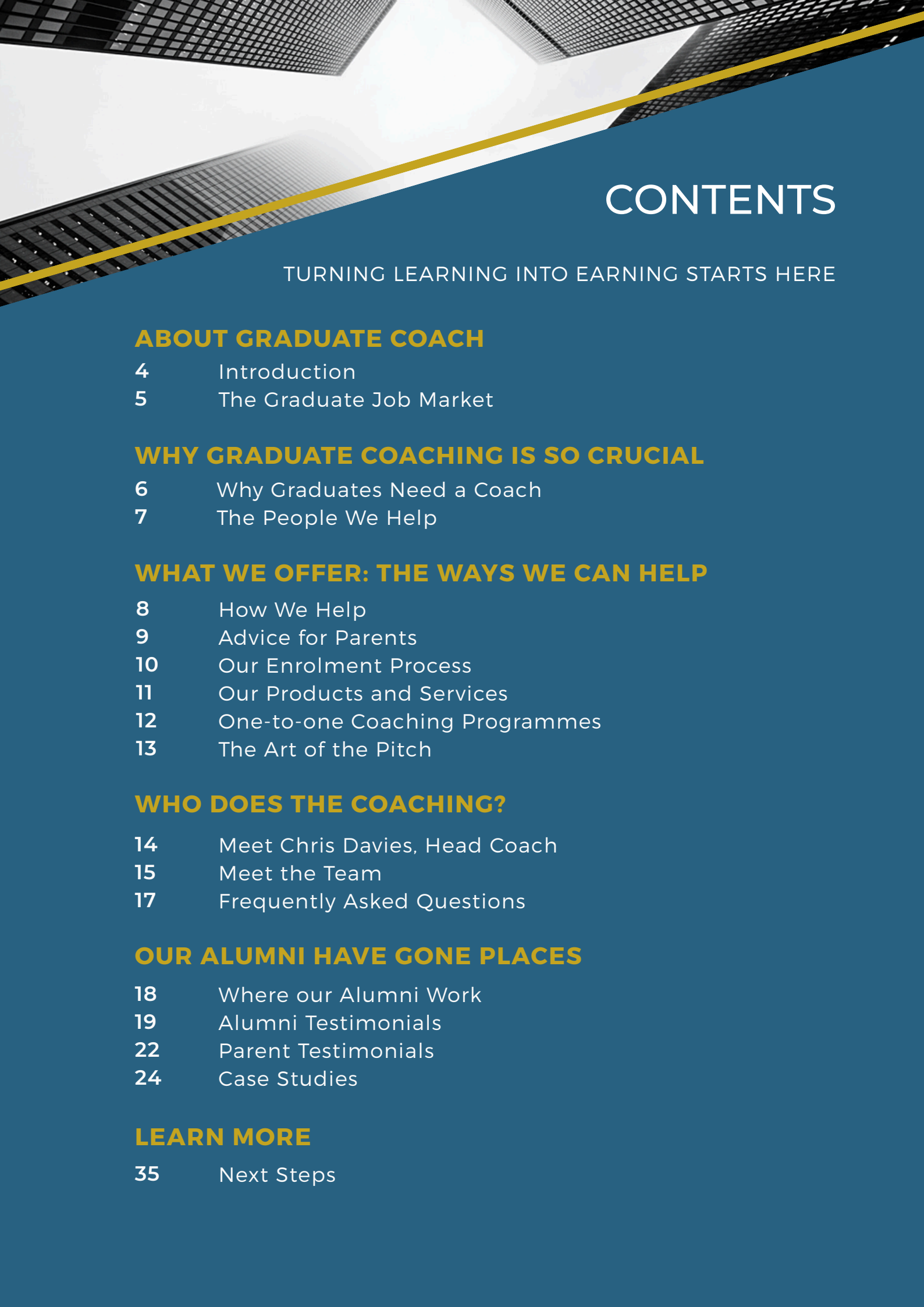




TURNING DEGREES INTO CAREERS SINCE 2010

PROSPECTUS 2026





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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% of graduates are employed as a direct result of the subjects they studied. This means 90% need help to work out which graduate job will suit them best.
- 75% of graduates never land a graduate level job. Terrifying, isn't it? Three-quarters of all graduates never land a graduate-level job.

Yet to be one of the 25% who do land a graduate job isn't impossible. But it takes coaching – how to know what careers will suit you best, 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 fifteen 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.



It's a distressing statistic

75%

OF GRADUATES NEVER LAND
A GRADUATE-LEVEL JOB.

