled to communicate this in interviews.

We helped him learn how to create 'war stories' – the go-to narratives that best highlight one's unique skills. The trick to these is to appear unrehearsed and sound natural, and to address questions with fluency and clarity.

Through considerate training and practice, Hugh's interview skills were completely transformed.

#### We celebrated his career success

Hugh landed a role as a financial analyst for a leading property investment firm. We check in regularly and have helped him discuss his next moves.



## — Antonio M. Finance graduate to Banking

### Situation

Antonio had a truly impressive background, with great grades and some useful internship work experiences in his field. He was determined to begin working in a UK investment bank.

Whilst a Spanish National, he did have the right to work in the UK. However, he was unfamiliar with many of the newer, challenger banks and the UK's hiring process for such organisations.

### What Graduate Coach did and how we did it

We edited and improved Antonio's CV and wrote several iterations targeting different lines of work in banking.

Antonio began applying for roles and it quickly became clear that he needed help from us in preparing him for both virtual and in-person assessments.

### We coached Antonio through his interviews

We practised assessment day questions and interviews with Antonio to get him familiar with the format and to perfect his answers.

When he had online assessments we made sure we were available for him should he have any questions, and gave him office space to conduct the assessment in a quiet, professional setting.

### We celebrated his career success

Antonio was a fast hire. After applying to almost 20 roles he reached four interview stages and landed a great job with a relatively new challenger bank. A determined, sharp graduate, the bulk of our work was preparing him for his assessment days and cultural expectations.

He was grateful that our coaching included training and explanation of UK banks' complex hiring practises.



## — David A.

### Political Analyst to Political Consultancy

#### Situation

David first came to us as a Masters student. He had a little work experience under his belt, ranging from work in maritime security to asset management. He needed the correct guidance to pivot into his dream role. He wanted to apply his International Relations degree to something that would help him thrive.

#### What Graduate Coach did and how we did it

We spent significant time with David exploring the various avenues open to him to reach his end goal. We helped him realise that his current work experiences weren't entirely relevant and that he would need to become digitally fluent to move forward.

#### We coached David through an alternative career route

Guiding David through our Digital Internship led to an entry-level position at a tech startup in which he climbed the ladder and developed his skills to a point where he could confidently search for the role he had set his sights upon.

#### We celebrated his career success

Having worked his way up through an exciting new startup, we went through some soul searching with David before he landed his dream role in political consultancy.

*“Chris has helped all three of our children after they graduated and faced the challenge of choosing and embarking on their careers. Chris really helped them focus on the types of career which might suit them; he then worked to build appropriate CV’s for different job options and took them through comprehensive interview training and really built their confidence to face prospective employers. Our three children are totally different from each other and have therefore pursued entirely different careers, but Chris has been able to help all of them.”*  
– David A.’s mother



## — Camilla M.

### Real Estate degree to Graduate Surveyor

#### Situation

Camilla approached us well before her graduation. She was a forward-looking student wanting to develop a solid plan for post-graduation.

#### What Graduate Coach did and how we did it

We were impressed by her drive and helped her draft an action plan that included summer internships, goal setting and accountability check-ins.

We helped edit and email drafts, and conducted mock interviews with her along the way.

#### We coached Camilla through her portfolio and interviews

After regular check-ins through her final year of university, we helped Camilla land interviews at her top choice real estate firms, who would sponsor her for her RICS qualification.

#### We celebrated her career success

Camilla was already very self-driven and came to us to help her get that extra edge in a competitive market.

She landed her first-choice agency and now works in real estate.

*“Chris helped...[all three of my daughters]...learn to talk coherently and confidently about the transferable skills they had learned in a pressurised interview/assessment environment. His mentoring and coaching of them really took the pressure off them (and us!) when they had secured an interview for their perfect graduate opportunity. Each one couldn't have done any better than they, or we, could have wished for, and we have Chris to thank for that! We don't hesitate to recommend him.”*

*– Camilla' M.s father*



## — Sarah L.

### Historian to Reputation Management Consultant

#### Situation

Sarah came to us with a stellar academic record from Oxford. After graduating she tried to become a lawyer but could not obtain a training contract. She subsequently became a tutor yet still wanted a fulfilling graduate-level job.

