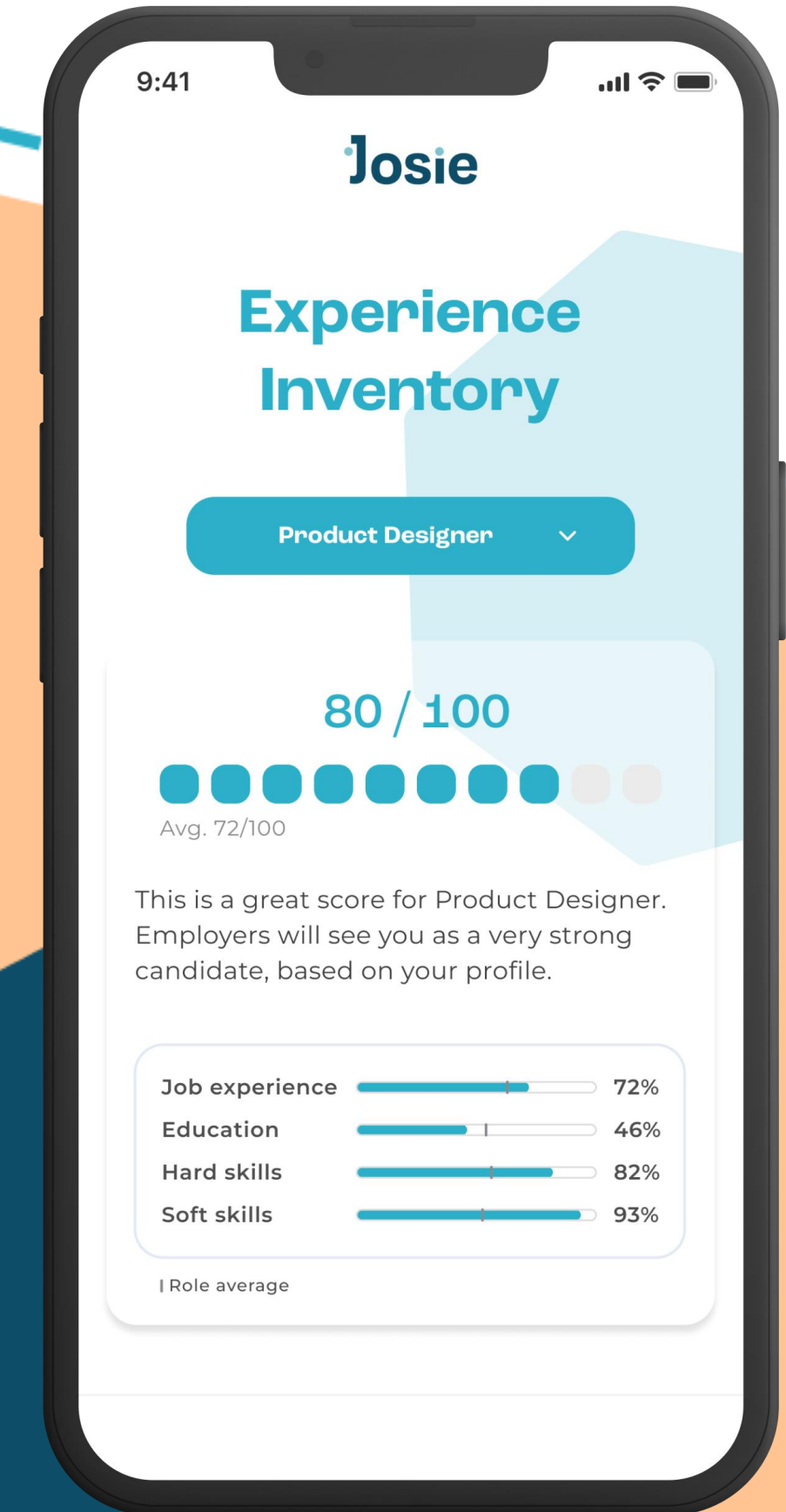
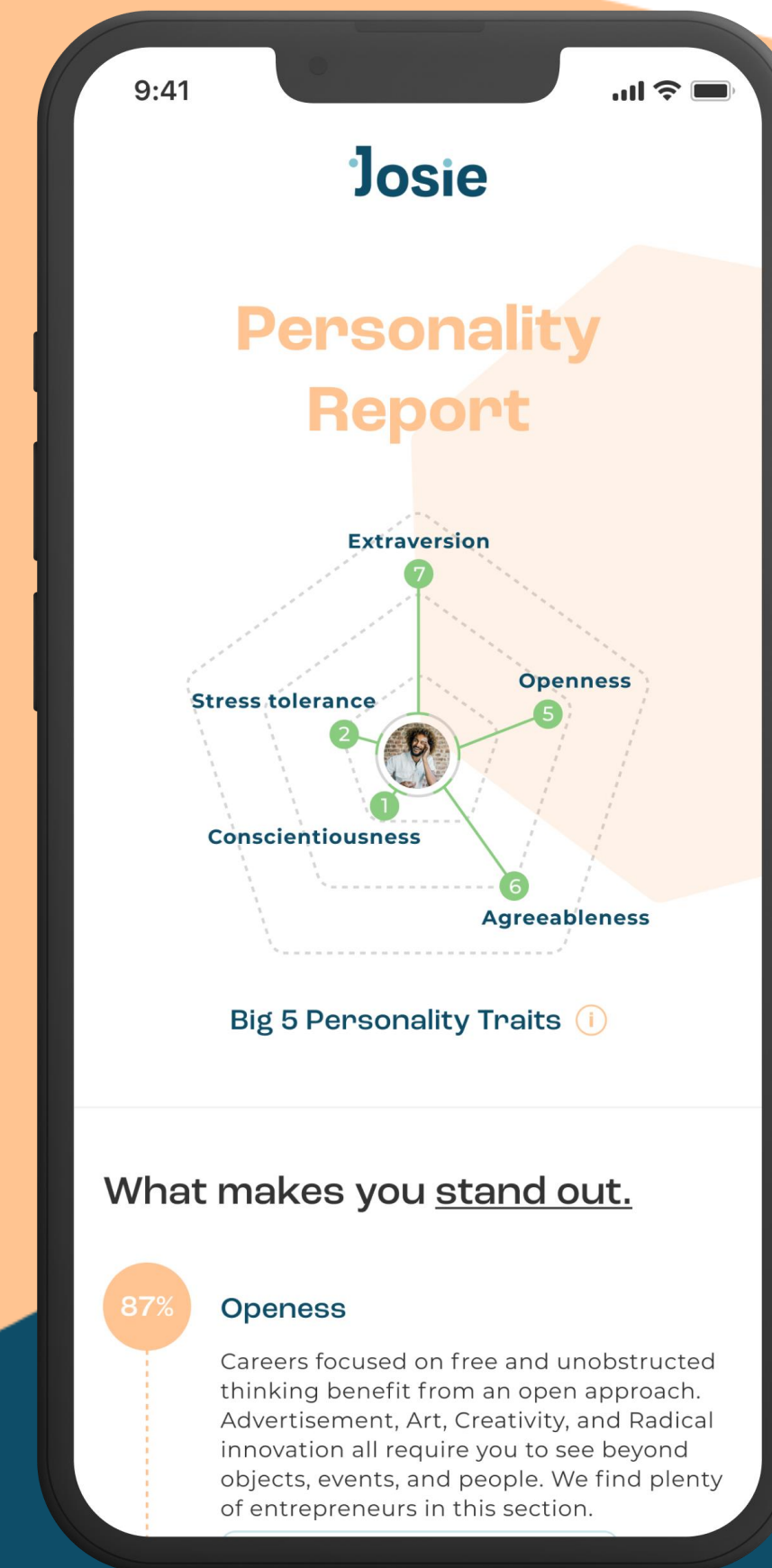


