

CRAYON GOLD STAR & CRAYON CARES



A COACHING AND CAREER GUIDANCE PROGRAMME FOR EVERYONE

WHAT'S IN THE BOX?

- ★ Priority candidate display across Crayon search results
- ★ Proactive presentation of your profile to Crayon clients
- ★ Career management sessions via a top panel of coaches
- ★ Access to your full personality report, social media report and monthly webinars
- ★ Unlimited job applications

WHAT'S THE COST?

- ★ R950* per month or R4,950* once-off
- ★ Minimum 6 month commitment

HOW DOES IT WORK?

You get **20** credits in the first month, **10** credits per month thereafter, to use on the following:

- ★ Coaching kick-off session (**10** credits)
- ★ Coaching follow-up session (**4** credits)
- ★ Interview prep session (**4** credits)
- ★ CV & profile rework (**10** credits)
- ★ Full 10-page personality report (**6** credits)
- ★ Full social media report (**6** credits)
- ★ Ticket to the monthly webinar (**2** credits)

Coaches get rated after each session and need to maintain a minimum average 4-star rating to remain on the panel

* VAT of 15% to be added

<https://crayon.jobs>
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THE STORY

Crayon Gold Star is a first-of-its-kind career coaching and guidance programme launched in conjunction with an existing jobs and managed recruitment platform. Tailored specifically for the local market, Crayon Gold Star provides access to a top panel of coaches and value-adds at a price that doesn't break the bank.

Crayon Cares provides retrenched (or to be retrenched) candidates full access to Crayon Gold Star as a means to help formulate a strategy for getting back on your feet. The employer covers the cost, so feel free to put Crayon in touch with your boss.

THE COACHES

A coach is part adviser, part sounding board, part cheer-leader, part manager and part strategist.

TRACEY ASHINGTON

Tracey has been helping professionals achieve career goals for over 20 years. She has a passion for guiding, recruiting and developing young and experienced talent. At a graduate level Tracey has played a role in hundreds of students' journey from the lecture theatre to the first day in their first job. Tracey will provide concrete steps to advance your career, including goal-setting, networking, applications and setting up exploratory conversations. Before an interview it's important to prepare via mock-interview training on a one-on-one basis; she'll share tips on unique ways to win them over meaning you'll go in feeling confident and composed. Whether you want to get noticed and promoted or you're looking for direction, career coaching is how you take action in making transformations in your career happen.

Niche: Graduates and entry-level candidates, specifically in the corporate space.

Available for: Career coaching only

ELISE MCCABE

Elise has over 20 years' experience working in the recruitment industry, where for the past 3+ years, she has operated her own outplacement and career transition consultancy dedicated to helping job seekers with important career decisions, witnessing the value and positive impact career coaching can make, by simply providing the necessary guidance, support and tools for a job seeker to achieve his/her next career goal. Her focus is to work with you on the following key areas: discover, develop a plan and guide on how to execute your plan, where she will impart knowledge, provide practical advice and offer the necessary tools to assist you to align to the market expectations, making you aware of what to expect and how to prepare for your career transition.

Niche: Career coaching across all industries (except the creative/advertising sector) and across all levels from grad to exec.

Available for: Career coach + CV and professional profile rework

MELANÉ OSHER

After graduating with an honours degree in education, and teaching at numerous primary educational institutions, Melané transitioned into the corporate environment. She has since accrued a 25-year career in which she held management, executive and directorship roles at both public and private companies. Melané discovered her passion for coaching, enabling individuals to unlock their full potential and grow through challenges during her tenure in the business world. She formalized her coaching skills by obtaining two International Coaching Federation (ICF) accredited qualifications, one through UCT Business School and the other through an Australian Brain Based Coaching System. Her coaching has enabled many employees and entrepreneurs to master the challenges, culture-fit demands and developmental areas needed on their career paths.

Niche: Career coaching for graduates in finance, marketing, sales and executive coaching for sales, marketing.

Available for: Career coaching only



crayon jobs
colour outside the lines



LINDY-LOU GILL

Lindy-Lou is a Chartered Marketer (SA) and has over 30 years' experience in marketing and communications in financial, and media and entertainment organisations, and worked as an editor on a freelance basis for Metro Resume. She has coached individuals to focus on their personal and career goals for the past 11 years and has assisted many with preparing their CVs and professional online profiles. She believes that coaching involves powerful conversations where an individual sets aside time to focus on themselves for personal and professional goals. Whether you are a graduate or have work experience, Lindy-Lou will help you find your purpose and get your life and career plans on track.

Niche: Graduates and experienced individuals across marketing, finance and advertising.

Available for: Career coaching + CV and professional profile rework

GWEN BIRCHAM

Gwen is an HR exec, career coach and entrepreneur who is on a mission to dispel the notion that having a fulfilling career is something that only the fortunate can enjoy. Her particular talent lies in helping her clients break through self-limiting beliefs; this, combined with 20 years' experience in HR has equipped her to coach clients on any area of career development from entry to executive level. Gwen believes that with the right support and consistency anything is possible and it is mostly fear that stops us from pursuing the career that we are most excited about.

Niche: Performance management, employee personal branding, career transitions and growth mapping.

