



Growing Careers in
PR & Communications

The Strategic Career Builder

You know you're capable of more — but right now, you feel stuck.

Maybe you've been spinning your wheels, wondering which way to turn. Maybe your confidence has taken a knock, or that creeping imposter syndrome keeps whispering that you're not ready. Perhaps you're job-hunting but not getting anywhere... or maybe you've simply outgrown your current role and know it's time for something better.

This 6-month one-to-one coaching programme is your roadmap to clarity, confidence, and a career you love.

This coaching programme is designed for individuals who resonate with one or more of the following statements:

- You feel stuck, confused, overwhelmed and unsure how to progress in your career.
- You stand at a crossroads, uncertain which path to take.
- You've lost your confidence or struggle with imposter syndrome.
- Your current role leaves you de-motivated.
- You're unsure of your strengths and talents.
- You're uncertain of suitable career paths.
- You're seeking a new job but lack direction.
- Your job is no longer fulfilling you.

By the end of our 6 months together, you will:

- **Know your unique strengths, skills and passions** – and how to leverage them.
- **Feel confident and in control, ready to silence self** – doubt and fear of failure.
- **Have a clear career direction** that aligns with your values, goals and lifestyle.
- **Create balance between work and life** that feels good and guilt-free.
- **Own your personal brand** – and communicate it powerfully in writing and in person.
- **Sell your value with confidence** to future employers, clients, or stakeholders
- **Navigate the job market strategically**, from CVs and LinkedIn to interviews and salary negotiations.
- **Have an actionable career plan** that keeps you focused long after the programme ends.



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How we will work together:

Sessions 1 & 2: Defining your Foundation

- Discover your key priorities, values and purpose.
- Define your Career and life goals.
- Identify and celebrate your strengths and achievements.

Session 3 & 4: Building unshakable Confidence

- Practical strategies to overcome fear of failure.
- Confidence-boosting tools to realise your full potential.
- Techniques for achieving balance that works for you.

Session 5 & 6: Crafting your Professional Presence

- Define and express your personal brand.
- Learn effective communications strategies for your brand.
- Expand and leverage your professional network.
- Navigate the job market like a pro: linked in optimisation, job application strategy and interview preparation

**This structure is flexible — your journey will be tailored to your unique needs.*

The Investment: SGD 3,450 / HKD 20,450 / AED 9,700 / GBP 2,000 plus VAT

Includes:

- Six 1-hour confidential coaching sessions on zoom (spaced every 2-4 weeks at your pace).
- Targeted exercises to complete between sessions.
- Ongoing WhatsApp support between sessions.
- My proven step-by-step guide for writing a standout CV and making linked in work for you.
- Membership to my monthly *Coaching Club* newsletter.
- A 30-minute 'Ask me anything' follow up call after the programme.
- Exclusive discounted rates for future coaching including EmpowerHER- Elevating Females in Communications & Marketing to excel in their roles.