**MEDIA RELEASE – FOR IMMEDIATE RELEASE**

**Date: 5 July 2016**

**Career Alchemy Founder wins Prince’s prestigious over 50s start-up business award**

Just one year after taking voluntary severance, fifty-five year old, Penuwch, Tregaron based entrepreneur Carolyn Parry, the founder director of Career Alchemy, has received the PRIME Cymru1 New Business award from His Royal Highness, The Prince of Wales at a prestigious Awards ceremony hosted by Lucy Owen (BBC) at The Brangwyn Hall, Swansea yesterday (4 July).

Career Alchemy offers a range of inspiring, affordable, and accessible online and face to face career coaching and development courses and services to help individuals and businesses identify and achieve their potential purposefully.”

Commenting on the award, Carolyn said:

“Research shows only 5% of people are fully engaged and happy in their work.2 I am on a mission to change that. I want people to enjoy what they do as much as I do, so they can achieve their potential and increase their happiness and success at work.

The career coaching model I have developed, called “INSPiRED”, helps current professionals of all ages as well as graduates, located anywhere, to identify and get into inspiring work so they can get paid to do what they love and can make their own unique contribution to the world as a result. This model also helps businesses get the best out of their staff by playing to individual strengths and interests effectively, resulting in bottom line improvements.

Carolyn continues:

“Given the uncertainty of the labour market, particularly in the light of Brexit, being clear about your work purpose gives people a sense of stability and focus despite the turbulence in the world of work and increases an individual’s chances of career success.”

Speaking about the support received from PRIME Cymru, Carolyn said:

“I knew early on that I needed a mentor as an independent sounding board to help me get going. PRIME Cymru has been really helpful and supportive. and I would urge anyone over fifty who is thinking of starting up a business to get in touch with them as they really will make a difference.”

ENDS

**EDITORS’ NOTES**

1. **PRIME Cymru** is The Prince’s Initiative for Mature Enterprise in Wales, established in 2001. Celebrating its 15th anniversary this year, it is the only Prince’s Charity based solely in Wales.
2. Based on research by Gallup. For more information, please see: <http://www.gallup.com/services/186197/gallup-global-report-great-jobs-pdf.aspx> and <http://www.gallup.com/reports/189830/millennials-work-live.aspx>.
3. **Interviews:** Carolyn is available for interviews, and is happy to participate in radio discussions/provide tips and articles on career choice and development.
4. **Carolyn Parry:** A languages graduate in French and Italian, the first 17 years of Carolyn's career were spent in property, publishing and software as a sales and marketing specialist. She has worked in both SMEs and in a FTSE 250 European software house where she was responsible for group corporate communications.

Her own career crisis led to her becoming a University Careers Adviser and more recently a Director of Employability where she put her passion to work helping others identify their own potential and make effective choices resulting in happy working lives.

She is an award winning Careers Adviser, a national career coaching trainer for [AGCAS](http://www.agcas.org.uk/), the Association of Graduate Careers Advisory Services, and a member of the Professional Register of the Career Development Institute. A certified life coach and trained in a range of techniques and tools including emotional intelligence profiling, neuro-linguistic programming and team role theory, she regularly speaks and blogs about career related issues. For more please see [www.linkedin.com/in/carolynparry](http://www.linkedin.com/in/carolynparry)
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