

— A PROPOSAL FOR MBA & BUSINESS PROGRAMMES

The degree teaches them
the business. We help
them work out *where
they're going.*

Executive coaching delivered alongside your programme, so students graduate with direction, not just a qualification. A specialist complement to your careers provision, not a replacement for it.

A degree alone is no longer *the full pitch*

Prospective students are asking harder questions about return on investment, and those who enrol graduate into a market that has tightened sharply.

24.5%

fewer graduate jobs at the UK's leading employers than in 2022, a steeper fall than 2008–09 or 2020

High Fliers Research, *The Graduate Market in 2026*

2 in 3

UK business schools saw lower international enrolments for January 2026 starts

Chartered ABS, January 2026 enrolments analysis

What increasingly matters is the change a student goes through, and how well that change can be evidenced and communicated. That is the part of the offer most programmes have the least control over, and it is the part we build.

— WHO IT'S FOR

Built for the people who own *the outcome*

Two teams feel the gap most directly. The coaching gives each of them something they can use.

CAREERS & EMPLOYABILITY

Students who arrive with a direction, and outcomes you can report

Coaching does the clarity work first, so careers appointments start further on. Baseline and repeat measures give you cohort-level evidence without adding load to your team.

MBA & PROGRAMME DIRECTORS

A cohort that can say where it's going, and a stronger applicant story

A structured, measured addition to the programme experience, with formats that fit your cohort size and a pilot that sits within departmental signing authority.

Three coaching programmes.

One behavioural profiling programme.

Every programme runs across a semester and fits around your timetable. We can deliver on site, online or a mix of both. The coaching and the outcome measures are the same whichever you choose. DISC behavioural profiling comes with our 1:1 and hybrid programmes. It can be added to group coaching, or booked on its own.

DISC PROFILING INCLUDED

1:1 Executive Coaching

Structured one-to-one coaching for a small cohort, across a term or academic year, with three touchpoints in the semester.

- Three individual coaching sessions per student
- DISC behavioural profile and a one-to-one debrief
- A written personal plan, plus measures taken at the start and end

DISC PROFILING INCLUDED

Group Vision, Individual Path

One longer group session sets shared goals and direction. Individual follow-up sessions turn them into a plan for each student.

- A 60–90 minute group vision session for up to 20 students
- Individual 1:1 follow-up sessions
- DISC behavioural profile and a one-to-one debrief
- A written personal plan, plus start and end measures

DISC AVAILABLE AS AN ADD-ON

Group Coaching and Cohort Development

Group sessions on goal-setting, direction and progress for groups of 8–12. Reaches the most students for the budget.

- Three group coaching sessions across the semester
- Cohort-level measures taken at the start and end
- DISC profiling can be added for the whole cohort

Know how you work, *not just where you're going.*

DISC is a well-established behavioural profiling tool. It shows students how they make decisions, how they communicate, how others see them and how they respond under pressure. It also gives the cohort a shared language for group work, now and in the workplace.

Included in our 1:1 and hybrid coaching. It can be added to group coaching, or booked on its own without any coaching.

Students leave with a personal DISC report, a clear sense of how to adapt their approach on purpose, and practical next steps for their career.

HOW IT WORKS

1

Cohort session

A lecture-style session, on campus or live online, covering what DISC measures, why it matters and how to use the results. Students then complete their profile knowing what it's for.

2

Individual assessment

Each student completes the DISC assessment online and receives a personal profile report.

3

One-to-one debrief

A 50-minute session with each student to go through their profile: how they work on the MBA, how they work in teams, and the roles and environments where they're likely to do well.

Pricing depends on cohort size and format. We're happy to discuss it on a call.

Built around the student. *Alongside everything you already do.*

Lead coach

Structured one-to-one and group sessions, led by Carlene and supported by qualified associate coaches for larger cohorts.

Your programme

Each student's plan is tied to their actual course, module choices and the decisions the programme is already asking them to make.

Your careers team

Students arrive with a direction already in mind. A complement to your provision, never a replacement.

Measurement

A six-item baseline at touchpoint one, repeated at touchpoint three, reported anonymised at cohort level.

DISC profile

Included in 1:1 and hybrid coaching, an add-on for group coaching, or booked on its own.



— POSITION

This complements your careers team. *It doesn't compete with it.*

The coaching gives students personal clarity first, what they actually want rather than just what roles exist, so that when they go to your careers team they arrive with a direction already in mind. That makes every careers conversation more focused, whether the student is heading toward a specific role or building the case for their own venture.

