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CASE STUDY Micro Start-up

Catherine Gilbert Career Management Ltd

Catherine Gilbert, MA (Cantab), MBA, is an independent Career Coach working with individuals on their career management needs and supporting HR Managers in organisations to improve individual employee performance. She also operates as a senior associate for a leading global career management organisation, coaching senior executives in career transition.

Her background includes a long and successful career running the largest UK operation of an international career management consultancy, where she grew the business and created and implemented the delivery of new career management programmes, including the accreditation of new consultants. From this and her earlier careers in Executive Search and Education, she gained an in-depth understanding of what it takes to be successful in any career and has often appeared on TV, radio and in the print media as an expert on career management issues.

What was the Requirement ?

Catherine's business life encompasses working in a variety of locations, often on clients' sites and her technology environment has to be flexible enough to cope with a variety of situations.

How did Effective help ?

Effective sat with Catherine to discuss her requirements and to really understand how she operates on a day to day basis. On the back of that understanding, Effective have been able to define and implement a range of solutions to meet her needs, including :

- Laptop & printer selection
- Home wireless-enabled broadband
- Mobile internet access from laptop & phone
- Email and Website hosting
- Email integrated between iPhone, Desktop and Laptop PCs
- Antivirus, Malware and Spam protection
- Website design and Search Engine Positioning
- Remote data backup
- Video Capture for interview training

What our customer had to say :

'Effective have consistently been there to handle the technology issues, leaving me free to concentrate on developing my business.'

Catherine Gilbert

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