

## **“What makes an impression and is truly convincing is a cohesive overall package.”**

Dr. Nicolette Fiola is part of the executive coaching team at stg. She provides support for specialists and executives as part of career coaching. From experience, she knows what matters when it comes to professional reorientation. Especially when it comes to finding the right place.

### **Can you describe the situations in which experts and executives come to you for advice?**

In general, we tend to see two classic starting situations. A large number of clients have to make a change in their careers. They are losing their job due to a restructuring in the company or they are being laid off. For others, the desire for change comes from within. They are looking for a new professional perspective – not just another job – and are seeking professional support for this important process.

### **What special requirements do your clients bring with them?**

It is a matter of setting a professional course for the future. Often it's the last stop before retirement, and you really need to find the right fit. Many of my career coaching clients want to escape the dynamic of "higher, faster, further." They want to pause and take the time to answer the question of what is truly important to them professionally and where the journey should take them. This is fundamentally about meaningful work.

### **So what's even the point of career coaching? After all, can't I just Google what a good CV should look like?**

Yes, of course. Creating a polished CV isn't rocket

science. However, that's not enough for the clients we provide with career coaching support. What makes an impression and is truly convincing is a cohesive overall package. This is achieved when the results of the coaching phases optimally intertwine. When it becomes crystal clear what makes a person special, what characterizes their career development, and what success stories they can tell. This content-related foundation is then translated into the personal branding of a client's application documents and social media profiles, which are becoming increasingly important. And if these messages are also consistently and convincingly represented in the job interviews, it is hard to beat their impact. In my experience, it is almost impossible to achieve this kind of overall package on your own.

### **In your opinion, what are the three most important success factors for finding the right place?**

First: I know what I am capable of and what I want. Second: I am able to communicate this convincingly. Third, it comes down to the systematic research into the labor market segment relevant to me. Which target companies am I interested in? Which headhunters should know me? What options are there in my network? Simply responding to job ads is not enough.

**What is your job as a career coaching advisor?**

I am a facilitator and sparring partner who works on an equal footing. I think it's important to always keep an eye on what my clients need at any given moment. Sometimes topics arise that are only marginally related to the professional reorientation. Health, for example, or partnership. These need to be integrated into the process. This usually makes the process even more intensive. Every client is unique – and career coaching should be too!

**What do you bring to your role?**

Professionally, it is my own work experience in various positions and companies. Not to mention my experience in human resources consulting and in executive search recruitment.

I know what makes HR decision-makers tick and what is important to them. I also incorporate my process knowledge and coaching expertise. On a human level, I need to be able to empathize with my clients, some of whom are going through difficult transition periods in their careers. Openness and flexibility are also important in order to keep up with personal development during the coaching process. There is no magic formula for successful coaching. Each process is tailored to the individual.

**In one sentence: In your opinion, what is the greatest benefit of career coaching for clients?**

Career coaching ensures that they are optimally prepared for the application process, are equipped with a systematic market analysis, and are given the opportunity to receive professional support during the onboarding phase. These are the best prerequisites for truly finding the right place.



**About**

Dr. Nicolette Fiola has more than 10 years of experience in human resources consulting and in executive search recruitment. She advises specialists and executives in questions concerning career planning and during professional transitions. Other areas of expertise include outplacement consulting and reverse headhunting at the executive and senior executive level. In addition, Dr. Fiola teaches at Ansbach University of Applied Sciences.