FOR THE PROGRAMME	WITHOUT STRUCTURED COACHING	WITH A MEASURED PILOT
Student direction	Clarity left to chance, or to the final term	Direction set in the first touchpoint and revisited mid-semester
Careers team	Open-ended "what should I do?" appointments	Students arrive with a direction to work from
Outcomes evidence	Anecdote and end-of-module surveys	Baseline and repeat measures, reported at cohort level
Applicant story	Curriculum and rankings	A substantiated claim about what students gain beyond the curriculum
Decision to extend	Based on impression	Based on an anonymised end-of-pilot report

A semester in *three touchpoints*

Adapted to whichever format is chosen. A fourth touchpoint can be added if the semester calls for it. On campus, virtual or a mix: the difference is logistics, not quality.



01

Discovery & Goal Mapping

Establishing where each student actually stands: not just career interests on paper, but what sits underneath them. Sets direction for the semester and captures the baseline measures.

02

Progress & Recalibration

A mid-semester check-in against real decisions made since: module choices, internship applications, conversations with employers. Direction gets adjusted, not abandoned or restarted.

03

Consolidation & Forward Plan

Each student leaves with a written personal plan they take past graduation. The baseline measures are repeated, making the shift visible and reportable.

— EVIDENCE

Measured, *not asserted*

HOW WE MEASURE

- **Baseline at touchpoint one.** Six items scored one to ten: clarity of direction, confidence articulating goals, confidence entering the job market or launching a venture, and sense of progress, plus one open response. Five minutes.
- **Repeat at touchpoint three.** The identical instrument, giving distance travelled for each student and an aggregate shift across the cohort.
- **End-of-pilot report.** Cohort-level movement against each measure, recurring themes and qualitative feedback.

A pilot is only worth running if it produces evidence you can use. The coaching is built around a consistent measurement design rather than a claim of impact.

WHAT YOU CAN DO WITH IT

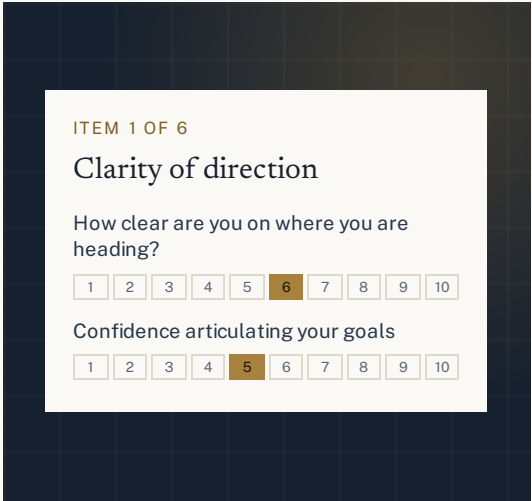
- Internal reporting on student outcomes and engagement
- Evidence for accreditation and programme review
- Substantiated claims in communications to prospective students
- A defensible basis for deciding whether to extend beyond the pilot

Our measurement design is built by a doctoral researcher, to be defensible rather than decorative. All data is collected under UK GDPR, anonymised before reporting, and no individual student is identifiable in anything shared with the institution.

— WHAT EACH SIDE RECEIVES

Tangible outputs, *for students and for you*

Two things the student keeps, two things the institution can use. Visuals show the format of each deliverable only, not results from a previous engagement.



STUDENT · TOUCHPOINTS 1 & 3

Self-assessment

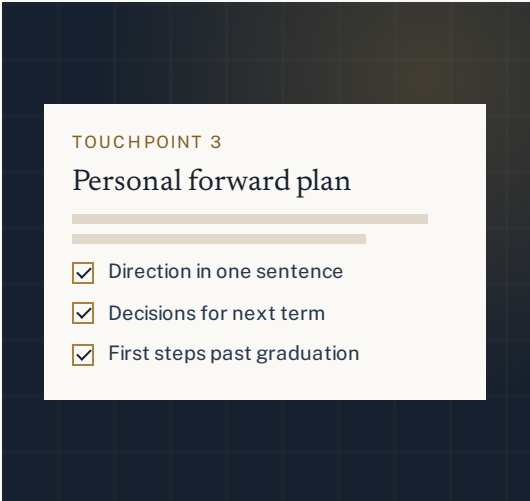
Six items, five minutes, the same instrument at start and end.



STUDENT · INCLUDED IN 1:1 & HYBRID

DISC profile

A personal report and a 50-minute one-to-one debrief.



STUDENT · KEEPS

Forward plan

A written plan tied to their course and choices.



INSTITUTION · END OF PILOT

Cohort report

Anonymised movement, themes and feedback.

