

A Message to Parents

A Letter from the Founder, Greg Shapiro

Most adults are in careers they would leave tomorrow if they could afford to. Your child does not have to be one of them.

I have spent over 40 years working directly with young people and their parents. Thousands of conversations, thousands of faces, thousands of moments where I watched a child's future being shaped — sometimes toward their design, more often away from it.

Here is what I have observed with a consistency that can no longer be called coincidence: the majority of people end up in careers they did not choose from the inside. They chose them because it was available, because someone suggested it, because it paid reasonably, because the deadline arrived and they had to write something on the form. They are not bad at what they do. Many are remarkably good at it. But they are not in love with it. And they know it. And at night, when everything is quiet, only they know how they feel about getting up tomorrow and doing it again.

That is not your fault as a parent. You guided your child with what you had. You wanted financial security for them — and that instinct is not wrong. But financial security without vocational alignment produces a very specific kind of quiet suffering that no salary can fix.

Here is the part that changes everything: every human being carries a design. The evidence is in the gifts and talents that no child could claim to have generated themselves — the thing they do effortlessly that others labour over, the subject that lights them up while the rest of the class drifts, the problem they solve naturally while adults struggle to articulate it. These are not accidents. The same Creator who organised the universe with mathematical precision at the atomic and molecular level has done the same for your child.

The true doctor, the real teacher, the genuine engineer — they are in there. But they will never arrive if no one creates the conditions for them to be found.

That is what WiseUp does. Not through tests and tick boxes, but through conversation, observation, and a methodology developed across four decades of watching what actually works. We help learners identify their true vocational direction — the path that is aligned to who they actually are, not who the market wants them to be.

WiseUp is not for everyone. It is for parents who are done watching their children drift. It is for those who want to be part of a community of real people who believe that the best investment you can make in a child's future is helping them understand who they are.

If that is you — we want to talk.

Greg Shapiro
Founder, WiseUp | An extension of K2U Learning Systems