Josie

The AI-powered career coach to combat career dissatisfaction



People are dissatisfied and want to make career moves

84%

of employees reported at least one workplace factor that negatively impacted their mental health ¹⁾

105M

of US employees are actively searching for a new full-time job during 2022 ²⁾

53%

of employees would switch to a role in a new industry if they had opportunity to retrain ³⁾

1) <https://hbr.org/2021/10/its-a-new-era-for-mental-health-at-work>

2) <https://www.zippia.com/advice/career-change-statistics/>

3) <https://www.microsoft.com/en-us/worklab/work-trend-index/hybrid-work>

Tourism needs to Adapt to a new reality

> 8%

of carbon emissions globally whilst being 7% of world economy. Creating a negative ratio economic value/pollution ¹⁾

> 90%

of hotels are high rise which is at least 40% more polluting than low rise and has less roof real estate. ²⁾

- 1) [The carbon footprint of global tourism | Nature Climate Change](#)
- 2) [Energy efficiency and carbon emission in high-rise buildings: A review \(2005-2020\) - ScienceDirect](#)
- 3) [Why High Rise is bad](#)

From deficit based-careers to opportunity based careers

Josie stats

From Deficit Based Analysis:

Shortage (% of Jobs Left open)	
Healthcare	19,8 %
Hospitality & Tourism	18,3 %
Skilled Labor (mechanics)	17,4 %
Research	16,6 %
Education	16,1 %

To New Exciting Opportunities

Newcomers in Tourism	Since 2020
Health and Safety Expert	+345,8 %
Travel Consultant	+295,1 %
Experience Manager	+271,5 %
Sustainability Consultant	+209,4 %
Technology Manager	+195,8 %

