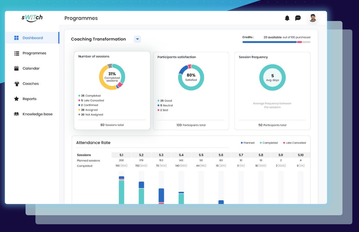
sWITch

Innovating

Business Education with a Digital Coaching Platform

We are revolutionising business education with innovative technology and personalised coaching. By blending innovative technology with a personal touch and extensive data analysis, Switch provides a crucial element for successful career development. Join us to unlock your students' true potential and help them achieve long-term satisfaction in their careers.



10+ years
of business education research

1500+
students

a Top 3
university according to FT uses Switch

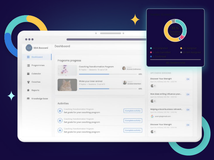
Filling the gap between academic skills and personal development

MBA, EMBA, specialized masters and other students of business schools typically embark on their academic journey in pursuit of **significant career and life change**. However, the education they receive remains largely skills-based. While lectures are useful, **only through coaching students find the space to reflect**, to truly discover and be themselves, and to overcome challenges with the support of a professional.

Unfortunately, **many business education programs lack adequate one-to-one coaching**. This kind of focused attention is often available only at the executive level and in leadership programs, highlighting a gap in the educational experience for many students.

Introducing Personalised Solution for Individual Coaching

Drawing from over a decade of experience, cutting edge research and insights from working with more than 50,000 business school students, we have developed Switch. The platform offers a personalised approach to coaching while integrating AI (Artificial Intelligence) and data analytics.



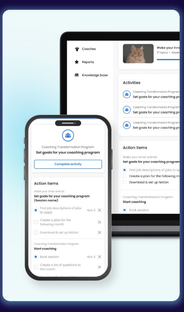
100+ coaches
both from private and academic environments.

Coaching method
backed by University of Cambridge PhD. research.

AI-powered
matching algorithms.

How does it work?

1. **The university identifies** the type of coaching program that best fits the needs of their students.
2. **An AI algorithm** selects the most suitable coach from a pool of over 100 experts from various global companies.
3. **Through webinars** and other educational materials, we explain the benefits of coaching.
4. Switch **designs** a **personalised coaching program** with regular check-ins.
5. **Progress and results** are monitored on the Switch platform, with detailed data analytics.
6. The Switch platform is entirely self-service. **Students can run it themselves** and the school receives the information about their progress.



Our coaching is powered by psychometrics assessments, AI matching and a structured coaching program tailored to today's students' needs.

- Impact on rankings through improved placements
- Easy to track coaching progress
- Success rate in personal growth
- Tailor-made coaching approach

The Switch Methods

Our coaching is grounded in decades of research. To offer the most tailor-made experience, **we start with an assessment to clarify individual needs** and power our coaching with webinars, that outline and give structure to a successful coaching programme.

Participants receive individual guidance to help them **gain self-awareness**, see potential blockers and strength and **unlock their potential** facilitating personal growth and transformation.

Platform is a powerful tool for data insights, and **advanced data analysis** that will help you craft courses that are based on your participants' needs.

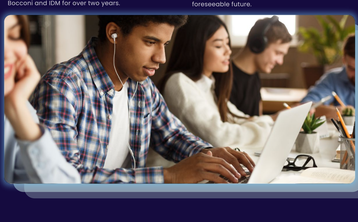
Students Prepared for Business and Life's Challenges

Upon completing their programs, **many of the 1,500 students who have engaged with Switch report that the coaching platform was the highlight of their entire course**. The personalised coaching they received not only facilitated their personal growth but also enhanced their career options.

This success is also reflected in the **achievements of the universities themselves.** We've been working closely with leading business schools like SDA Bocconi and IDM for over two years.

Offering individual coaching has enabled their students to achieve personal and academic growth, elevating the school's standards in the process. For instance, during our collaboration, **SDA Bocconi rose to the 3rd spot in the global Financial Times business school rankings**, which also take into account students' job placement rates.

Consequently, these institutions are continuing and expanding their partnerships with Switch for the foreseeable future.



What clients say

"It is like having 100+ career coaches incorporated into our career development team. Elite integration into our team was seamless!"
(IMD)

"The school can benefit from having a precise tracking of skills development with a granular reporting starting from each individual to the entire cohort."
(SDA Bocconi)

"My coaching program is tailored to the culture and the process of the company I am applying to."
(MBA student)

"I feel absolutely heard, not judged, and free to be myself."
(Specialized Masters student)

Trusted by Leading MBA Programs

Trinity College Dublin
The University of Dublin

SDA Bocconi
SCHOOL OF MANAGEMENT

IMD / Real learning Real impact

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