

APPLICATION COACHING

Most people apply too early – and to too many roles. Not because they lack commitment, but because the foundations are missing.

Job search and applications – a structured path to success

For professionals and executives, applying for a job is the final step – not the first. It starts with clarity: What am I looking for, in terms of content and environment? Those who cannot answer this question apply blindly. Those who can proceed in a focused and targeted way.

CV, motivation letter and LinkedIn profile: content over form

Advice on applications is abundant – and often contradictory. I have been working on this topic for over 25 years. The core principles have remained the same: it is not the form that matters, but the content. In application coaching, we develop compelling, authentic documents without «application jargon» – CV, motivation letter and LinkedIn profile – along with a search strategy that fits your profile.

AI in applications – opportunity and risk

AI is changing the application process. What appears to increase efficiency often leads to standardisation: application documents are becoming increasingly alike, and the individual voice is lost. In coaching, we look at this in practical terms – where AI adds value and where it does not. The goal is not to formulate faster, but to gain clarity.

Application coaching in Zurich – and online

In person at Mühlebachstrasse 43 in Zurich (near Stadelhofen station) or online via MS Teams.

Find out more

A detailed overview of the service, the process and the general conditions:

- Application coaching (website)
- Application coaching (PDF)

Your next step

In a free 15-minute introductory call, you will get to know how I work and can then decide whether this approach suits you.

Phone +41 (0)76 223 97 88 or via email, WhatsApp or Threema.

Articles on application coaching (all articles)

- A good application is compressed time
- Don't fall in love with job adverts!