THE GRADUATE JOB MARKET

2.7M

Graduates searching for a job at any given time

7K

Graduate jobs available in any given month

600

At least 600 graduates apply for every job

Too many applicants, too few jobs.

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

The figures are alarming. In 2025, 800,000 students graduated in the UK. These joined an already enormous glut of 1.2 million underemployed graduates from earlier years. All of these graduates are still looking for graduate level employment.

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

Add to that the 200,000 graduates from overseas also looking for jobs in Britain and you start to appreciate the enormity of the challenge facing graduates today.

The Times Top 100 Employers receive over 1000 applications for every graduate vacancy.

In 2025, 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, LinkedIn 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, A 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.

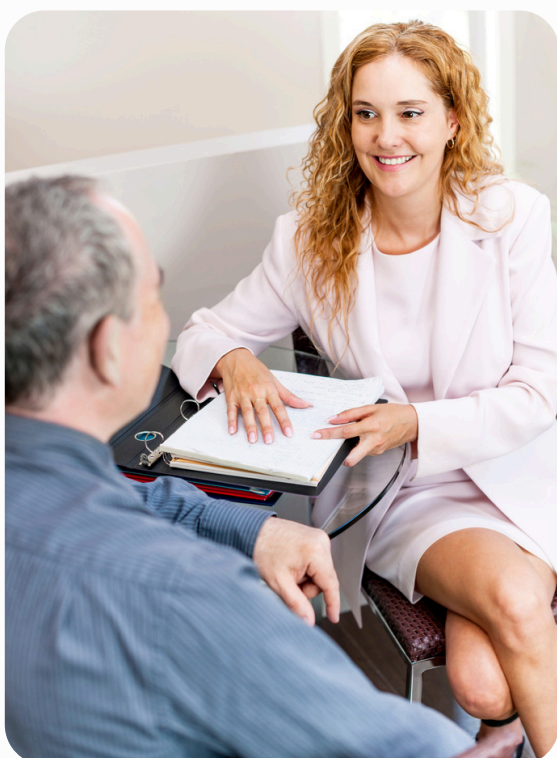
We certainly do at Graduate Coach. In fact, we live by them. We know from experience that to be certain of landing a graduate level job, a grad must go into intensive training.

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



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



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



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

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 his or her full career potential.

