

WHY COACHING IS AN INVESTMENT NOT A COST



Introduction

At first glance a parent may find it hard to justify the [fees](#) we charge for graduate coaching. After all, there's a good chance you've shelled out for private schooling and helped with university tuition fees already. But consider this. A university degree in no way guarantees that your son or daughter will glide effortlessly into a graduate level job. For every such job vacancy there are over 500 applicants. And the fact of the matter is that universities teach every subject under the sun except the one graduates need when they try to enter the workplace: how to get a graduate level job. And how to get a graduate job is what we teach at Graduate Coach.

Even so, it started to worry me how many parents balked at our fees, which meant their sons and daughters were denied our coaching, and most likely the chance to land a decent job. Then I harked back to my advertising days.

Never settle for second best

Clients would often complain about the cost of employing the finest photographers and film directors, all of whom were able to command top dollar. I would counter these clients' arguments by explaining that it's a false economy to work with second or third-rate people. Employing the best is not a cost, but an investment, we'd say. And we were right. The work we produced for our clients not only looked great, it worked great. Their sales would increase, despite the fact that our clients' media spend was generally much smaller than that of their competitors. We overcame the disadvantage of our clients' lower spend by producing better quality advertising than their rivals.

In a sense that is what we are doing with the graduates we train. We are giving them an advantage their rivals lack. And boy, do graduates need it. Most are clueless as to which career in which industry will suit them best. They are touting hopeless CVs. And they've never been taught how to shine in an interview. It's no wonder so many have spent a year or more fruitlessly applying for jobs.

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At Graduate Coach we are regarded as Britain's leading career-coaching company with a near 100 per cent success rate at guiding graduates into graduate level employment. Take last year for example. We hit an all time record. We helped 54 of our students into their dream jobs. And if you take a look at [TrustPilot](#) and [Google](#) you'll see we have 150 five star reviews.

Three ways we are a good investment

One, your son or daughter will get a great job. It will be in role fit for a graduate and in 90% of cases it will be in an industry they are suited for and enjoy. The other 10% will move into better jobs over time as it's easier to land a job from another job than if you are unemployed.

Two, your son or daughter will have acquired several life long skills; for example, how to give a presentation, conduct in-depth research into a company and its competitors, how to talk about themselves in an unselfconscious manner, but perhaps most importantly, they will have gained immense self-confidence.

Three, we are able to talk to grads in a way that their parents find difficult or even impossible. We know the modern day job market inside out, and like coaches in any field, when to encourage and when to admonish. We can be spoken to in confidence at any time by both parents and grads.



It's tough out there

Once upon a time, transition from university to the world of work was simple and straightforward. Not any longer. These days it's really tough. Universities disgorge more graduates than there are jobs for graduates. Of course, nobody – politicians, schools or the universities themselves care to mention this inconvenient truth.

In a nutshell, that's why we exist: to help graduates into the world of work and beyond. Graduates leave our coaching programme well equipped for work in modern Britain and furnished with life skills that will enable them to flourish in it.

We like to say of ourselves that we have one of the best jobs in the world, helping others succeed. And that's exactly what we can help your son or daughter do: succeed. Without doubt that's a dividend that's worth every penny you have invested.

**“Don't look on our fees as a cost.
Think of them as an investment.”**

Chris Davies, Founder of Graduate Coach