



TURNING DEGREES INTO CAREERS SINCE 2010

# PROSPECTUS

2024



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TURNING LEARNING INTO EARNING STARTS HERE

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Building bridges  
between education  
and employment



WE GUIDE GRADUATES OVER THE  
THRESHOLD OF WORK



# INTRODUCTION

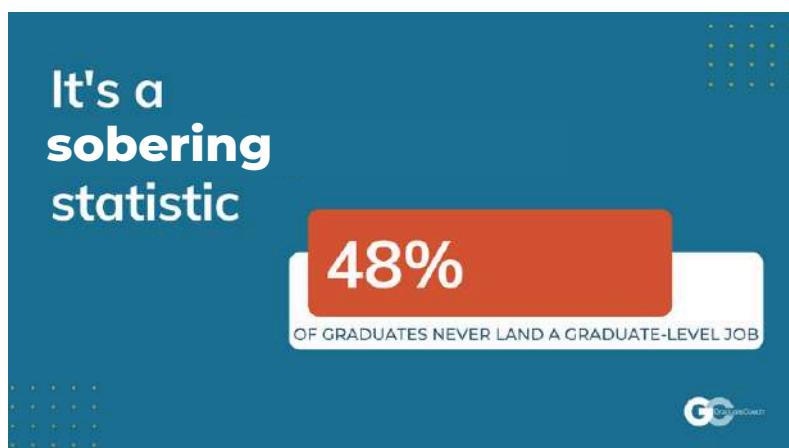
## Read these facts. Then read what we do.

- There is an overabundance of academically qualified graduates in the graduate job market.
- 78% of graduates attain a 2:1 or a first-class degree. Degrees are no longer a differentiator in the eyes of employers.
- Students, universities and parents place undue emphasis on academic achievement and pay scant regard to activity that will help students develop the employability skills that employers prize.
- Only 10 per cent of graduates are employed as a direct result of the subjects they studied. This means 90 per cent need help to work out which graduate job will suit them best.
- 48 per cent of graduates never land a graduate level job.

Terrifying, isn't it? Nearly half of all graduates never land a graduate level job.

Yet to be one of the 52 per cent who do land a graduate job isn't impossible. But it takes training - how to compose a CV, how to prepare for interviews and how best to express skills and abilities to prospective employers.

That's where we come in at Graduate Coach.



For over ten years now we have been delivering one-to-one career coaching sessions.

Coaching sessions that are designed to allow graduates to land a graduate job that matches the skills, interests and aspirations that are unique to them.

# THE GRADUATE JOB MARKET

## 2.7M

Grads searching for a job at any given time

## 23K

Grad jobs available in any given month

## 400

Grads apply for every job

### Too many applicants, too few jobs.

To misquote Winston Churchill, never in the field of job hunting have so many grads chased so few jobs.

The figures are alarming.

In 2022, 800,000 students graduated in the UK. These joined an already enormous glut of 1,2 million underemployed grads from 2020-2021. All of these grads are still looking for graduate level employment.

And, remember, that's just from the UK.

Add to that the 700,000 grads from overseas also looking for jobs in Britain and you start to appreciate the enormity of the challenge facing grads today.

Times Top 100 Employers receive over 650 applications for every graduate vacancy.

In 2022, one of the big four professional service firms received 120,000 applications for 2,000 graduate vacancies.

As you can see, it's more important than ever that a grad stands out from the crowd.

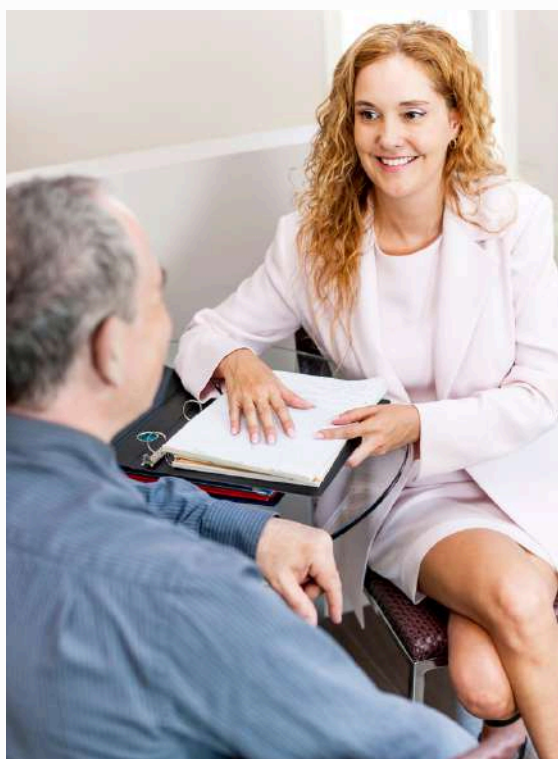
They will need to know exactly what type of jobs they could apply for, spot-on CVs, covering letters, Linked-In profiles, and highly honed performances on video interviews and in assessment centres to impress recruiters.