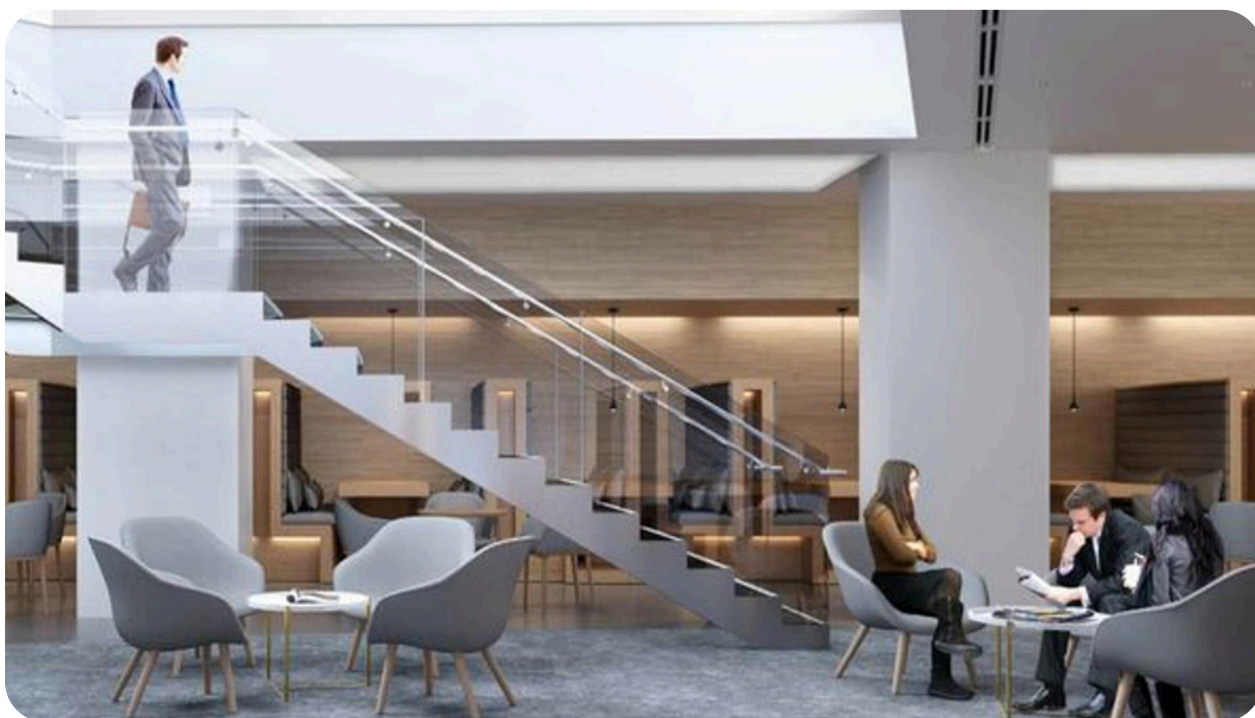


HOW WE HELP

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 drum into them an

understanding of the demands of the current graduate job market. For example, the crucial need for AI skills. 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.

ADVICE FOR PARENTS WHEN THEIR SON OR DAUGHTER DOESN'T SEE THE NEED FOR A COACH

It's a common and often frustrating situation for parents of new UK graduates. The job market is hyper-competitive, and while parents often see career coaching as a clear solution, their son or daughter may resist the help. The reasons for this reluctance are complex and often rooted in psychology.

Why graduates are sometimes reluctant to accept the need for coaching

A Desire for independence and autonomy.

- Graduates are at a stage in life where they are seeking to establish their own adult identity. Accepting a coach – especially one found or paid for by their parents – can feel like an admission of failure or a step backward into a dependent role. They want to prove they can succeed on their own terms.

Perception of Coaching as unnecessary or irrelevant.

- Many graduates believe their degree should be enough to land a job. They may feel they already have the necessary skills and are simply facing a tough market.

A Mismatch in communication style

- The way a parent offers help can sometimes feel like a directive or an order, rather than a supportive suggestion. This can trigger a defensive reaction, as the young adult may feel you're implying they aren't capable of handling their own job search.

Social stigma and pride

- There can be a sense of shame or embarrassment in admitting you need help, especially for a generation that is highly connected on social media.

How Parents Can Persuade Them

The key is to shift from a directive, problem-solving approach to a supportive, collaborative one.

Shift from "You need a coach" to "Here's a resource."

- Instead of presenting the idea as a personal failing, frame it as a helpful tool. Say something like, "I know the job market is really tough right now. I'm not sure if it's the right fit, but I thought it might be worth a look."

Respect their independence.

- Emphasize that the decision is ultimately theirs. Let them know you are there to support them in any way they choose. This shows respect for their adult status and reduces the likelihood of them feeling controlled.

Highlight the practical benefits.

- Frame coaching not as a sign of weakness, but as a strategic advantage. You could say, "Coaches are really good at helping people get through AI-powered CV scanners and practise for video interviews."

We help graduates every step of the way, and we are the UK's number one coaching company.

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 OUT THE 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 FREE FACE-TO-FACE CONSULTATION

Next you will come for a **free consultation** with us, which can be in our Victoria office or virtual and meet our team. This is free of charge.



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.



"Pitch perfection comes from both out-preparing all your competitors and then rehearsing your perfect pitch."

Chris Davies, Head Coach

OUR PRODUCTS AND SERVICES



THREE STAGE PROGRAMME

£8,950 (Plus VAT)



FIVE STAGE PROGRAMME

£18,950 (Plus VAT)+

£6,950 (Plus VAT) Success payment



INTERVIEW COACHING

From £3000 (Plus VAT)

ONE-TO-ONE COACHING PROGRAMMES

The Graduate Coach Success Pathways

PHASE	THREE STAGE GRADUATE COACH PROGRAMME	FIVE STAGE GRADUATE COACH PROGRAMME	INTERVIEW COACHING
1  Self-Discovery	In-depth Audit: Understanding your strengths, "state of flow," and passions.	Comprehensive Audit: Full assessment of strengths plus career mapping.	
2  Career Strategy	Mapping the "Sweet Spot": Identifying your industries and specific role typology.	The "Sweet Spot" + Skill Gap Analysis: Detailed profile analysis to identify and fill experience gaps.	
3  Digital Profile	ATS Optimisation: Crafting a high-impact CV, Cover Letter, and LinkedIn profile.	ATS Optimisation + Video Mock-ups: Includes recording and reviewing mock interview videos.	
4  The Hunt	Not included in this tier	Active Strategy: Proactive methods to find jobs, plus LinkedIn optimisation.	
BEST FOR	Underemployed grads needing a clear direction and "look".	Grads who want full end-to-end support until they land their dream role.	Grads who need intensive coaching
5  Pitch Perfection	Not included in this tier	Intensive Prep: Body language coaching and rehearsal until you are "match fit".	Grads who need intensive coaching
Investment	£8,950 (plus VAT)	£18,950* (plus VAT) + Success Payment	£3,000 (plus VAT)

* Price relates to those who have the full right to work.

