

The Oyster+ Programme

Coaching young graduates to find their place in the world of work

CLENNAM
COACHING

What is it?

What is coaching?

A series of one-to-one conversations in a safe and trusting environment which raise awareness and catalyse positive change in the coachee. During the coaching specific goals are agreed and progress is measured as the coaching progresses.

What is the Oyster⁺ Programme?

An individually-tailored coaching programme designed specifically to help graduates to (re)discover a sense of **energy, direction and purpose** in the world of work during a time of significant global challenge.





The Need

Many graduates in their first few years of employment are struggling to find satisfaction at work. They long for it to be meaningful and to have a positive impact but are handling a feeling of 'lostness'.

This has been caused by seismic shifts in the UK work context: an increasingly globalised and competitive graduate market; Brexit, the pandemic and workplaces' patchy response to what people in their 20s need to thrive at work.

Professionals in their 20s need some support in navigating this environment.

The Facts

Pandemic effect on mental health of young people

18% of young people experienced mental distress for the first time during the pandemic.¹

44% of young people rarely feel optimistic/don't feel optimistic about the future.²

By the age of 30, 75% of UK workers have experienced mental health challenges.³

Previously hopeful and energetic young people can feel a sense of dismay at how they are feeling.

How can they regain a sense of energy, direction and confidence?

Personal Life Matters

With increased homeworking, there has been a blurring of the traditional boundaries between personal life and work.

It's natural to ask yourself the question, 'What's it all about?' and to recognise that you want an answer which covers more than just your professional life.

Workplaces don't understand what younger workers need

Young people report feelings of isolation and loneliness at work, and of having to pretend to be 'someone else' at work.⁴

Those aged 18-25 are least likely to tell someone at work they are experiencing mental health challenges.⁵

Workers aged 18-30 perceive almost twice as much pressure in their lives than their more senior peers.⁶

It's increasingly important for younger workers to find out and articulate **what's important to them in how they want to live and work** in order that they can find a workplace where they can contribute meaningfully and be comfortable to be themselves.

^{1,2} 'Coronavirus: the consequence for mental health' (March-May 2021) survey of 12,000 young people published by Mind

³ 'Young workers need companies to prioritise mental health', Harvard Business Review, 29 January 2020

^{4,5,6} 'Not 1 in 4, it's all of us' (2019) research of 3,863 people aged 18-25 by Accenture

The solution

Develop the energy, confidence and direction you need by undertaking a live, 'continuous' coaching programme which uses situations in your daily life to practise and grow the skills you need.

The sooner you gain understanding of what makes you 'tick' and the type of work and environment which energises you and fits your values and capabilities, the sooner you will confidently make choices about and enjoy more satisfaction in your working life.



The Oyster+ Programme



Coaching content

The coaching focusses on whichever area the coachee is most motivated to develop:

- **Core identity** – who are you and what’s important
- **Your offer** – the skills, knowledge, experience and attitude you have to offer
- **Self-managing skills** of resilience, initiative and decision making
- **Skills in managing your relationships** with others.
Communication and influencing skills which help you get things done in work environments

Programme format

The programme is designed to fit around personal preferences. It can be entirely face to face, via video, or a combination of video call, text-based coaching and telephone.

The programme will typically last between 5-7 months with 60-90 minute face-to-face sessions at least once a month, probably more in the early days.

Clear desired outcomes are agreed at the outset, along with measures to track progress. Follow up reviews are offered three and six months after completion of the programme in order to embed the personal transformation that has taken place.

Additional Resources

Pluform, the confidential secure coaching platform is used to communicate, encourage, explore and challenge in between sessions to provide an experience of 'continuous coaching' as and when the coachee is ready. It also provides a helpful record for coachees of their development journey for future reference.

A range of tools, including psychometrics (personality profile, emotional intelligence profile, career values and workplace skills preferences) provide valuable information and are used as starting points for exploration.

Fees

Fees are agreed in advance and depend on the shape of programme agreed.

'Jude combines a gentle, listening approach with knowledge and professionalism of the world of work. I found having space to reflect and be asked questions incredibly helpful, as well as increasing in me a profound sense of encouragement in my skillset and values, which Jude helped me to draw together from a tangle of threads.'

Is this for me?

Yes, if you

- Know that your energy, confidence and sense of direction need a bit of support at this time
- Want to make conscious and reflective decisions about your working life and career
- Are prepared to invest in your own self development in order to gain an approach and outlook which will be of immediate use to you both at work and in your personal life



For more information

Visit: www.clennamcoaching.co.uk/lets-talk

Email: jude@clennamhr.co.uk

Phone: +44 (0)7921 095789 (Jude)