# WHY GRADUATES NEED A COACH

*“EVERYONE NEEDS A COACH. IT DOES NOT MATTER WHETHER YOU’RE A SINGER, TENNIS PLAYER, A DANCER OR A GRADUATE”.*

**BILL GATES**



## **Athletes have coaches. Why not graduates?**

Wise words indeed from the Microsoft founder. And grads would do well to heed them.

We certainly do at Graduate Coach. In fact, we live by them. We know from experience that to be certain of landing a graduate level job, a grad must go into intensive training.

Just like an athlete, they need to be match fit.

For make no mistake, trying to enter the workplace is as competitive as any sports match, if not more so.

With 230 graduates competing for every position, they face a formidable amount of opposition.

Is it any wonder that grads need concentrated training and preparation to end up as winners?

# THE PEOPLE WE HELP

Those we help generally turn to Graduate Coach for the following reasons:



**Because they are clueless as to which career would suit them best.**



**Because after receiving several rejections they suffer from low self-esteem and a lack of confidence.**



**Because they struggle to articulate their skills, so keep failing interviews.**



**Because, despite sending out countless applications, they do not get invited to interviews.**



**Because they are in the wrong job or one that finds them underemployed.**

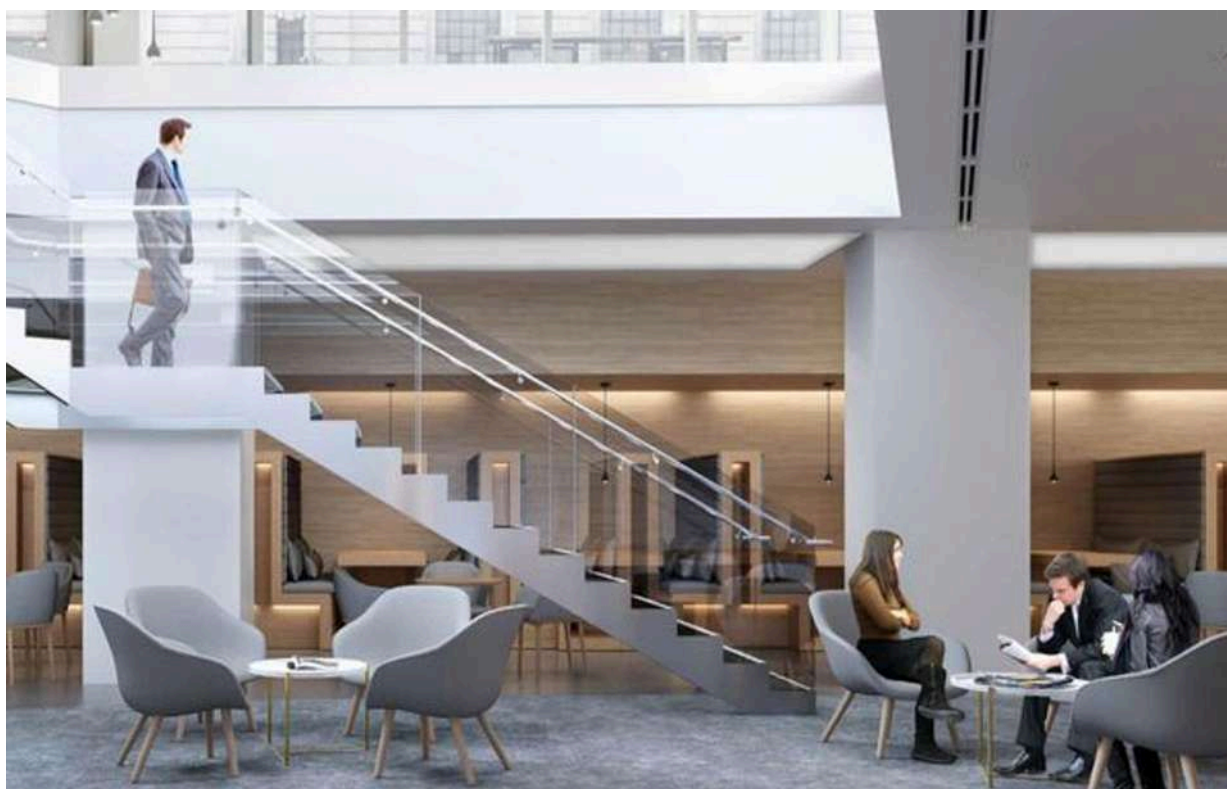
However, we will help any determined graduate or career-changer, anyone in fact who seeks to discover the best version of themselves and wishes to achieve their full career potential.

