

Passion to Profile Case Study

Connecting people, purpose and ideas – Andy Goff’s P2P story



Introduction

I’m Jon Hepburn, founder of Passion to Profile, and in this third P2P case study I’d like to introduce Andy Goff, MD of Interactive Opportunities. Andy’s career has moved between education, technology and business - from classroom teaching and national curriculum work - to corporate innovation and rural development. Across all his roles, Andy has kept a keen interest in how people learn, connect and make ideas work in practice.



Andy’s story

Andy has always been drawn to finding better ways of doing things and helping ideas take shape. He began as a teacher before moving into technology and industry, before going on to help lobby for the introduction of GCSE Computer Science in the UK curriculum. *“At the time it was just something that needed doing, but when you look back now you realise how many careers that one decision helped to shape.”*



That achievement reflects a theme running through Andy’s work – creating opportunities allowing others to grow. Whether he’s mentoring a young entrepreneur, advising on social value or supporting rural education, he’s interested in helping people make progress.

Andy describes himself as a kind of “human electrician – someone who connects people with people, or people with ideas.” That spirit of connection runs through his leadership and the initiatives he champions, from STEM outreach to community collaboration across Shropshire.

Like many people driven by purpose, Andy has also faced moments that tested his resilience. Recovering from a serious accident – and later facing a difficult business setback – proved to be a turning point. It strengthened his belief that trust and honesty matter more than position or status. *“Resilience isn’t something you talk about; it’s something you build through experience.”*

The P2P process

When Andy took part in the P2P programme, although he’s known for his work as a communicator and mentor, the process gave him space to pause and reflect on his own story. He described the conversation as *“thought-provoking – a rare chance to see the whole journey laid out.”*

By talking through his career and values, he found clearer language for what drives him – a mix of curiosity, purpose and a wish to connect people and ideas. *“The profile captured me – not just what I’ve done, but what I stand for.”* He also recognised how the process itself, not just the outcome, could particularly help young people to understand and articulate their own stories with confidence.

The outcome

Andy’s completed P2P profile brings together the threads of his work – his curiosity, his technical background and instinct for helping others. It reflects his belief that progress is built on trust, learning and shared purpose. *“I like connecting dots – between people, business and education – and seeing what happens next.”*

Closing note

Working with Andy was a reminder of how strong principles and curiosity can co-exist. He balances innovation with integrity, and ambition with care. His feedback captured what P2P aims to do – turn experience into something practical and human. *“You can’t always control what happens to you, but you can control how you respond. That’s where real resilience comes from.”*

For me, it was a privilege to hear Andy’s story – a story of connection, curiosity and commitment to making a difference – and to see how the P2P process helped him bring that to life in his own words.