THE ART OF THE PITCH

Master-Level Interview Coaching

We don't just teach you how to answer questions; we teach you how to **own the room**. Drawing on Head Coach Chris Davies' decades of experience in high-stakes advertising and marketing working with global brands, we treat every interview as a business pitch.

OUR TWO-TIERED MASTERY APPROACH

1. The Digital Foundation: 'Nail That Interview'

Before you step into a 1-to-1 session, you gain lifetime access to our comprehensive online learning system.

- **9 Expert Modules:** Work through the science of self-presentation at your own pace.
- **The Skills Audit:** Use our proprietary guides to uncover the hidden value in your experience.
- **Video Practice:** Record and review your own performance using our unique practice tools.

2. The Performance Lab: 1-to-1 Intensive Coaching

This is where we transform your delivery through rigorous, personalised training.

- **Body Language & Presence:** Specialised coaching to ensure your non-verbal cues communicate confidence and emotional intelligence.
- **'War Story' Development:** We help you craft compelling narratives that highlight your unique skills without sounding rehearsed.
- **Stress Testing:** Real-world mock interviews with feedback from coaches who have hired for global giants like Microsoft and Expedia.
- **Unlimited Refinement:** For our 5-stage clients, we provide over 40 hours of direct practice for a single role until you are "pitch perfect".

Team of Hiring Insiders



Chris Davies:
Head Coach & Britain's No.1
Graduate Coach.



Sanj Montgomery:
Client Operations Manager



Margaret Buj:
Talent Acquisition Leader with 20
years at Microsoft and Expedia.

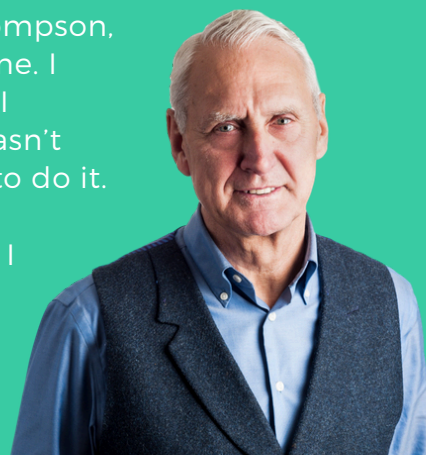


James Westphal:
Performance Coach for body
language and high-impact
communication.

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.

Chris Davies is the Head Coach and Founder of Graduate Coach, widely recognised as the UK's leading graduate career coaching service. Considered Britain's foremost graduate coach, he was named a world-class Top 10 coach in 2023 by Coaching Magazine.

With a mission to help students and graduates land their dream jobs, he has successfully guided over 5,000 individuals into graduate-level roles over the last 15 years. Before founding Graduate Coach, Chris built a highly successful career across magazine publishing, advertising, and marketing, including founding and selling a major advertising agency and running two marketing agencies, where he hired over 500 new graduates.

This background gives him unique insight into the recruitment process, which he distills into his coaching philosophy: teaching graduates how to "pitch to win" by out-preparing all competitors, believing that winning an interview is akin to winning a business pitch.

"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"

Successes: His alumni have secured jobs at many blue-chip companies and organisations, including: Amazon, Aviva, Bloomberg, Coca-Cola, Deloitte, Facebook, Goldman Sachs, Google, J.P. Morgan, Lloyds Bank, Network Rail, the NHS, and many others.

MEET THE TEAM

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

PETER GORDON

Finance and IT Director and a Senior Coach

Peter started his career with Network Rail where he was a data and financial analyst. He was hired by Chris 20 years ago and they have worked together ever since.



SANJ MONTGOMERY

Client Operations Manager

Sanj joins Graduate Coach with an elite background in HR and Graduate Recruitment at Barclays and BNP Paribas. She understands exactly what happens behind the closed doors of Tier-1 banks and global corporations. Sanj specialises in:



- The Recruiter's Lens: Explaining how HR departments filter through 1,000+ applications per vacancy.
- Assessment Centre Mastery: Preparing candidates for the rigorous group exercises and situational judgment tests used by firms like Barclays and PwC.
- Competency Mapping: Ensuring your "war stories" align with the specific values and KPIs of the finance and professional services sectors.

