

## **EnergiseLegal case study**

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

#### **Novel niche ideas**

#### **The Brief**

- To identify alternative career options for an unfulfilled family lawyer.

#### **Our Role**

- Helped them understand their personal values and motivations and what was causing them to lack career fulfilment as a solicitor.
- Shared high quality coaching courses options to build their confidence and competence.
- Generated career ideas that they would find fulfilling and meet their needs and career aspirations.
- Shared ideas for coaching niches that played to their strengths and career heritage to date.
- Recommended useful resources for setting up their own business including accountants, professional indemnity insurance etc.

#### **The Result**

- Personal coaching was identified as their preferred second career, with a portfolio career combining freelance/contracting in family law an additional option giving career agility in uncertain times.



- They studied a number of high-quality accredited coaching courses which reinforced their career decision being right for them.
- Marketing mentoring, once qualified, further supported them to help launch their own coaching practice including where to network to meet their target prospects and how to approach law firms about their services.

### **Client Testimonial**

*“I thoroughly enjoyed working with Rachel at Energise and would highly recommend her to anyone who is unhappy in their work life and would like a change. Rachel is very knowledgeable and creative. She will give you incredible ideas that you would never have thought of and help you understand your values, motivations and purpose. Thank you – you’ve been a tremendous help!”*

SW.