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# Grad Expectations: The essential guide for all graduates entering the workforce

By Rob Cross

## PRESS RELEASE

*In these tough economic times, development expert Rob Cross provides invaluable advice to Britain's desperate graduate workforce to help them achieve their true potential.*

Never has the job climate felt so hostile as in this cruel recession, and never have graduates, both newly qualified and established in the workplace, had to fight so hard to win their jobs and then to keep them. In **Grad Expectations** (published by **Ecademy Press**), an entirely unique professional guide by business and talent development guru **Rob Cross**, constructive, inspirational pearls of wisdom are unveiled, enabling readers to recognise the tools and qualities they need to nurture within themselves in order to enjoy successful and rewarding careers.

**Grad Expectations** wittily combines fact with fiction, as Cross offers his sage instruction through the life experiences of five young university graduates who meet at the induction day of their two year development programme at World-Corp PLC, a company like any other real organisation. Cross allows us to follow their individual journeys, charting their highs and lows, their individual and collective challenges, how they manage the complex hierarchy of office relationships, while establishing a system for success which enables them to fulfil their true potential. Cross was horrified by the inadequacies of UK careers advice programmes which were failing to give students a tangible understanding of life at work. He was shocked to discover how many good graduates were ill-suited to the careers they had worked towards, and were now effectively suffering from a quarter-life crisis. Cross was motivated to write **Grad Expectations** by the thought that millions of ambitious, talented graduates were trapped in jobs they hated, and that employers were themselves saddled with lacklustre staff.

**Grad Expectations** enables all young graduates to feel empowered and better equipped to deal with the daunting professional world. It removes any notion of shame that might be attached to those who must choose to resign from it and follow another path of employment. Rob Cross's priceless advice should be both a comfort and an inspiration for students on the cusp of employment, as well as acting as a brilliant guide for those talent managers who may need to fine tune their own working practices.

**About the author:** Rob Cross was born in Melton Mowbray but emigrated with his family to Melbourne, Australia as a toddler. He has degrees in both business and engineering. After an influential tenure with the Australian Air Force he returned to Britain in 2004, and was employed to deliver leadership courses to public, private and not-for-profit organisations. He currently works as a business and leadership development consultant focusing on developing tomorrow's leaders through providing specialist coaching and consultancy, as well as running training seminars and motivational speaking assignments. Rob Cross lives in London.

**To find out more about Rob Cross go to:**

**[www.rob-cross.com](http://www.rob-cross.com)**

**[www.grad-expectations.com](http://www.grad-expectations.com)**

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