# HOW WE HELP

## By understanding that no two candidates are the same.

Everybody is unique. Every person has different interests, has had different experiences, and has different qualifications. This fundamental truth informs our one-to-one coaching. We help candidates understand what skills and abilities they have that potential employers would prize. We show them how to exploit these attributes when navigating their job search. We also instill in them an

understanding of the demands of the current graduate job market. For example, the crucial need for digital skills, even in companies that are not in the tech sector. In fact, we provide comprehensive one-to-one coaching that covers every stage of the graduate recruitment process, including CVs, cover letters, portfolios, LinkedIn profiles, psychometric testing, interviews and much more besides this.



This coaching is hosted either in our offices, adjacent to Victoria Station in London (pictured above) or online. But obviously, in person in our offices is best. Candidates will not only be trained face-to-face, they will also meet fellow candidates and begin to build a network.

# OUR PRODUCTS AND SERVICES



Discover your career path  
£1,500



Craft your CV, cover letter  
and LinkedIn profile  
£1,500



online courses  
Nail that interview £99  
Turn your degree  
into a career £99



Interview coaching  
From £500



Digital Internship  
£9,000



Three-stage coaching  
programme  
£3,000



Five-stage coaching  
programme - UK grads  
£9,000 + £6,000 success



Six-stage coaching  
programme - UK grads  
£9,000 + £6,000 success +  
£3,000 mentoring



Six-stage coaching  
programme -  
International grads  
£18,000 + £18,000 success +  
mentoring

# ONLINE COURSES

## TURN YOUR DEGREE INTO A CAREER

Learning how to figure out what career will suit you best, crafting a CV that will prove effective and developing the interview skills needed to secure your dream job is always challenging. We launched '[Turn your Degree into a Career](#)'. It allows you to follow recent graduates through the complete job application process. Understanding these details will enable you to understand exactly what you need to do to land a graduate job.