Clearly very smart with an excellent work ethic, what she lacked was any real-world work experience. Without the work experience she was struggling – no applications were being accepted.

#### What Graduate Coach did and how we did it

We understand the frustration graduates feel when they have devoted time, energy and effort into their academic success only to be faced with unenthusiastic responses from employers after graduation.

We reassured Sarah and explained how most students are not told how critical work experience is in the current market.

Our first goal for her was to build up her “digital fluency” by enrolling her into our Digital Internship programme. She completed all the Google courses in record time and we then gave her blogs, press releases and content for our socials.

#### We coached Sarah through her portfolio and interviews

With her growing portfolio of press releases, blogs and articles, Sarah’s stellar academic performance now had a tangible real-world outlet.

We thought she would be perfect for a high flying career in Reputation Management.

We coached her through mock interviews which aided in building her confidence.

#### We celebrated her career success

Sarah’s portfolio did its job. She was hired swiftly by a PR and Communications agency working across industries – further developing her professional exposure and experience. Subsequently we have helped her land a role with one of the UK’s most prestigious agencies.



## — Simon L.

### Opera Singer to Cyber Security Consultant

#### Situation

Tim wished to pivot from professional opera singing (with its uncertain cash flows) to a graduate level job where his income would be more certain and career progression assured.

#### What Graduate Coach did and how we did it

Despite Simon lacking formal work experience he had learnt how to hustle booking agents for singing roles and also realised that he needed to become 'digitally fluent'.

We decided that the digital internship would be especially useful for him as it would enable him to immediately enhance his employability.

#### We coached Simon through his portfolio and interviews

We are so proud of what we managed to achieve. After the internship with us he did a short stint in a digital agency for experience then landed an account management job within a new division of an exhibitions company selling a new online portal.

This became a turning point, he was confident talking to clients and was digitally fluent.

#### We celebrated his career success

After only six months with the exhibitions company he successfully landed a great job with a leading cyber security company.

We couldn't be happier with Simon's journey and still, to this day, keep in regular contact with him.

*"The knowledge, expertise and dedication required to win a graduate job in today's market could almost fill an entire degree course. The only difference being that, unlike a degree course, all the knowledge and expertise wasn't in one convenient place. Until Chris came along with Graduate Coach. Chris has distilled all of his commercial and entrepreneurial experience to create something genuinely life-changing. Make no mistake, this information will not simply fall into your lap; it is little wonder so many graduates remain unemployed for so long. Not only will Chris get you a job, he will also give you the awareness to enter the world of work with the experience of someone already 5 years in, rather than a complete novice. If I could give 6 stars, I would"*  
- Simon L.



## Appendices

Link to One-to-One Coaching:

<https://graduatecoach.co.uk/one-to-one-coaching/>

How many interviews does it take to get a job:

<https://graduatecoach.co.uk/blog/how-many-interviews-does-it-take-to-get-a-job/>

Link to Graduate Testimonials:

<https://www.youtube.com/watch?v=OHax7cIKhmU>

Link to Graduate Coach Youtube Channel:

<https://www.youtube.com/user/GraduateCoach>

Link to Google Reviews -

<https://www.google.com/search?q=graduate+coach&oq=graduate+coach&aqs=chrome..69i57j69i60l3j0l2.1829j0j4&sourceid=chrome&ie=UTF-8#lrd=0x48761b4e4c9e05e9:0x37f0989e6d5a5035.1,,,>

Link to Our Successes:

<https://graduatecoach.co.uk/our-successes/>

Graduate Coach Books: <https://graduatecoach.co.uk/books/>

Link to Online Career Courses:

<https://graduatecoach.co.uk/online-coaching/>

Link to Press Release:

<https://pressreleases.responsesource.com/news/98028/why-graduates-think-they-can-t-land-graduate-level-jobs/>





# INTERNATIONAL GRADUATE SUCCESS STORIES



## **Introduction**

These case studies illustrate the recent international graduates we have helped succeed in landing a graduate job here in the UK.

Although they are from different countries and cultures, the one thing they had in common was a fierce determination to succeed.

We love working with students and grads who really want to succeed.

They all undertook our six-stage coaching programme.

## **Case Histories**

Various case histories are showcased below.