NICK BOGACHEV

Coach

With a BSc in Computer Science and AI, and an MSc in Entrepreneurship, I've worked across data analytics, software development, and business analysis. I first came to Graduate Coach as a client and landed my first full-time job with Chris' help. Since then, I've returned to join the team as a Coach. Now, I help others do the same, especially those aiming for careers in tech and data. I am the in-house expert on crafting standout, ATS-friendly, CVs and using AI to supercharge the job hunt."



MEET THE TEAM CONT.

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.



DENISE ROBERTS

Head of Media Relations

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



JAMES WESTPHAL

Body Language Coach

James Westphal is an actor, public speaking and communication coach, and founder of James Westphal Creative Development. He trained as an actor at a leading London drama school and holds a Master's degree in Psychological Sciences. James is a Course Leader at a major drama school, an Associate Lecturer at UAL and an Executive Contributor for Brainz Magazine. His clients include teams, executives, and leaders from Media Arts Lab (Apple), Tesco, Toyota, Capital.com, DAI Global, Linklaters and many others.

ASSOCIATE



MARGARET BUJ

Interview Coach

Margaret Buj has over 20 years of experience hiring for global tech companies and fast-growing startups, including Microsoft and Expedia. She has coached over 1,000 'C suite' job seekers worldwide across a wide range of sectors, helping them secure roles and promotions. Her interview advice has been featured in Forbes, Business Insider, Financial Times, and Fox Business.

ASSOCIATE



FREQUENTLY ASKED QUESTIONS

This FAQ outlines the structure, support, and specific terms of our coaching agreement to ensure we are aligned on your journey to securing a sponsored role.

1. Programme Structure & Duration The programme is structured as a 24-month commitment. This includes one full year of intensive coaching, followed by a second year dedicated to interview support and guidance.

2. What happens if I don't find a job by my target date? If you don't secure a role by our target date your support does not expire. We continue to work with you for the full 24-month duration of the programme to ensure you reach a successful outcome.

3. Job Search & Strategy We move beyond standard job filters. Our proactive strategy focuses on high-value networking and positioning to secure roles that many candidates miss. We have extensive experience navigating the unique hurdles facing international graduates.

4. How do you help with the daily job search? We provide more than general coaching; we actively assist with:
LinkedIn Optimisation—Guidance on how to improve your profile and search strategies.
Shortlist Reviews—We help you prioritize "high-probability" companies so your energy is focused on the most viable opportunities.
Outreach—We help you craft messages to decision-makers to get your foot in the door.

5. How many coaching sessions am I allowed? We do not cap the number of sessions. While we maintain a regular rhythm of 1-to-1 meetings, which are at least weekly both remote and 121 we will always be flexible to your specific needs.

6. Can I get help between our scheduled meetings? Yes. You are not "left hanging" between sessions. The team is available via the portal, Email and WhatsApp to review your applications or provide feedback on outreach messages. When interviews are in progress that can be daily.

7. Do you guarantee introductions to your industry contacts? We do not contractually guarantee third-party introductions. Instead, we provide active networking support, teaching you high-level networking skills and the strategy needed to engage decision-makers yourself.

8. How is a "successful job offer" defined? For the purposes of our agreement, a qualifying job is defined as a full-time role with an employer capable of providing valid visa sponsorship.

9. When is the success fee triggered? The success fee is only triggered once you sign a contract with an employer that meets the sponsorship criteria mentioned above.

10. What is the average timeline for success? While sponsorship adds complexity, our strategy aims to keep your timeline similar to that of domestic graduates. Inevitably it takes longer.

11. Have you helped people in my situation before? Yes. We have a proven track record of supporting international students in securing sponsored roles across various sectors. We can provide further context on specific employer types and roles during your onboarding session.

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, was 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

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 we did and how we did it

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

CASE STUDIES

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 we 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.

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 five-stage programme.

What we 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 conversation 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

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 we did and how we did it

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.

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 healthcare 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 we 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

CASE STUDIES

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 we 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 draft emails, 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

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 we did and how we did it

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.

CASE STUDIES

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. John 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 John 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.

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 we 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.

"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

CASE STUDIES

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 we 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 we 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.

CASE STUDIES

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 we 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.

SIMON L.

Opera Singer to Cyber Security Consultant

Situation

Simon 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 we 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.

CASE STUDIES

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 we 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.

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 we 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

CASE STUDIES

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 we 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.

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

We 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.

"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, the true you" – Chang

CASE STUDIES

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 we 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.

CASE STUDIES

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 we 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.

NEXT STEPS

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Chris Davies, Founder of Graduate Coach

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