**£99**

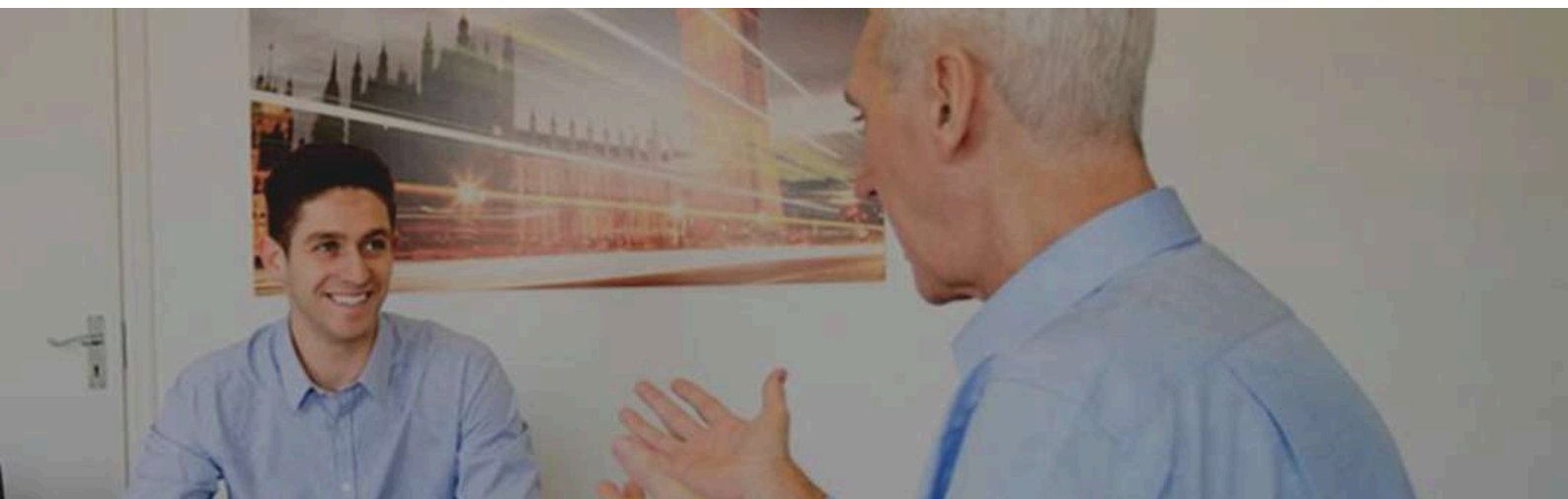
## NAIL THAT INTERVIEW

'[Nail that Interview](#)' condenses and reflects our 20,000 hours of one-to-one coaching over the last 10 years. Suitable for students, graduates, job changers and those returning to work, it is the next best thing to being personally coached by us. In fact, we believe it to be the best job interview coaching available online, so much so that it comes with a 30-day money back guarantee. And it now includes unique practice videos to help you sharpen up your interview technique even more.

**£99**



# INTERVIEW COACHING



## It's not just for now, it's for life.

Interview coaching with Graduate Coach won't just help you nail your next interview. It will teach you the art and science of self-presentation that will stay with you throughout your working life.

We deliver it in two stages:

**One, online via our 'Nail that Interview' course.** Once enrolled, candidates have lifetime access to our learning management system. [The course](#) is composed of nine modules that you can work through at your own pace. You will also receive eight useful downloadable guides such as our Skills Audit to help you uncover the skills that relate to certain jobs and industries.

The cost of this course (also available as a standalone) is **£99**.

**Two, [one-to-one interview coaching](#).** We will deliver this either at our office or online. During these sessions we will host mock interviews and provide feedback to improve your performance. We've found that these mock interviews enhance the ability of a candidate to articulate their skills and experience, and thus demonstrate to interviewers their suitability for a job.

**Bespoke interview training.** It may be that a candidate wishes to brush up on their interview skills prior to a particular telephone or video interview or perhaps attendance at an assessment centre, in which case, we can help you prepare for it.

### How much does it cost?

To sign up for our online 'Nail that Interview' course, the cost will be **£99**. But that does include lifetime access and eight downloadable guides.

Face-to-face coaching with our head coach, Chris Davies, either in person or virtually costs **£250** per hour. Our other coaches cost **£100** per hour.

# DIGITAL INTERNSHIP

## THE FUTURE OF THE GRADUATE JOB MARKET IS DIGITAL

Digital skills are vital for the economy.

And it's reckoned that by 2022 there will be a demand for north of one million digitally skilled workers.

It's also estimated that by 2025 80 per cent of all graduate jobs will require digital skills.



**Students enrolled on our six stage one-to-one coaching programme may, at no extra cost, take advantage of our [digital internship programme](#).**

**This programme is also available as a standalone at £9,000.**

**Although this is optional for our six stage coachees, most consider it essential.**

Because digital fluency is becoming the norm in the workplace, the programme enables every graduate to become digital skilled.

**Alumni from this programme are now working in Search Engine Optimisation (SEO), Programmatic Display, Digital / Business Analytics, Pay Per Click (PPC), as well as more traditional jobs.**

It follows the 70-20-10 model of learning and development. Thus, 70 per cent of the programme focuses on practical tasks, while 20 per cent of the programme is spent sharing what we have learnt from our digital marketing efforts and the interview experiences of our alumni. The final 10 per cent requires candidates to take industry-recognised Google certified online courses. All of which is crucial.