## — Elena

### **Situation**

Elena came to London to study criminal law but she did not realise that there are limited opportunities in this field. She completed her undergraduate studies, only to discover that there were no jobs available. She was frustrated and disappointed with her situation and came to us for help.

### **What Graduate Coach did and how we did it**

We helped Elena analyse her hard and soft skills, values and interests.

Elena developed the self-awareness she needed to begin working out what she might do.

She discovered that she had:

- The determination to succeed
- Good interpersonal skills, so worked well with others
- Very high standards and attention to detail
- Great presentation skills
- Interest in luxury products

### **We established suitable job types**

We considered many job types for Elena. We helped her to see which industries offered the best career prospects for making use of her skills. She expressed a keen interest in working in high end property.

### **We coached Elena through her CV writing, job search and interview techniques**

We then helped Elena to develop her interview confidence by going on interviews. Sometimes graduates overlook the fact that the best way to get good at interviewing is to be interviewed. Through this, Elena also found the significant work experience she needed to develop the key skills that would help her land the career she wanted.

### **We celebrated her career success**

Elena landed a position with a global real estate services provider and today she is thriving in a job she loves.

*"They gave me the self-confidence I needed, they helped me be better at interviewing, they helped me with my CV, they also helped me with my body posture - how to present confidence." - Elena*

## — Chang

### Situation

Chang, a Chinese national, first came to the UK for his A-levels and then was accepted at Imperial College to study Mechanical Engineering.

He approached us in his final year as he realised he would need intensive coaching to land a role with one of the major engineering contractors.

### What Graduate Coach did and how we did it

We helped him analyse his hard and soft skills, reworked his CV, and made it ATS compliant.

He was a Top 5% graduate but he did not realise that his Chinese work experiences could be made applicable to UK companies. He worked in China each summer of his degree.

*"I wanted to approach Chris to build up my confidence in terms of finding jobs... He helped me at the beginning trying to give me the resilience in terms of preparing for interviews... He could simulate the scenario so authentically, it made me feel like I was fully prepared after the mock interview... He did show me how to show your true self, instead of being the best you, the true you" - Chang*

### We coached Chang through his skills audit, CV, interviews and the UK hiring process

He created a skills audit of the key competencies that these top companies require and we then matched them against his own skills.

His new CV made it through the first round of assessments.

Our major contribution to his success was the 100 hours plus of interview coaching we gave him.

He understood nothing about the UK hiring process nor indeed anything about the major companies. He needed to become comfortable about talking about himself and his life, and why he wanted to live and work in the UK.

### We celebrated his career success

He was eventually employed by the major rail infrastructure company and our coaching for this role included sending him around Great Britain to see the many major railway stations that were built by the Victorians.

He also did an analysis of the £2bn redevelopment of London Bridge station. This has now become a major infrastructure success story.

His passion for the UK, his understanding of the building environment and the railways got him hired! Over 5,000 applied for 6 roles.

## — Vihaan

### Situation

Vihaan was an IT specialist for an Indian bank. He did a Masters in AI and Data Analytics with Queen Mary College, part of the University of London.

He had thought that landing a graduate job afterwards would be straightforward because of his degree.

He quickly learnt that this was not the case so he approached us midway through his course.

We realised that his IT skill set was not relevant for the UK roles he was applying for and his CV was not fit.

### What Graduate Coach did and how we did it

What stood out to us was his lack of practical experience and knowledge about data science and analytics - his degree was excellent but theoretical.

We enrolled him onto our digital internship programme and gave him a specific title: Data Science Intern. He worked with us two days a week as well as completing his Masters.

He helped us create a new analytics pathway for the programme.

He became an expert interpreter of our Google Analytics data and helped us to revamp our website and contact strategies.

### We coached Vihaan through his CV, LinkedIn profile, job search and interviews

By his graduation he had a fully ATS compliant CV, but still was not getting any interviews. We could not believe this as AI and data science roles are in high demand in the UK, and supply is limited.

We asked a recruiter friend who hires for these roles and he pinpointed the problem immediately. Vihaan's LinkedIn profile said 'open to work', which is what graduates are advised to do. We did not know that LinkedIn algorithms penalise grads with this selected. Once changed, he was approached by recruiters within a day!

### We celebrated his career success

Highly specialised roles are especially competency based and we were successful in his application to the largest UK insurer. We also helped him to understand the culture of this insurance company.