Available for: Career coaching + CV and professional profile rework

LUKE HARTDEGEN

Multi award winning creative guru with more than 25 awards locally and some internationally. Extensive understanding of direct and below the line work, loyalty branding and CRM. Luke has been working across the entire spectrum of the advertising industry and brands. A passionate professional, dedicated to the development of brands as well as his craft. With a highly strategic brain and deep understanding of business, he has honed his skills over more than three decades in the creative industry in South Africa.

Niche: Creative professionals across all levels of the creative/marketing/advertising industry.

Available for: Career coaching + CV and professional profile rework

ELLA MANANA

With a 16-year career under her belt in the realm of strategic marketing, media and research, Ella's upward mobility has been attained through diversification hence her industry knowledge is varied. The many hats that she wears include; Strategic Marketing Research Maverick, Non-Executive Director, Independent Consultant, Chartered Marketer South Africa and Academic. The key to her success can be attributed to being intentional about not limiting her potential and not spending her life in a box! When you speak with her, you will find a multifaceted, worldly and open soul who is not only a mentor, a juggler, but someone who is forever learning and open to reinventing herself. Ella is passionate about seeing others achieve their greatest potential; she wants to see you soar as you get unstuck with her as your career coach.

Niche: Graduates and/or offering business advice for candidates in the Financial Services, Automotive, FMCG, Marketing, Media and Research sectors.

Available for: Career coaching + CV and professional profile rework

MATTHEW ALVES

Matthew holds a BA in Psychological Counselling and certification in Personal Growth and Counselling Skills from LifeLine. He draws on his own professional experiences from a range of different sectors, including film production, marketing, and education, to help guide candidates from diverse and unconventional backgrounds. As a career coach, he takes great care to connect with his candidates and help align their individual aspirations with the demands of the current job market. On the side, he is pursuing his passion for mathematics and creative writing. Book a session with Matthew to find out where you want to go next.

Niche: CV and professional profiling, changing career paths, career coaching for candidates in the performing arts sector.

Available for: Career coaching + CV and professional profile rework

CRAIG STUART

Craig's focus is aimed at creating lasting change in individuals and teams by helping them summit their obstacles through encouragement, repetition, and attention knowing that we are what we repeatedly do. His goal is to create a sound pattern of self-leadership through greater levels of self-awareness, allowing individuals to be fully present and in control of what drives and guides them. His key strength is helping navigate relational complexity in the workplace while bringing those he journeys with into a place of perspective and how they view their environment and themselves. Craig's coaching niche lies in his ability to create healthy rhythms, routines, and habits for those already on their leadership journey or those just starting out, with the core belief that it is not the mountain we conquer, but ourselves.

Niche: Leadership space - self and team leadership in any sector or industry. Worked across a number of sectors including Real Estate, Workwear, FMCG, Tertiary Education.

Available for: Career coaching only

ALAM ELLAHI

Alam is a seasoned talent advisor with a substantiated track record gained at a leading international recruitment group followed by his own consultancy since 2000. Alam is candidate-centric and passionate about coaching talent at all levels; he has been able to cut through the entanglements of the recruitment jungle and add value to job seekers with his personalised engaging approach. These values are important to Alam and he is determined to generate as much employment as possible for job seekers. It is therefore natural that, in addition to recruitment, much of Alam's energy has been devoted to employment creation initiatives. Many of these projects are in conjunction with the public and private sector. Alam keeps it real, his approach is authentic and innovative; he believes that we are all winners that have the ability to succeed and reinvent ourselves when we introspect and embrace our thinking preferences.

Niche: All industries and levels

Available for: Career coaching + CV and professional profile rework

SPHELELE SIBIYA

Sphelele is an admitted attorney practicing in South Africa. He has experience in a variety of disciplines in law and is accredited as a career coach in a corporate environment. He believes that people are individuals first and part of a group second; and that our actions should value and respond to the needs of individuals to help them develop and contribute to their full potential. Sphelele's focus is in helping individuals grow by embedding fundamental skills through coaching – to enhance, assist and lead individuals to take action in making transformations in their career. He thrives at ensuring young professionals and leaders' values are encompassed in integrity, honesty, a positive attitude, commitment and that they are leading with confidence.

Niche: Supporting individuals across the Financial, Legal and HR sectors as well as graduates bridging the gap between university and employment.

Available for: Career coaching only

BETTY HARDCASTLE

Betty has directed multiple businesses over the past 15 years. She graduated from the University of Stellenbosch with an LLB Law degree and subsequently completed her Masters in Law as well as her Master's in Business Administration. She has specialised experience in law, retail, and business consulting. She has an insatiable appetite to learn, formally and on-the-go and is currently pursuing her wine masters with the Cape Wine Academy. Her experience spans across disciplines and professions, from start-ups to well established businesses. Using the combined approaches of Systems Thinking, Lean Methodology, Design Thinking and Holacracy, she has helped many clients to steer and accelerate through change. She is passionate about the learning and development of others and is actively involved in online courses for the future world of work

Niche: Graduates, any discipline related to law, business, creatives and specific professions such as engineering, actuaries and teaching.

Available for: Career coaching only