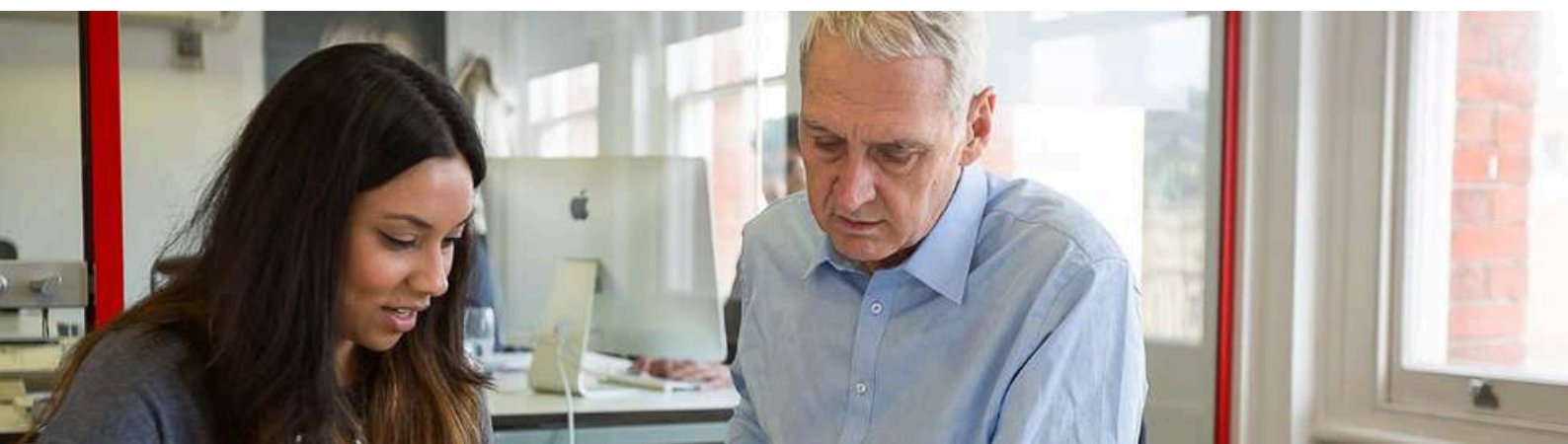
Looking back over the past three years, we have noted that 60 per cent of the graduates we've coached have landed jobs that are digital-related.

# SIX-STAGE ONE-TO-ONE COACHING

This is our gold standard. It's ideal for those who are underemployed, struggling to find a career that is right for them, those who feel they are in the wrong job, or those who wish to refocus the direction in which their career is heading.

We help you land the right graduate job, not just any old job. And, after you land that job, it includes three years of free career mentoring.

Graduates who take this course can look forward to a competitive advantage at every stage of their careers, as well as gaining life-long career skills and a network of contacts.



# OUR ENROLMENT PROCESS

Before we do anything else, we speak to a candidate over the phone. This enables us to learn more about you and allows candidates to ask any questions they may have.

## THE FOUR-STEP SIGN UP PROCESS



### *Filling our contact form*

First thing to do is to complete our contact form, which you will find [here](#). We will get back to you ASAP.



### *A free initial phone call*

Our head coach, Chris Davies, will offer a candidate and / or their parents a free call to enable us to start creating a bespoke coaching plan.



### *A face-to-face consultation*

Next you will come to our office (or virtual) for a consultation. You will meet our team. This is all free.



### *Bespoke coaching programme*

We will create a coaching plan that is tailored to your needs. This is crunch time, when you decide if you wish to proceed or not.



# ONE-TO-ONE COACHING FEES

## The cost of the three-stage, five stage, six-stage and the international coaching programmes

The cost of the **three-stage** programme is **£3,000**.  
(Covers the first three stages of the six-stage coaching programme).

The cost of the bespoke **five-stage** programme is **£9,000 + £6,000**  
(Which does not include ongoing coaching and mentoring).

For **UK graduates** the cost of the bespoke [six-stage programme](#) is **£18,000**.  
Payment breakdown: **£9,000** on commencement + **£9,000** on success

For **international graduates** the cost of the **six-stage** programme is **£36,000**.  
Payment breakdown: **£18,000** on commencement + **£18,000** on success.

\* We ask for half the fee up front and the remainder when the graduate is hired.



## ONE-TO-ONE COACHING PROGRAMMES

# MEET CHRIS DAVIES, HEAD COACH



My first job after leaving university was at J Walter Thompson, the world's number one advertising agency at that time. I was a junior account handler. I failed six times before I landed this job. And I was lousy at it. Not because I wasn't willing to learn, but because nobody taught me how to do it.

Looking back, I was lucky not to be fired. Not only did I have no idea what I was doing, I didn't fit in and I wasn't progressing. Then something happened. I drew inspiration from the reason I had applied to work at JWT in the first place.

