

## Sinead Brady

### *A Career To Love*



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A CAREER TO LOVE ...

Sinead Brady admits to taking something of a long and winding road to her career in professional coaching and career guidance.

After completing her training as a barrister, she found the realities of the Law Library somewhat different to what she'd envisaged and turned instead to an MA in Education Guidance and Counselling. She would spend 13 years working as a guidance counsellor in second level education, during which time she returned to university to take up a part-time degree in psychology, honing her skills in work, career and organisational psychology.

In 2015, she decided to set up her own business providing career development support to full-time professionals. Noticing that clients kept presenting with complaints of burnout, Sinead expanded her operations and began working with organisations to identify systemic cultural issues that were negatively impacting the mental health of their staff.

"I predominantly work with organisations with large workforces, like LinkedIn, Google, and Bank of Ireland. Moving from working with individuals to corporates brought the business to a new level. Retainers secured my finances to the extent that I could plan my finances and take annual leave," she says.

In 2023 Sinead introduced a new e-learning platform on A Career to Love to support both her corporate and individual clients. She also published her first book *Total Reset: Quit Living to Work and Start Working to Live* with Harper Collins which is now a top 5 selling book.

Sinead credits ACORNS with "holding her hand" as she learned the practicalities of running a successful business.

"It was great to be around such ambitious and focused individuals. The peer-to-peer support, and the support of our Lead Entrepreneur, were so integral for me. I'd been offered jobs during the six months of the programme, but ACORNS really made that I could make my own business a success."