Closely followed by a trend in new skills

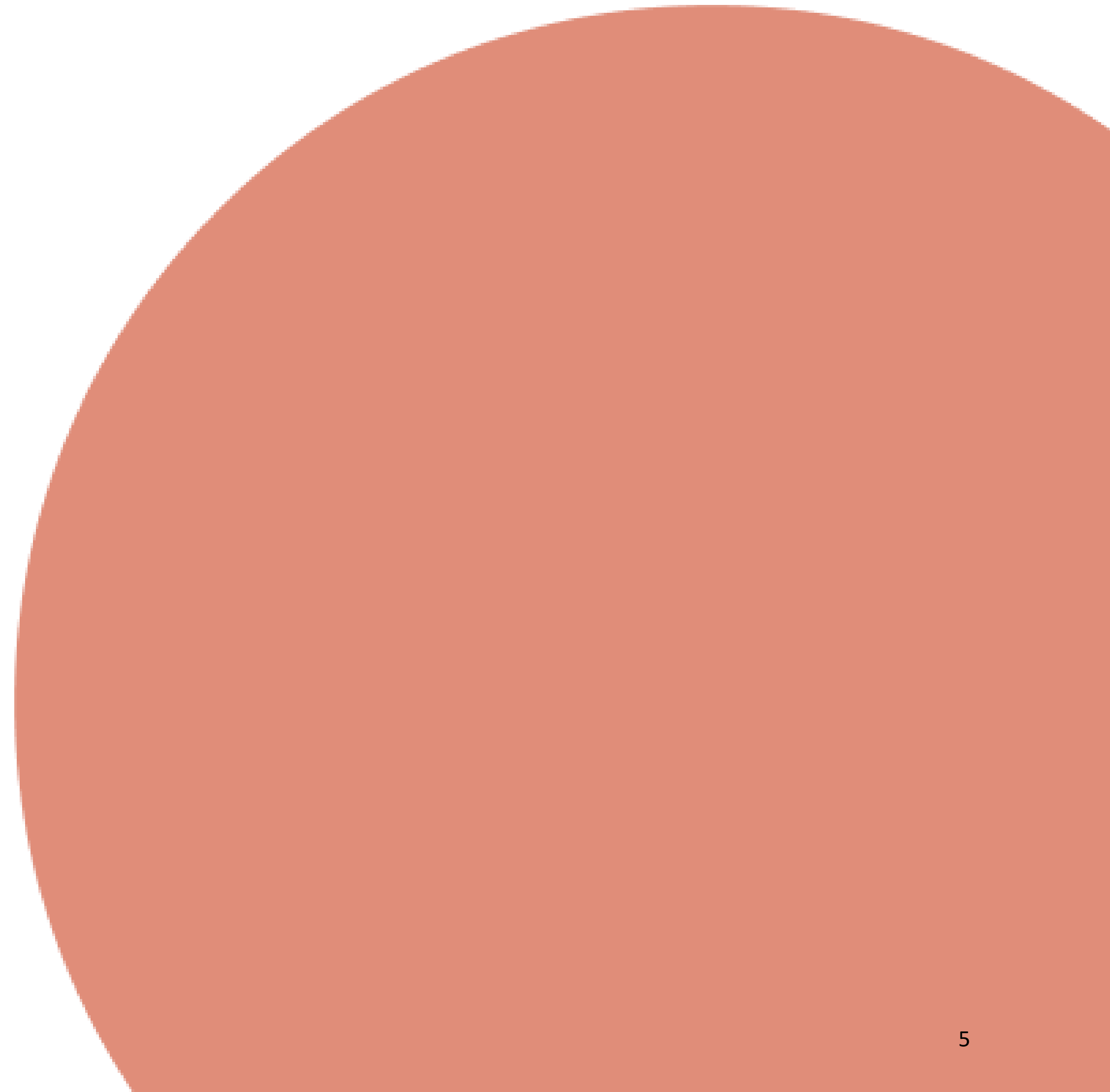
Josie stats

Trending Hard Skills

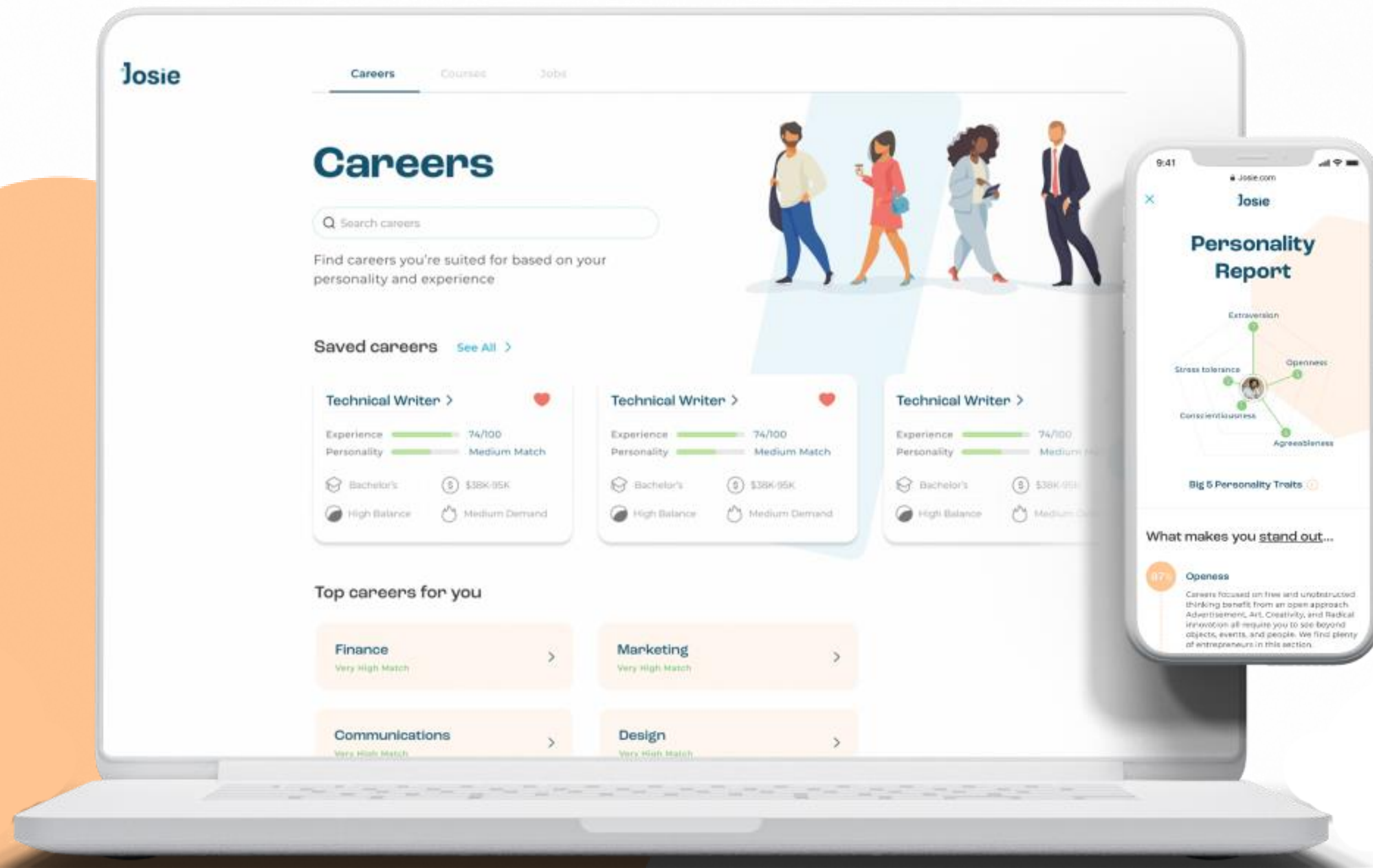
1. User Experience
2. Event Planning
3. Marketing
4. Sustainability
5. Data Analysis
6. Health & Safety
7. Travel Technology

Trending Soft Skills

1. Leadership
2. Strategic Planning
3. Empathy
4. Emotional Intelligence
5. Adaptability
6. Communication
7. Initiative



Introducing Josie Your AI-powered and evidence-based career coach



- ✓ Increasing Self-insights
- ✓ Taking Actions
- ✓ Tracking Progress