You will be coached by Chris Davies, who is acknowledged to be Britain's No.1 graduate coach.

His achievements include:

- Over a decade of experience and a track record of getting over 5,000 graduates into jobs.
- Highly successful careers in magazine publishing, advertising and marketing.
- Writing award-winning books *The Student Book* and *The Graduate Book*.
- Amazon, Aviva, Bloomberg, Coca-Cola, Deloitte, Facebook, Goldman Sachs, Google, JP Morgan, Lloyds Bank and many other blue-chip companies count Chris's alumni among their employees. So, too, do organisations such as Network Rail and the NHS.

**"TODAY, I REALLY ENJOY HELPING GRADUATES KICK-START THEIR CAREERS AND FIND THEIR DREAM JOBS AT COMPANIES AND ORGANISATIONS THAT INCLUDE SOME OF THE TOP EMPLOYERS IN THE UK"**

# MEET OUR ASSISTANT COACHES

Our coaches will give you invaluable insights into vital skills, from CV writing to interview techniques.



**René  
Mance**

Head of Digital & Operations  
Director & Digital Coach

With a technical background in software and web development, René draws on her expertise to coach graduates, particularly those wishing to pursue technical, digital or analytical careers.



**Denise  
Roberts**

Head of Media Relations  
and expert CV writer

Denise is a professional editor, researcher and writer with over 10 years of experience. Denise helps our graduates to write achievement-based CVs that helps them to get invited to interviews.



**Adina  
Pascall**

Head of Content &  
Digital Coach

With a background in Digital Marketing, Adina draws on her knowledge and varied experiences to help graduates to transition into a successful career in Digital Marketing.

## OUR ASSISTANT COACHES CONT.



**Elizabeth  
Bisuga**

Graduate Interview &  
CV/LinkedIn Coach

Beth is an interview coach specialising in helping candidates to build their confidence and present themselves professionally in interview settings. Beth draws on her National Youth Theatre experience.



**Joe Miller**

Admissions & Investment  
Banking Coach

Since leaving Investment Banking in 2020, Joe has been an international private tutor. Having graduated with first class degrees from Oxford and LSE, he has supported students from 22 countries with admission to the best universities in Britain.



**Andy  
Blewden**

PPC Coach

Andy was coached by Chris five years ago. With Chris's help he went on work at top Digital agencies. He now runs his own Digital agency and coaches graduates interested in PPC and account management.

# WHERE OUR ALUMNI WORK

Here are some of the companies and organisations our alumni work for.

We pride ourselves on our ability to help students, graduates and career-changers to not only get a great job, but to get onto the right career ladder, the one that is uniquely the right fit for them.

Our coaching programme has been specifically designed to help our candidates to uncover their skills, discover their interests and express their ambitions. Upon learning more about the candidate, we then explore graduate roles that are aligned to their career preferences.

# ALUMNI TESTIMONIALS

“

To say that Chris is just a graduate coach would be to sell him short. Not only has he helped me to find a career path that suits my goals and ambitions (during a particularly uncertain time, politically/economically-speaking), he has also been there to pick me up when I floundered; he motivated me to be more resilient, to work harder and more effectively towards achieving success in the short, medium and long term. Without his help, my life would undoubtedly be much darker and almost completely directionless - in this sense he, and the team that facilitates his work, have been invaluable.

Chris isn't a graduate coach, he's THE Graduate Coach: the perfect blend of career-expert, life-coach, friend and mentor. Look no further for getting your career on the right track. **Ruari H**

”

See our 5 \*\*\*\*\* [Google](#) and [Trustpilot](#) Reviews

*“...Chris helped me find my strengths and channel them into a career I'd never even thought of before. Now five years on I'm the director of my own company, providing services within the creative industry for a range of world-famous brands, government departments, and charities...”*  
Alex A

*“...really pushed me to think of my key skills and helped me to discover where it was that my skills would be best placed. For me the most helpful thing was the ability and confidence that I was given to answer the hundreds of competency questions that I encountered at phone interview, assessment days and final interviews...”*  
Susan

# ALUMNI TESTIMONIALS

“ Post university, I was lost about my future career prospects and the direction I would take. However, meeting Chris was definitely a turning point. He helped to identify my strengths and key personality traits which I, like most people of my age, were totally oblivious to. Furthermore, he understood what I wanted from my career and used this to help me get a great job. Chris helped me land numerous roles including internships, my first 'proper' job as well as my current role: I now have a great job at a great company and I can safely say that I would never have got it without his help. We are still in regular contact 4 years later and I know I can always rely on him for assistance or advice for all situations.