In his application he was tasked to analyse their Google Analytics customer data for the last three months and give recommendations to improve targeting.

He wrote a programme which pinpointed serious leads from mere browsers. The website has 2.3 million unique visitors a month. His recommendations were appointed across Europe.



## — Jiayi

### Situation

Jiayi came to the UK from China for both her first degree and her Masters. She studied business management for both degrees.

Midway through her Masters she became increasingly aware that her university, like all the others in the UK, was offering no help to their graduates to land UK jobs.

She contacted us and signed up to the six-stage programme.

### What Graduate Coach did and how we did it

Jiayi had an analytical mindset and immediately started on, and loved, the analytics pathway in our digital internship programme.

She came to understand Google Analytics and undertook several complicated tasks for us.

This gave her confidence and a real understanding of data analytics and its predictive powers.

### We coached Jiayi through her CV and interviews

We created a wholly new ATS compliant CV and then undertook over 100 hours of very extensive interview coaching.

### We celebrated her career success

Jiayi had no real understanding of either the UK job market, nor how to interview, but landed a high-powered role with a marketing data analytics company that works with many of the most sophisticated global advertisers (such as Unilever).

We continue to mentor her and advise on pay rises and career development.

*“More importantly, some skills and techniques Chris taught, or even conversions with him, indeed have a lifetime value to both my career and life. I would say the earlier career is quite crucial, and as a graduate, I think it's valuable to have a career coach to guide you and help you get the most out of yourself. I'm now looking forward to being mentored by Chris in the next few years.” - Jiayi*



## — Hieu

### Situation

Hieu was a Vietnamese biologist with a South Korean science masters. He came to do a Masters in the UK as he discovered that appointments within the Vietnamese health care system are based on patronage not ability.

He had expert knowledge and his UK masters helped expand his knowledge base but once again no help was being given to land a job.

### What Graduate Coach did and how we did it

We decided we needed to create a twin track strategy to land a role.

### We coached Hieu through the Digital Internship

We enrolled him on the digital internship programme, he became digitally fluent and applied for several roles in digital analytics with a new CV that emphasised he wished to pivot into a new career.

### We celebrated his career success

Sadly, this approach was not successful but as he gradually became more interview fluent and was able to understand how UK employers think, he was able to land a science based role with a major pharma company.

*“As an international student, I am aware that I have no experience and no knowledge about the UK job market, so I think that this is important for me to learn about, how to acquire all kinds of knowledge, experience and skills to jump into the industry. Also, my time here in the UK is limited so it is very important to have someone that I can rely on, to keep me on the right track and to help me during the application process.” - Hieu*

## Appendices

Link to International Grads page

<https://graduatecoach.co.uk/international-graduate-coaching/>

Link to why international graduates are not getting jobs in the UK

<https://www.fenews.co.uk/employability/why-international-graduates-are-not-getting-jobs-in-the-uk/>

Link to the 6 reasons why international graduates can't Land UK jobs

<https://graduatecoach.co.uk/blog/why-international-graduates-not-getting-jobs-uk/>

Link to International Graduate Testimonials

<https://youtu.be/hDe4pYcVKwY>

Link to International Graduate Testimonial

[https://drive.google.com/file/d/1\\_Okf5zLpVENiy\\_P7qXfe4Ku0GzosEtMb/view?usp=sharing](https://drive.google.com/file/d/1_Okf5zLpVENiy_P7qXfe4Ku0GzosEtMb/view?usp=sharing)

Link to Graduate Coach YouTube Channel

<https://www.youtube.com/user/GraduateCoach>

Link to Google Reviews

<https://www.google.com/search?q=graduate+coach&oq=graduate+coach&aqs=chrome..69i57j69i60l3j0l2.1829j0j4&sourceid=chrome&ie=UTF-8#lrd=0x48761b4e4c9e05e9:0x37f0989e6d5a5035,1,,>

Link to Our Successes

<https://graduatecoach.co.uk/our-successes/>

Graduate Coach Books <https://graduatecoach.co.uk/books/>

Link to Online Career Courses <https://graduatecoach.co.uk/online-coaching/>

Link to Press Release

<https://pressreleases.responsesource.com/news/98028/why-graduates-think-they-can-t-land-graduate-level-jobs/>

