

## **CONSULTING – AN OFFER IN CHANGE**

### **From knowledge delivery to clarity and orientation**

In the past, consulting was based on an expert's knowledge advantage. Today, information is widely accessible – but abundance creates confusion. People face conflicting advice, especially in job search and career topics. As a result, consulting has shifted from delivering facts to offering orientation: helping clients make sense of what's relevant and reliable.

### **Consulting meets coaching**

Modern consulting involves dialogue. Clients aren't passive recipients, but active participants. This approach borrows from coaching, where the client's needs and resources are central. It's no longer about telling, but about co-creating solutions. Consultants bring expertise, clients bring self-knowledge – and together, they craft tailored, sustainable outcomes.