



Source: Reading Chronicle {Business Review}
Edition:
Country: UK
Date: Thursday 28, January 2010
Page: 3
Area: 259 sq. cm
Circulation: ABC 8268 Weekly
BRAD info: page rate £3,255.84, scc rate £11.97
Phone: 0118 950 3030
Keyword: Personal Career Management

> durrants

Time to take serious care of your career

RECESION has prompted senior managers to put their careers into focus. Corinne Mills, who set up Personal Career Management (PCM) in 2003, gives career coaching to people looking to shake up their careers.

PCM charges between £2,000 and £4,000 for its services and Corinne has seen a boom during the downturn as people unused to such severe economic problems are forced to re-evaluate their careers.

Last year she opened a new office in Theale and two more are planned. She said: "Recession has really brought home to people they have got to take their careers more seriously. People spend more time planning their holiday than planning their careers but their careers pay for their holidays."

"What's really interesting is that we are seeing solicitors in the market now. Eighteen months ago that would have been unheard of. We are seeing a real range of people. In any other market these would be star players, people who have been let go are really talented and capable."

PCM has seen increasing numbers

of personal clients. And Corinne says for many, the answers are under their noses.

One managing director of an engineering company consulted PCM over a career change. He insisted his industry sector was dead. But Corinne said: "When we worked with him it was not the sector that was dead. His chairman was not open to opportunities that were out there."

"What happened was he left, set up himself and exploited opportunities that were out there. Quite often that's the story."

But she warned there were was a pent up demand among staff to move on and clients are approaching PCM ahead of possible redundancy.

She added: "We are seeing a lot of people who don't want to move. They want to hang onto their job but they can see redundancy coming. They are saying 'I had better start working to get myself marketable before it happens'."

"It's not who is the best person, it is about who is marketing themselves the best."

Visit www.personalcareermanagement.com



Source: Reading Chronicle {Business Review}
Edition:
Country: UK
Date: Thursday 28, January 2010
Page: 3
Area: 259 sq. cm
Circulation: ABC 8268 Weekly
BRAD info: page rate £3,255.84, scc rate £11.97
Phone: 0118 950 3030
Keyword: Personal Career Management

> durrants



Helping hand: Corinne Mills has seen a boom of talented people coming in for help with their careers.