What changes, *on both sides*

FOR STUDENTS

- Real clarity on goals and direction
- Greater confidence going into the job market or a venture
- Self-awareness of how they lead, decide and communicate, practised before they need it
- With DISC: a concrete read on their own working style, and how to adapt it in teams, interviews and assessment centres
- A dedicated space to think, outside of academic assessment

FOR THE INSTITUTION

- **Retention.** Students with real clarity on why they are there are less likely to disengage mid-programme
- **Talent pipeline.** Better-placed graduates strengthen employer relationships
- **Leadership performance.** A cohort that can articulate direction shows it in class, group work and employer interactions
- **Reportable outcomes,** without added load on your existing careers team
- **A scalable differentiator** for the programme's story to future applicants



— YOUR LEAD COACH

Carlene Nisbett, *Founder*

Cranfield MBA, qualified coach, DISC practitioner and doctoral researcher, with first-hand experience of executive coaching as part of a demanding academic programme.

BUSINESS

MBA, Cranfield School of Management, Class of 2020

PROFILING

DISC certified to administer and debrief behavioural profiling

COACHING

Personal Performance Life Coaching Diploma, The Coaching Academy: a programme accredited by the Association for Coaching and approved by the International Coaching Federation

PRACTICE

250+ hours of coaching delivered, including 1:1 work with MBA students

RESEARCH

PhD researcher in entrepreneurship: how founders build businesses while navigating structural constraint



Qualified through The Coaching Academy, whose coach training programme is accredited by the Association for Coaching and approved by the International Coaching Federation.

— IN NUMBERS

Experience you can *check*

Thrivology Executive Coaching is a division of Thrivology Limited, which also operates Femmeprenista and Thrivology Digital. We run businesses as well as advise on them.

39⁺

Years of combined leadership experience across our founding team

14⁺

Years of industry experience

5⁺

Years coaching

250⁺

Coaching hours delivered to date

2

Professional coaching qualifications: Diploma & DISC profiling



Est. 2021

Thrivology Limited, registered UK company



Enhanced DBS

Disclosure held



ICO registered

Data controller under UK GDPR



Indemnity insurance

Professional indemnity cover in place

Structured, goal-led conversation, *not advice*

Our method is solution-focused: every session produces movement on something real, and the plan is built to hold after the session ends. It is strengths-based by design. With high-performing cohorts the barrier is rarely ability and very often clarity, confidence, or permission. There is no standard script.

“

My experience with coaching from Carlene has made a big impact on my life. In our sessions, I've learned a lot about myself, gained clarity on my goals, and figured out how to overcome challenges. Thanks to her, I feel more confident and better at communicating, both in my personal and professional life.

— Vamsi Murtinty, MBA coaching client

“

Carlene is a great coach. She certainly ensures you are always pushing the boundaries of your thought process and digging deeper as a coachee for more possible avenues. She approaches each session with excellent enthusiasm and warmth that really gets the creative mindset flowing. I came away with some wonderful ideas after reflecting on our sessions and subsequently opened new doors due to speaking with Carlene.

— Cory Devayya, coaching client

The assurances you need *before contracting*

SUPPLIER & COVER

- **Supplier.** Delivered by Thrivology Limited as a contracted supplier, not an individual practitioner: one point of accountability.
- **Insurance.** Professional indemnity cover in place; certificate available on request.
- **DBS.** Enhanced DBS disclosure held, and renewed ahead of delivery where you require a certificate issued within a set period.

A full compliance pack (insurance certificate, DBS, ICO registration and privacy notice) is provided at contracting stage, or earlier on request.

DATA, ETHICS & ASSOCIATES

- **Data protection.** ICO-registered data controller. Session notes and assessment data held under UK GDPR; privacy notice supplied before delivery.
- **Ethics.** A formal code of ethics and written confidentiality policy, applied across every coach on the contract.
- **Supervision.** External coaching supervision arranged for the duration of any university engagement.
- **Associate coaches.** Insurance, DBS and data-protection compliance verified and held by us. You contract with one supplier.

— NEXT STEP

Start with *a pilot.*

A semester-long pilot with a small cohort or group, across three structured touchpoints. Long enough to show a genuine before-and-after shift, measured rather than asserted, and a real basis on which to discuss a fuller rollout.

hello@thrivology.co.uk

Arrange a conversation →

Timing. For full-time and part-time MBA cohorts, a January or spring term start is the natural fit. For Executive MBA cohorts with rolling intakes, the pilot aligns to the cohort rather than the calendar.

Investment. Pricing is tailored to cohort size and format, and scales with additional coaches for larger groups. A pilot of this size sits comfortably within departmental signing authority at most institutions. We are happy to discuss on a call.

Sources. High Fliers Research, *The Graduate Market in 2026*: graduate recruitment at the UK's leading employers down 24.5% against 2022, compared with 23.3% in 2008–09 and 12.3% in 2020. Chartered Association of Business Schools, *Analysis of international student enrolments for courses starting in January 2026*: approximately two-thirds of responding schools recorded lower international enrolments, 64% at postgraduate level. · Thrivology Executive Coaching is a division of Thrivology Limited, registered in England & Wales, company no. 13215559.