

“I want to use my own experiences both as a returning emigrant and a qualified executive coach to help people coming home to Ireland.”

## JAMES PARNELL

### A New Dawn in Ireland



Having spent 16 years living in Sydney, James Parnell and his wife Anne-Marie made the decision to uproot their family and move home to their native Dublin.

It felt like a natural decision having welcomed three children to the mix while in Australia, children that they wanted to raise as Irish and near their grandparents.

But nevertheless, it can be daunting for any Irish person living in a different country and culture to move home after so many years abroad. That is why James decided to set up his own business to help returning emigrants settle into their new life in a new Ireland.

A New Dawn in Ireland is a support, mentoring and coaching service for returnees and immigrants moving to Ireland for the first time.

It's a support system offering professional and personal step-by-step guidance so clients enjoy reduced stress and increased chances of success.

“The first thing we do is we help them feel comfortable with their decision,” James

says. “A lot of people wonder if they're in fact doing the right thing. Second we help them answer their financial questions. Can they afford to live in Ireland?

“Thirdly it's the logistics, how to go about getting car insurance or health insurance etc. and dealing with all the logistics. Then there's the fourth stage: how to get over the reverse culture shock. That's the most interesting part of my job.”

It's a service run by emigrants for emigrants and James uses his own experiences as a returning emigrant as well as his executive coaching qualification to help his clients.

In addition to A New Dawn in Ireland, James owns and runs The Wellbeing Gym to help people achieve personal wellbeing and peak performance.

While in Australia he worked in software and banking managing large teams and tight deadlines, both experiences which fueled his appreciation for positive thinking and a commitment to self-care.

He believes in a life of balance, alternating between purpose and pleasure and introduces these beliefs to his clients at

A New Dawn in Ireland so that they meet whatever challenges come their way with positivity.

After moving home, James found himself in a place where he too needed support and that's why he applied for Back For Business.

“I think the best part for me was spending time with individuals trying to figure out what their business was like I was.

“The monthly roundtables with the entrepreneurs were really helpful for accountability. You were mingling with businesses completely unrelated to yours but they were there to give perspective and fresh ideas to really sharpen your focus.”

A New Dawn in Ireland will run a couple of cycles of its new programme with clients by the end of this year, as well as grow its breadth of corporate customers - businesses looking for support in hiring returning emigrants.

“We're currently in really pilot stage with a real customer-focus but I think we have an important service that will meet a lot of personal and business needs.”



#### POSITION

Founder

#### WHAT WE DO

We are a support, mentoring and coaching service for emigrants returning to Ireland and people moving to Ireland for the first time.

#### CONTACT US

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