

## **EnergiseLegal case study**

### **For Solicitors/Marketing Myself/Personal Branding**

**Insightful guidance about bringing value**

#### **The Brief**

- Our client was ready for a job change, having become frustrated with the high staff turnover and culture in their current company.
- Their resolve to move was increased when their company was taken over.

#### **Our Role**

- We helped them to get really clear about what they wanted and created an ideal role brief.
- Their CV was transformed to a skills approach, better showcasing their talents.
- Interview coaching including role play helped them to prepare to give a compelling interview.
- Tips to 'dress' the interview space to recall key points and be in the best frame of mind for their Zoom interview gave them a competitive edge and confidence.
- Creative marketing techniques to get on the 'radar' of their target audience energised them and created impact.
- We encouraged them to seek out boutique recruiters who were specialists in their area of tech.

## The Result

- They were offered their ideal job, receiving very positive feedback from their interviewers in the 3-stage interview process.
- Their new employer's culture very much met their values and they were impressed by the progressive nature of the culture.
- They gained a package 20% higher than their previous role.
- They chose 'first 100-day coaching' to support them to excel in their new role – we helped them to define goals and create a plan to achieve them.
- They passed their probation period and decided to continue with quarterly coaching to help them achieve their next career goal.

## Client Testimonial

*“My experience of coaching with Rachel has been nothing short of transformative. It has been one of the best and most invaluable investments that I have made in myself and my career, and I highly recommend Rachel's services.*

*When I first contacted Rachel, I had been unhappy in my current job for a long time. I knew that I needed a change, but I didn't know what I wanted, and I didn't even know how to figure out what I wanted. My mind was a mess of thoughts and ideas, and I didn't know where to start to try and organise them.*

*However, being coached by Rachel motivated me to dedicate time and effort to thinking about what's important to me, and then to tackling the process of discovering what I really want. Rachel's coaching helped me to see how I could translate both my career and life experience into an*



*amazing CV, and gave me confidence in my own skills and my ability to make myself a competitive candidate in a challenging market.*

*But what I have gained from Rachel's excellent coaching is far deeper than just rewriting my CV or learning how to better market myself and my skills. Rachel's insightful guidance and thoughtful advice has helped me uncover what I value most in my life and my career. She has helped me understand how the career and life experiences I have tie in with my unique interpersonal qualities, and how I can translate that into bringing value – both to myself in taking charge of my own career development, and to any future employers.*

*The personal confidence and empowerment that I have gained from my coaching with Rachel are priceless.”*

Hilary West.