**Fred S**

See our 5 \*\*\*\*\* [Google](#) and [Trustpilot](#) Reviews

*“Chris is very bright, likeable and easy to get along with. He has been incredibly valuable in guiding me through the perils of the modern world of work including: starting a first job, interview preparation, updating my CV & resignation letters...”*

James H

*“.....I would recommend Graduate Coach to anyone looking to receive coaching as a graduate, something that is not easy to find, with such relevance and quality...” Alex*

# ALUMNI TESTIMONIALS

## — Watch Alumni Testimonials



*"...Working with Chris was a real pleasure because I could sense his passion and enthusiasm for what he does. With his help I refined my interview skills and my first interview, after only one week with him, was a huge success. Due to his extensive work experience and unique insights, he could give me a lot of good advice on how I can stay top of my industry." Simon*

*"Chris helped to transform my career and my life. Within a few hours of meeting him he'd identified the perfect-fit sector for me, and after a bit of CV and interview technique work I found a job in an industry I'd never have gone for myself. I made the jump from having a dead-end job as a waiter to working a full-time role in less than a month..." Andrew B*

# PARENT TESTIMONIALS

“

An absolutely first-class experience. I'm not sure there's anyone else at this as good as Chris. He turned a position of desperation on my son's part into a job offer for his dream job in a month and a half. He quickly lifted our son's mood and got him focused on some fresh channels and new opportunities he hadn't thought of before and quickly he landed two interviews. A week later he had a job offer within a global consumer-based company.

Not only is Chris a really nice guy, he is extremely knowledgeable with a recipe for success. My wife and I initially couldn't believe the cost of the programme, but all I can say is it was worth every penny. I would thoroughly recommend Chris to any graduate who is finding it hard to get on the career ladder. My wife and I are extremely grateful to Chris in helping our son land his dream job.

**Richard S**

”

See our 5 \*\*\*\*\* [Google](#) and [Trustpilot](#) Reviews

*"The assumption that smart Graduates will naturally "know the job market" or know how to be most effective in interview situations is clearly flawed... Chris & the team work very hard to both offer the practical advice needed and also open doors to Graduates to gain the Internship experience needed to get their ultimate job - good work guys...!" Kevin*

*"...My husband and I are both certain that using Chris has been the best thing we have ever done for Andrew. We have watched Andrew flourish in a career area he wouldn't have thought of had it not been for Chris, in a job he also wouldn't have got without Chris's help..." Parents of Andrew C*

# PARENT TESTIMONIALS

## Watch Parent Testimonials



*"...Chris was excellent at helping our children secure a permanent role. But he excelled at mentoring them over the next two years: always on hand to provide guidance, advice and encouragement as they navigated their first role, negotiated their first pay rises and turned their roles into rewarding careers..."* Pete and Annabelle

*"...Honestly, Chris gave more than I'd expected. Professional and caring, I would recommend him to any parent, who feels like I do, that my child has paid extensively for a good education and I want her workplace experience to reflect that."*  
Frances J

# GRADUATE COACH IN THE MEDIA

Over the years, Graduate Coach has featured widely in the media. Founder and head coach Chris Davies, has appeared in The Times, The Guardian and BBC 94.9 FM radio, to share his experience and expertise.

He has also provided commentary to journalists for a number of magazines including Aspect County, HR Director, Show House and more.

As a company, Graduate Coach has been invited to share our expertise on platforms such as Debut, Vita Student and Springpod, to name but three.



## Our partnerships

As you might expect, we have also formed mutually beneficial partnerships with companies that offer products and services that prove useful to our coaching candidates. To find out who our partners are visit our [partners page](#).

## Our press releases

We are prolific publishers of press releases which cover topics that are both useful and relevant to our audience.

Visit our [newsroom](#), to see our most recent press releases.

