

BUSINESS POLICY

As a career coach in Zurich, I stand by my name and my work. These principles show how I operate – and what you can expect from me.

A one-man show

PETER NÄF karrierecoaching is a sole proprietorship registered in the Commercial Register of the Canton of Zurich. You always deal directly with the owner – no deputies, no rotating consultants.

Continuity in our collaboration

Trust develops through long-term collaboration. My business model ensures that you will continue to work with the same contact person – and can build on our previous work together.

Well connected, yet independent

I am well connected but not tied to any network partner. Where I consider myself not the right expert, I will recommend the best alternative I know – without expecting or paying any commission. Your needs remain at the centre.

Avoidance of conflicts of interest

To avoid conflicts of interest, I do not offer job placement services. This allows me to support my clients independently and without any vested interest.

Transparency

I work with straightforward, transparent methods and deliberately refrain from using personality tests. Less transparent approaches are explained – so that my clients always understand what we are doing and why.

Expertise through specialisation

I have been working in the field of careers for over 25 years. Deep understanding comes from repetition – and from the willingness to keep looking at things afresh.

Your next step

If you would like to learn more about my services or arrange an initial meeting, I would be pleased to hear from you.

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

Articles on business policy (all articles)

- Do – not think! Design thinking for your career
- SME experience is sexy!