

Celsius Graduate Recruitment Case Study – James Robson

Struggling to find the right career path after university

James Robson graduated from the Welsh International Film School at Newport University in 2003. Like many graduates, James was not entirely sure what he wanted to do in his future career and although he had achieved a good degree, he had no real work experience, so he was aware that finding the right career path would be a challenge.

Initially, James set up his own production company and spent over 2 years working hard creating an Internet drama series for no pay. During this time, James supported himself by working as a runner, researcher and an associate producer on a number of TV shows. However, the work was sporadic and the need to find a steady source of income led James to take jobs in the service industry delivering pizzas, waiting on tables and working in bars.

As a young man working in these jobs, James struggled to make ends meet so he had no alternative but to live with his parents, keep borrowing their car and to depend on them to get by. This situation gave James a sense of perspective of how tough it can be to get ahead in the working world.

He quickly realised that he needed to find an alternative career that would help him achieve his ambitions and gain the financial independence he craved. At the time James was working in a call centre. So he wrote his ambitions on a note and stuck the note above his desk at work as a daily reminder of what he wanted to achieve in the future. The note read:

In the next two years, I am going to:

- Own my own car
- Put a deposit on my own house
- Earn more than £500 a week
- Work within a quarter hour of where I live

James explains, “I was very demoralised and disillusioned. I had worked hard to get my degree, even harder to support myself and I had no money and no real prospects. It was decision time. I had to find another career path that would enable me to achieve my ambitions. Although I didn’t know it then, less than 6 months later, Celsius Graduate Recruitment would help me find the answer.”

Celsius Graduate Recruitment offers an unexpected solution

In early 2011 James was penniless and becoming increasingly disheartened. He was systematically applying for 250 vaguely suitable jobs a day. He was receiving very few replies and none of the replies were leading to any further opportunities. He even attended a few ‘interviews’ and ‘recruitment sessions’ and found himself being ‘assessed and trained on the job’ while he attempted to sell perfume or shoes to disinterested passers-by in shopping centres. The jobs offered no real training and very little reward. It was a humiliating experience that led James to promise himself he would never repeat.

Fortunately for James, at this time he was contacted by a Celsius Consultant who invited him to attend a Celsius Graduate Recruitment Day to register as a Celsius Graduate Candidate to further his career. James agreed to attend although he was naturally sceptical and wary of what the day might involve after his previous experiences.

To James' credit, despite his negative experiences he prepared thoroughly for the graduate recruitment day by choosing his clothes and practising his presentation carefully. On the day, James told himself, 'If they don't want me it is their loss, so I might as well go for it!' He half expected a similar experience to the 'interviews' he had previously encountered but he was pleasantly surprised.

Celsius Graduate Recruitment Day pays off

He had never had a similar interview experience before where he was able to introduce himself to a new group of people, become part of that group and interact with others to solve problems. Without being too vocal or pushy, James introduced himself to everyone, he asked questions and made sure he voiced his opinion and played an active part in every group decision. One of the senior Celsius Consultants took the time to speak to the group and give them strategies to handle interviews effectively which everyone found insightful and informative. The consultant also explained that Celsius has good relationships with many companies who are looking for high calibre graduates. For James, it turned out to be a thoroughly enjoyable experience, very different from the so called 'interviews' he had previously attended.

The day ended with a 'One to One' interview where a Celsius Consultant gave James useful hints and tips on how to present to groups of people and how to manage interview situations effectively. There was one negative comment about the fact that James' shoes were brown and they did not match his dark suit. James understood that the intention behind the comment was to help him get a job and achieve his ambitions. So he took the comment on board with a smile and vowed never to make the same mistake again.

James explains, "The whole Celsius Graduate Recruitment Day was an incredibly useful experience. The Celsius team were extremely supportive and I learned a lot about myself and how to handle professional situations. I approached the process with determination to succeed. I prepared well, chatted to everyone, tackled a few tasks and really enjoyed myself. It paid off when the Celsius Consultant said they were delighted to tell me that I was now officially one of their candidates."

Following the Graduate Recruitment Day, James spent time explaining his ambitions and plans to his personal Celsius Consultant who understood what James wanted to achieve and offered sound advice and invaluable insights. Celsius have strong relationships with many companies and this quickly led to Celsius putting James forward for four interviews and to James accepting a role as a telemarketer at Scalable Communications, a leading independent provider of Secure Convergence Solutions.

Just nine months later, James is earning more money than ever before and regularly exceeding his On Target Earnings of £32,000 a year, he recently won 'Best Newcomer of the Year 2012' at Scalable and he is very much looking forward to the future. .

James explains, "I now earn more money than I ever have in my life before. I've paid off all my debts. I've bought my own car. I have just won 'Newcomer of the Year 2012' and I am close to putting a deposit on my first house after just nine months of working in the job Celsius found for me. I cannot thank Celsius enough for their help. They gave me a step up when I needed it. I have confidence in Celsius and I now attend the Celsius Graduate Recruitment Days to recruit new people for my company."

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