

ARTICLES

As a career coach in Zurich, I regularly write about topics relating to careers, job applications, personal and professional assessment and coaching.

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Coaching

- «Further education is never wrong!»- but is it always right?
- Diversity? Yes, but for real!
- The blessing of bad experiences
- Keep your eyes on your goals, not your opponents
- Why do you have to if you could also want to?
- ...

Personal and professional assessment

- Yes, it's all about hocus-pocus strengths
- Dreams do not always want to be realised
- Certified, so I am...
- Subconscious versus mind 1:0
- Do you know your transferable skills?
- ...

Application

- On what does the CV depend? On the content!
- Writing motivation letters with Chat GPT - seriously?
- 7 times in last round - 7 times refused
- Get a new job through mystery shopping
- Do you put all your assets on the scale pan?
- ...

Job interview

- Are you still tapping or are you already telling?
- On job interviews and gorillas
- Influence? Yes - but the right way!
- The job interview is about sympathy
- Hypnosis of the interviewer
- ...

Communication

- Poultry does not fly
- Personal branding without myth
- Why success does not speak enough for itself
- Self-marketing is a requirement in every job
- The 4 P's of self-marketing
- ...

Outplacement

- Statistics as proof of success in outplacement?
- 50plus - (self-)underestimated potential
- Understanding your own career with «Career-Telling»
- How not to conduct a termination meeting
- Storytelling - tell your entire story!
- ...