

JOB COACHING

Many people start straight away with applications. The real work begins earlier.

Job coaching has established itself as a modern term for career guidance, career coaching or outplacement. Yet the term often falls short: job coaching is far more than support with applications. It brings together personal and professional assessment, professional reorientation and application preparation. The key question is not “What can I do?” but “What do I want to do professionally?” Those who are clear about this can define job profiles that align with their personality, competencies and career aspirations.

This groundwork is often neglected – yet it determines success. The actual process begins with self-reflection and job research, followed by a targeted alignment with the labour market. Only once the direction is clear do the concrete steps follow: application documents, LinkedIn profile, and interview preparation.

Job coaching provides an external professional perspective – and ensures that job seekers can communicate their goals in a coherent and convincing way. In this way, job search becomes a strategic process rather than a matter of chance and tactical guesswork.

Articles on job coaching (all articles)

- A career grows in two directions
- Are career questions a luxury problem?