

## Coaching

### WHY COACHING?

Even if you have the necessary experience and knowledge for your job and your personality fits into the company, you may be confronted with challenges that require clarification. These are often areas of personal learning and development. In coaching, I work with you on such development topics, as described in the next section. You learn to deal successfully with new situations by reflecting on your perceptions and questioning your views. Thereby you will find a new attitude, which will be reflected in a changed behavior. You will broaden your behavioral repertoire, develop your personality and successfully cope with more challenges.

### COACHING TOPICS

The variety of topics in coaching is very broad. I have specialized in a selection of coaching topics in which I have a lot of experience and in which there are synergies with my other consulting areas such as outplacement, personal and professional assessment as well as job search and application:

#### *Positioning and self-marketing*

Recognizing the necessity of self-marketing in career design; developing strategies for your better positioning in the company through the visibility of your achievements; learning storytelling; strengthening your self-perception as a prerequisite for a better perception by others.

#### *Strengthening your self-confidence*

Recognizing that self-confidence can be learned; strengthening your self-confidence by knowing your personal strengths and weaknesses.

#### *Personality development*

Recognizing personal development needs by knowing your own soft skills (strengths and

weaknesses); developing strategies to expand your behavioral repertoire.

#### *Communication*

Learning to communicate with customers, superiors and employees in a way that is appropriate to the situation; recognizing your own goals and needs as well as the goals and needs of your discussion partners; effective use of communication tools.

#### *Emotion management*

Dealing with your own and other people's emotions; getting to know your emotions as a valuable channel of perception and as a guide for your personal development.

#### *Personal and professional assessment*

Developing professional perspectives and goals; recognizing your needs in terms of job content and job environment; defining personal and technical development needs; recognizing your strengths and weaknesses.

(See also the explanations on personal and professional assessment).

### ARTICLES ON THE TOPIC

- Keep your eyes on your goals, not your opponents
- The blessing of bad experiences
- Diversity? Yes, but for real!

### FORMS

#### **Single session**

If you want to reflect on a limited topic, clarify a question or receive my assessment as a neutral person, a single session may be enough. The amount of professional advice tends to be higher; coaching processes require a longer collaboration. If we have already worked together, you can efficiently clarify questions in individual sessions,

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## karrierecoaching

building on the previous consultation and an established working relationship.

### **Coaching process**

For complex concerns, as well as when there is a desire for lasting change in your work or life situation, multiple sessions are necessary. At the first meeting we clarify the goals for the collaboration; an evaluation of the process is part of the last session. In the sessions in between we work on your topic. The coaching process is limited in time by your question.

### **Free preliminary talk**

A successful collaboration in coaching is based on a good working relationship. I offer you a non-binding, 30-minute preliminary conversation so that you can get to know me and my way of working. This offer is not valid for individual sessions.

## **STRATEGIC CAREER DESIGN**

### **Personality development**

Ideally, you align your career with your strengths and your preferred activities. In a personal and professional assessment you work out your professional ideas as well as your requirements for the job content and the job environment. This may reveal a need for professional or personal development. You will undergo professional development by taking on appropriate functions, supplemented by training and further education. For the personal development coaching is one possibility.

### **Change in the current environment**

When it comes to professional development, many people neglect the internal job market or even the current job. If something changes to the disadvantage of the employees concerned, they

look for a solution in an external change. Often, however, the current work situation would offer a lot of room for optimization. Unfortunately, there is often a lack of knowledge about how internal changes can be approached. Here, too, coaching can show ways of communicating personal needs or introducing suggestions for change.

## **GENERAL TERMS AND CONDITIONS**

### **Consulting location**

*Personal*

Mühlebachstrasse 43 in Zürich

(5 minutes' walk from railway station Stadelhofen)

*Online*

MS Teams.

### **Duration**

The time needed for coaching depends on your coaching topics.

### **Session duration**

Sessions take 60 or 90 minutes.

### **Scope of service**

- Non-binding, 30-minute briefing free of charge (this does not apply for single sessions!)
- Performance of the coaching sessions including preparation and post-processing of the meetings
- Exercises for continued practice between the sessions, depending on the topic

## **YOUR NEXT STEP**

If you have any questions or in order to arrange a briefing free of charge, please contact me by phone on 076 223 97 88, by e-mail, WhatsApp or Threema.

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### ABOUT ME



*«In coaching I accompany you in the role of a sparring partner to master your challenges in the conflict areas between profession, working environment and private life. Coaching is a way of personal growth in order to extend your range of possible behaviour and it is an investment in the development of your personality.»*

Peter Näf

Master of Arts University of Zurich  
Executive Master of HR Management

[QR Business card](#)



### Professional experience

- Since 2008 working as a self-employed career coach
- 11 years as a head hunter and partner with a personnel consulting company in Zurich; consulting and placement of professionals above all in the financial industry; handling direct search mandates for companies in the banking and insurance industry
- 4 years as an assistant to the management and head of administration with a portfolio management company
- 3 years as a partner of a company and shop for import and sale of Asian art and craft
- 1 year as an assistant in auditing

### Education

- Master of Arts University of Zurich (Economy) (1992)
- Coaching diploma, ias Institute for Applied Social Sciences, Bad Ragaz (2007)
- Executive Master of HR Management, University of Applied Sciences, Olten (2001)
- Further regular training

### Languages

- German
- English

### My company

#### COMMERCIAL REGISTER

PETER NÄF karrierecoaching is an individual company registered in the Commercial Register of the Canton Zurich.

(Company no.: CHE-114.254.808).

#### VALUE ADDED TAX

VAT no.: CHE-114.254.808 MWST

#### RETIREMENT INSURANCE (AHV)

SVA Sozialversicherungsanstalt Kanton Zürich

Account no.: FC0.983

(Confirmation of self-employment)

# PETER NÄF karrierecoaching

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## MAP

My office is situated at Mühlebachstrasse 43, 5 minutes walking distance from railway station Stadelhofen. The main entrance is located next to Café Mühlebach at the junction of Mühlebachstrasse and Kreuzstrasse. The entrance is open from 7am to 6pm. Please come up with the elevator to the 4th floor and ring the bell there. In case the entrance is already closed, please call me via your mobile phone and I will come and meet you.

| Public transport  |                             |
|---|-----------------------------|
| Line  | Stop                        |
| S-Bahn 3, 5, 6, 7, 9, 12, 15, 16<br>(3 min. travel time from main station)) | Railway station Stadelhofen |
| Tram 2 + 4  | Kreuzstrasse                |
| Tram 11 (from main station) + 15  | Kreuzplatz                  |
| Bus 31 (from main station)  | Kreuzplatz                  |
| S18 (Forchbahn)   | Kreuzplatz                  |

| Walking  |                  |
|--|------------------|
| Starting point                                   | Walking distance |
| Railway station Stadelhofen                      | 5 minutes        |
| Tram stop Kreuzstrasse<br>(Tram 2 + 4)           | 3 minutes        |
| Tram/Bus stop Kreuzplatz<br>(Tram 11+15, Bus 31) | 3 minutes        |

| Car   |                  |
|---|------------------|
| Car park  | Walking distance |
| Neumünster<br>Zollikerstrasse 1   | 4 minutes        |
| Feldegg<br>Riesbachstrasse 7  | 5 minutes        |
| Utoquai<br>Färberstrasse 6  | 6 minutes        |
| Opéra<br>Schillerstrasse 5  | 7 minutes        |
| There are some public, fee-paying parking lots in front of the building and in the nearby area. |                  |