# SOME CASE STUDIES

## — Jennifer B

### **Situation**

Jennifer 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**

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

Jennifer 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 Jennifer. 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 Jennifer through her CV writing, job search and interview techniques**

We then helped Jennifer 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, Jennifer 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**

Jennifer landed a position with a global real estate services provider and today 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."* - Jennifer B

# SOME CASE STUDIES

## Alex T

### Situation

Alex completed a degree in finance and accounting and then realised he did not want to be an accountant. He had done a summer internship in accounting and did not enjoy it, as it didn't appeal to his interests and values. After five months of applying for various jobs and getting nowhere, he lost confidence and had no idea where to go next.

### What Graduate Coach did

We helped Alex analyse his hard and soft skills, values and interests.

We then helped him clarify these in his head and on paper, which enabled him to understand himself better. He discovered that he:

- Likes using numbers to solve problems.
- Has an analytical mindset.

### We established suitable job types

Based on our industry knowledge, we proposed several job types. Digital marketing at the more analytical end was the most appealing to Alex and as a growing industry, it offered the best career prospects.

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

This helped him regain his confidence. By employing our knowledge and services in these areas, Alex landed a job at a small marketing agency.

### We provided career guidance

After six months working in a small agency, Alex was ready to find a better company to work for. We coached him through the job search and interview process again, which helped him to land a job with a market-leading company in the industry.

### We continued to support Alex in his career

Six months down the line, we then helped Alex to negotiate a pay rise in his current role.

# SOME CASE STUDIES

## Alexandra A

### Situation

Alexandra graduated with a BSc and MSc in Biological Sciences and landed a job working for a scientific, academic publication. However, the role was quiet and slow and she could not see any long-term progression. She came to us because she was looking for new jobs but getting nowhere. Alexandra was frustrated and felt stuck where she was.

### What Graduate Coach did

We helped Alexandra analyse her hard and soft skills, values and interests. We helped her unearth skills she had forgotten about or did not know she had. She realised:

- She had unused skills gained while working for a magazine at university, for which she had reviewed live music.
- She was not only academic but also had terrific people, rapport-building, and emotional intelligence skills.

### We established suitable job types

Based on our industry knowledge, we proposed several jobs where she could make use of her full set of skills, and a career in advertising appealed the most to Alexandra.

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

Feeling positive about her future, Alexandra took two internships to build her experience. This gave her the experience, skills and advantage she needed to apply for the job she actually wanted. She then landed a job at a top London agency as an account manager.

### We provided career development support

Alexandra used tips and advice from The Graduate Book to learn how to develop herself in her role. Now, years later, she is an Account Director.

# OUR RESOURCES

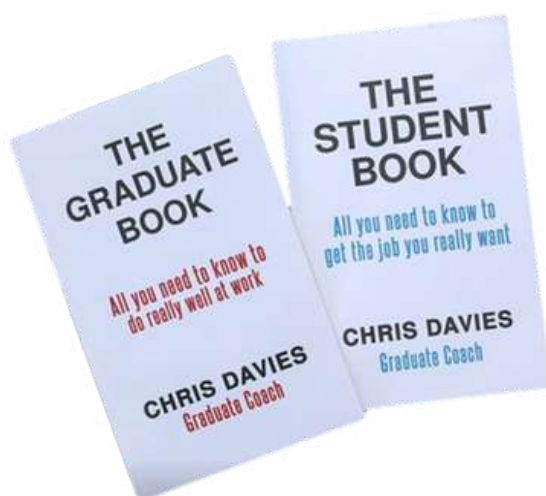
To help you navigate the graduate recruitment market, we have created a number of resources.

Begin with [our resources](#) page and [our blog](#). In both these places you will find career advice specifically tailored to the needs of students and graduates.

Then there's [our YouTube channel](#). This is choc-a-block with tips on interviews and lots of other career advice, so subscribing to this is well worthwhile.

Chris Davies has also written two award-winning books, [The Student Book](#) and [The Graduate Book](#). The Student Book is designed to tell you everything you need to know in order to secure a graduate level job after university. The Graduate Book helps graduates thrive once they land a graduate level job, setting out the do's and don'ts to getting ahead.

Finally, we offer a range of [online courses](#) aside from our [one-to-one coaching](#).



## NEXT STEPS

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# Call us or email us for a free consultation

[gethelp@graduatecoach.co.uk](mailto:gethelp@graduatecoach.co.uk)

For a free consultation with no obligation call us or email us.



+44 (0)207 014 9547



[gethelp@graduatecoach.co.uk](mailto:gethelp@graduatecoach.co.uk)



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London, SW1V 1LW