

Passion to Profile Case Study

Finding confidence in conversations – Chris Henderson tells his P2P story



Introduction

I'm Jon Hepburn, founder of the Passion to Profile and, in this first case study, I'm delighted to share with you that of Chris Henderson, one of the P2P test marketing team. Chris is Sales Director at New Era Printing in Shrewsbury and had a clear professional story, but like many people, wanted a way to express it more naturally – reflecting his values without sounding over the top.



Chris's story

Chris grew up on a 200-acre farm in Shropshire before moving into the world of print. Those early lessons about hard work, consistency and trust have carried through into his career. Today, he leads sales at New Era, a business that was among the first in the UK to fully embrace digital print.



"I'm a bit old school – farming background – but that's something I've carried into print sales all my life. Relationships, trust, doing things properly – that's what matters." For Chris, the variety of work and the chance to meet clients face-to-face are what keep his role interesting. As he puts it, *"you never stop learning, there's always something new around the corner."*

The P2P process

When we started the P2P process, Chris admitted he was comfortable talking about himself in a social setting but less used to doing it in a professional context. The structured conversation gave him a chance to reflect and find language that felt right.

"The whole process was nice and relaxed. The questions were spot on – they prompted me to open up without feeling awkward. It sort of takes care of itself once you get talking." Chris also valued the balance in how his words were used. *"It's accurate, it's not over the top – it's what I'd want people to take away."*

The outcome

The final P2P profile brought together Chris's career milestones, personal values and interests in a way he felt reflected him well. *"It's very clever how it's been put together – I'm genuinely really pleased with it."* He has already used the 60-second version in networking and found it practical and effective: *"It was just the right amount. It makes you stop and think about what you do – and how to say it."*

The profile gave Chris fresh confidence when introducing himself and his business. As he put it, *"People know I'm a printer – but they're interested in the person too."*

Closing note

Working with Chris showed how P2P can help people who are already confident in their field refine the way they present themselves. His feedback reflects what P2P aims for – practical words that feel authentic and can be used straight away in real conversations. *"I think a lot of people would benefit from this – even if they didn't expect to."*

For me, it was a privilege to hear Chris's story – from farming roots to print innovation – and how the P2P process helped him bring that story to life.

PS New Era Print printed the fab notebooks shown here that are proving really popular. Thanks Chris!

