



“I am looking for a career coach who is a good listener, previous career advisers have put me in a box and given me limited choices.”

Sarah

An open-minded graduate looking for career guidance and direction.

Age: 28 **Gender:** Female

Location: Lives in London

Bio

Sarah graduated with a degree in marketing. However, she has versatile range of experience from working in Journalism and has been training herself in graphic design.

She does not necessarily want to be tied down to just marketing roles and is open minded about different career options.

Goals

- Advice on the direction of their career which is not limited by preconceptions.
- To find a career that will be rewarding, potentially in an industry they have not considered before.
- To talk to a career coach will listen to them and develop a deep understanding of their needs.

Pains

- Their needs not being listened to, being restricted by the results of a personality test.
- They find the career searching process challenging, they have lots of ideas but need guidance.
- Jumping straight into a session without a opportunity to test a career coach is right for them.

How we might help

- Demonstrate that we are listening to them, and want to hear their needs and thoughts on their career.
- To provide agency throughout the process, allowing customers to feel they can trust the career coach not to limit their options.
- Offer a means to start conversation before committing to a full session.

“I think it would be really good for them to build on what I have got but approach it from a fresh perspective .”



“I would be choosing a career coach having done lots of research and having gone back and forth with them.”

Alex

An experienced designer looking for advice to move onto the next level.

Age: 40 **Gender:** Male

Location: Lives in Brighton

Bio

Alex is an experienced graphic designer, who is looking for practical advice on progressing further in his career.

He is also potentially open to learning new skills, and moving into new areas of design if aligns with his career goals.

Goals

- Looking for practical advice (CVS) but also support with their career direction more generally.
- To progress further in their career. (this could be more responsibility, promotion etc)
- To talk to a career coach will listen to them and develop a deep understanding of their needs.

Pains

- They are busy and a career coaches is potentially a large time commitment.
- If they investing a lot of money they don't want a limited service.
- There is a lack of feedback in the job market so it can be hard to assess the value of your skills and experience.

How we might help

- Build on skills they have and suggest how best to utilise them.
- Understanding they may want time to establish the value of career coach.
- Demonstrate versatility by letting them describe the guidance they need.

“I would expect both practical help and broader advice on my career”