

JOB REFERENCE (REFERENCE LETTER)

The reference letter is losing weight – but those who underestimate it give away potential.

The qualified reference letter is a peculiarity of the German-speaking world – and is legally anchored in Switzerland. It includes assessments of performance and interpersonal behaviour and remains a standard component of any application. Its informative value is limited, especially when written in consistently neutral language. However, exceptionally strong or noticeably weak references can still tip the balance in the initial screening. Internationally, they are rare – and even in Switzerland, personal recommendations and online profiles are gaining importance.

Despite this, many employees are surprisingly passive when it comes to references. Yet it pays to take an active role: when changing managers or moving internally, requesting an interim reference is advisable. If you are asked to draft your own reference or provide a list of responsibilities, you should make the most of the opportunity. Suggested improvements are best submitted in writing – and fully formulated.

Those who prepare nothing usually receive standard phrases – and miss an opportunity.

Articles on reference letters (all articles)

- Certified, therefore I am!
- How recruiters read your application documents – yes, they still read them!