

JOB COACHING

Beyond applications

«Job Coaching» has become a modern umbrella term for career guidance, outplacement, or career coaching. Yet it often sounds narrower than it is. Effective job coaching begins with a fundamental question: «What do I want to do?» – not just «What am I able to do?» Defining this vision through a personal and professional assessment is the foundation for a successful job search. Only then can you align your strengths and values with suitable job profiles – and avoid misdirected applications.

Strategy before execution

Most people start too late – with writing CVs and sending applications. But the real work begins earlier: clarifying goals, researching new fields, and understanding one's professional identity. Once that's done, the job search becomes focused and confident. Job coaching supports this entire journey – from reflection to interview training – and helps you turn your story into a compelling argument for future employers.