



Alex Cuttifford

Career Strategist & Speaker





Bio

Hi, I'm Alex Cuttiford, I'm career development obsessed and passionate about helping young professionals navigate their career with confidence, purpose, and impact. With a background in trades, youth work, career development and government, I know what it's like to have had a messy career. I also know my journey is my superpower.

Over the past 8 years, I've designed and delivered strategic career initiatives and coached people through transitions big and small. My focus is on helping others understand themselves — their values, strengths, and skills — so they can make career decisions that are not just smart, but meaningful. I believe in holding space for authentic conversations, and the power of curiosity to unlock new opportunities.



Framework

I've developed the 'Kinda Planned' framework — a practical, human-centred career framework that embraces uncertainty and focuses on direction over perfection. The framework lays the foundation to building a career sustainably and making career enhancing decisions that align with your values.



Topics

- Taking ownership of your career.
- Self-development and doing the inner work.
- Building a network because no-one is self made.
- Defining your personal brand.
- Creating the opportunities you can't plan for through strategic, career enhancing decisions.



Why it matters

In today's fast-moving, uncertain world of work, young professionals are under more pressure than ever to have it all figured out. Yet many young people still feel unsure about their long-term career path, and many struggle with decision fatigue, comparison culture, and fear of making the "wrong" move.

The Kinda Planned Framework was created to meet this moment — a modern, flexible approach to career development that recognises that not having a 10-year plan is normal, not a failure.

Rather than promoting rigid planning, Kinda Planned empowers young professionals to take intentional ownership of their careers through self-development, building a support network, personal branding, and strategic action — while leaving space for unexpected opportunities to emerge.

It's built for those who are ambitious, motivated but unsure, and looking for clarity in a world that keeps shifting.

Whether they're navigating early-career decisions, career pivots, or self-doubt, Kinda Planned helps them connect the dots between who they are and how they want to show up in the world — with confidence, clarity, and a career they're proud of building.



Testimonies

"On behalf of the Careers and Employability Learning Team at Charles Sturt University, thank you for your valuable contribution as a keynote speaker at our 2025 Careers Festival. Your insights, personal stories, and practical advice left a lasting impact on our students, staff, and alumni."

We're truly grateful for the time, energy, and expertise you shared with our university community. Your involvement played a key role in making the festival a meaningful and inspiring event, and we're confident your words will continue to resonate with attendees as they navigate their career journeys."

- Charles Sturt University

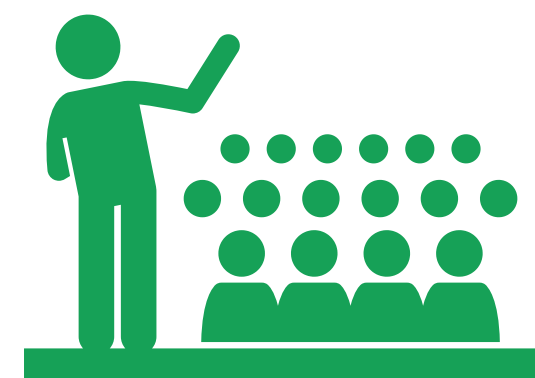


what I offer

I deliver keynotes, panels, and webinars that are engaging, thought-provoking, and refreshingly real. With a creative, curious approach and a warm, authentic delivery, I draw on deep insights in career development, human capabilities, personal branding, and the future of work. My sessions help audiences move from overwhelm to ownership—equipping them with practical strategies and mindset shifts to take charge of their careers.

Whether on stage, in conversation, or leading a virtual session, I blend relatable storytelling with evidence-based frameworks to spark self-reflection and action. I'm known for making complex ideas accessible, and for creating a space where attendees feel seen, challenged, and inspired.

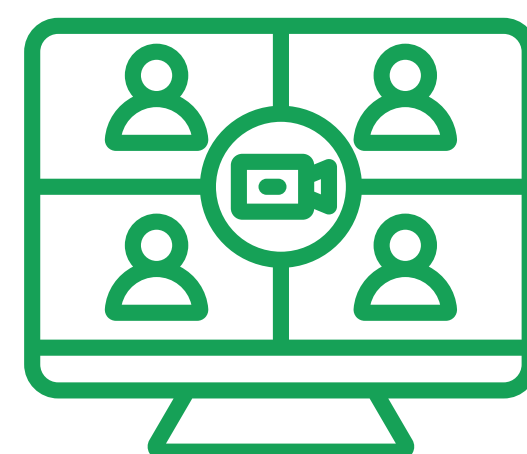
From young professionals navigating their next move to leaders guiding others through change, my style resonates across industries and levels—leaving audiences empowered, more self-aware, and ready to create careers that feel both purposeful and possible.



Key Notes



Panels



Webinars



How I work

I can tailor my sessions for the context of the event I'm speaking at. Ensuring the Kinda Planned framework resonates with the audience is paramount. I always want people to walk away with practical and meaningful insights.

Lets talk

If this all sounds like the right fit, let's talk. You can fill in the speaker request form through my website or email me directly to discuss details and costing.