

**EDUCATIONAL AND CAREER GUIDANCE:
TAILOR-MADE SUPPORT BUILT ON RECOGNIZED EXPERTISE**

01. Find your path with confidence:

In a job market where the meaning of trades and professions is undergoing profound changes, and in the face of an abundance of academic programs—both initial and continuing—making the right academic and career choices has become a real challenge.

To meet these challenges, Positive Agenda Advisory's Skills Development division offers personalized support at every stage of your decision-making process.

Whether you are a high school graduate seeking the right academic path, a student wishing to change direction in your studies, or a professional looking for new training opportunities to upskill or make a career transition, the Skills Development division can support you throughout this journey: helping you make informed decisions about your education or professional future, and assisting you in maximizing your chances of achieving your ambitions.

Our approach is based on listening, analyzing your needs and ambitions, and co-creating concrete solutions tailored to your future objectives.

02. • Students and Prospective Students:

- **High school graduates or soon-to-be graduates:** Unsure about which academic field to pursue? We assist you in defining a national or international study pathway that aligns with your aspirations and market opportunities.
- **Holding a Bachelor's degree and looking for a Master's program?** We assess your profile and goals to guide you toward the program that will best unlock your potential.
- **Students in transition or considering a new academic direction:** Thinking about changing direction but unsure which path to follow? We help you identify the most relevant alternatives to confidently bounce back and realign your academic journey.

03. • Professionals pursuing career development or retraining:

- **Career development:** Whether you're looking to upskill, specialize, or pivot your career, we help you identify the most relevant training programs aligned with your professional aspirations.
- **Career transition:** Changing professions is a significant step that requires personalized guidance. We support you in assessing your strengths, evaluating relevant opportunities, and choosing the training that will best facilitate your transition.

05. • Empowering informed and confident decisions:

- This tailor-made approach includes personalized follow-up and dedicated support to ensure the successful implementation and impact of your training project.
- To this end, P2A provides individualized guidance through a Senior Associate of the SD division, a specialist in education with extensive experience in academia in both Morocco and France.
- She notably headed international relations and partnerships at the International University of Rabat for ten years, and later coordinated a major European initiative at Sorbonne University (the 4EU+ European Alliance project) for five years, in close collaboration with eight leading European universities. Throughout her career, she has supported numerous high school graduates and university students in shaping their academic paths, combining attentive listening, discipline, a strong grasp of training opportunities, and long-term vision.
- She brings her expertise and network to offer a personalized, human-centered approach aligned with the realities of both academia and the professional world. Her approach is grounded in a strong belief: choosing the right training path is a key step in building a coherent, motivating, and fulfilling life trajectory.

04. • A tailored approach:

- Through its Skills Development division, P2A supports anyone reflecting on their academic or professional journey—whether it is for initial orientation, a career change, or training needs related to career advancement or reconversion.
- We offer tailor-made solutions by assisting you in identifying your specific lifelong learning (LLL) needs and in co-creating with you a training strategy adapted to your goals and profile.

Contact us

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