

stg...

Career coaching for experts & executives

Our expertise. Your success.

In individual new placement – like what we offer at stg – it's not about finding new pathways. It's about finding the right place for you.



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Schedule an appointment for a non-binding information meeting by calling +49 9131 92936-16



"Extremely professional and reliable."*

You have achieved a great deal in your career. You know your strengths and your market value. And yet you may still wonder if there is something more or different that you should be doing? Something that may only be available to those who have already come as far as you have. At the same time, it is a time of change for you.

This is where our expertise comes in. We help people find their place – even if the path to get there is different than originally planned. At stg, we are firmly convinced that change can enable you to grow and develop perspectives for yourself that were previously not apparent.

After all, the right place is much more than a new job.

*) Anita Bermel, former Vice President HR PMO GfK SE (regarding her experience working with stg)

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Our career coaching is organized into three phases

Career coaching is geared to the individual needs of our customers. It consists of three phases.



Analysis and orientation

- Assessment of the current situation
- Analysis of potential
- Goal definition



Personal support

Our experts are available for you throughout the entire duration of the project.

Your personal coach

Our coaches are experienced outplacement advisors and recruiters. They share common quality standards and their diversity complements each other.



Positioning and strategy

- Application and search strategy
- Unique selling points
- Designing your documents (profile, CV, social media)



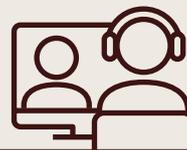
Optimization and conclusion

- Preparing for/following up on job interviews
- Optimizing a positive self-portrayal
- Decision-making support



Your support team

Instead of trying to teach yourself the skills that others have already perfected, why not let professionals handle your personal branding?



Advice for you 24/7

If needed, you or your family members can contact our team of experienced psychologists and counselors. 24 hours a day, 365 days a year.



Phase 1

Analysis and orientation

How to get started with your career coaching.

Your personal coach will be by your side to provide guidance during this period of transition. A sparring partner that we select for you individually according to professional focus areas and individual fit.

The first step is an initial meeting between you and your coach. Take advantage of this non-binding opportunity to get to know each other and feel free to ask anything you want to know before you decide to

work with us. Next, you and your coach will proceed together with phase 1: analysis and orientation.

This stage will involve intensive discussions. You will analyze your situation, receive an individual assessment of your potential, and define your goal. At the end of this phase, you will have clarity about your abilities and aspirations. As such, you will have packed your "toolbox" for your professional reorientation.

Your results



You have discovered new perspectives and clearly defined your goal.
You know your strengths and your unique selling points.
With regards to content, you are equipped for the next steps.



Add-on module

Hogan Personality Assessment

The Hogan Personality Assessment is an international method for personality measurement and development. It consists of three parts: values, strengths, and risks.

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The Hogan Personality Assessment originally comes from management and personnel development. We successfully use the tool in career coaching because it opens up completely new perspectives into your own personality. You can then use this as a basis to further develop your personality in a targeted manner.

In career coaching, you get all the results – explained clearly and with plenty of details in a personal meeting. Last but not least, the assessment is closely interwoven with your coaching. That's why it often acts as an additional catalyst in the process of reorientation. It speeds up the personal acquisition of knowledge and provides additional clarity.

Hogan is a development tool. At the same time, it also provides information about the individual's own value orientation and outstanding strengths. This is particularly revealing when it comes to finding the right working environment.

Areas of potential, risks, values

The Hogan Personality Inventory (HPI) describes the strong side of personality. It explains how we relate to

others when we are being effective. A person's potential can be used to draw conclusions about how they work or lead and how successful they will be.

The Hogan Development Survey (HDS) describes the stress markers of personality. These are characteristics that emerge in times of increased strain and which could jeopardize professional success. The aim here is to recognize your own performance risks.

Finally, the Motives, Values, Preferences Inventory (MVPI) describes a person's drivers or motivators for success. It also indicates the positions and environments in which they are likely to be the most productive.

Based on science

As one of the best-known methods for measuring and developing personality, Hogan has a strong scientific foundation. It is based on global and national standards, is AGG (German General Equal Treatment Act) and EEOC compliant and also meets the strict quality criteria of DIN 33430. And it goes without saying that the results remain exclusively in your hands. The data is not shared with third parties.



Phase 2

Positioning and strategy

Your profile has been refined and is taking shape.

You have worked with your coach to develop your personal profile and define your goal. The framework has been clearly defined. Based on this, you will work together to develop your application strategy and select the channels that match your profile.

For this, you will need strong documents. We will organize a photo shoot for you and ensure that your application documents are visually appealing

as well as cohesive in terms of content. They perfectly express what makes you tick. Based on the developed criteria, you will receive job suggestions that our experts have selected for you and that complement your own research.

Everyone's needs are different. That's why we offer additional bookable add-on modules that allow you to expand this phase to meet your own needs.

Your results



You have defined your application strategy.
You have professionally designed documents that represent you perfectly.
Your application has been submitted to your dream companies.



Add-on module

Reverse headhunting including back office

Take advantage of the opportunity for in-depth research into the labor market.

After you have collaborated with your coach to determine your desired position and have prepared your documents, we will position your profile in the labor market.

In reverse headhunting, we use company databases for research while also drawing on our contacts to headhunters and our Germany-wide stg network. We validate all contacts before passing them on, of course.

In addition, we help you to identify and strategically use your own networks. You will apply not only for advertised positions, but also proactively to companies that suit you as an employer.

Our back-office team takes care of preparing and compiling your documents and handles all correspondence for you.

Add-on module

Design package

Let our marketing professionals handle your personal branding.

To position yourself in the executive/expert labor market, you need application documents that are tailored to your new, refined profile. You will systematically develop the content for this with your coach. The appropriate business headshots will be taken during a professional photo shoot. In addition, our marketing team will prepare a customized applicant profile for you as well as a curriculum vitae for

online and offline use. On top of that, we will translate your German CV and revise it so that you will also have a résumé in English at your disposal. Last but not least, our social media specialists will design your profile on Xing and LinkedIn. This will enable you to showcase yourself with an overall package that is both compelling and cohesive.



Phase 3

Optimization and conclusion

You are impressive and find a new job.

You know what you can do and what you want. You have documents that you identify with because they clearly reflect who you are. You have presented yourself in the labor market relevant to you. Now your dream companies are starting to respond and want to get to know you. For you, this means that you have to “sell” yourself. Maybe for the first time in a long time. We are still right by your side. You will work with your coach to prepare for and follow up on interviews.

Our aim is for you to have a number of excellent offers to choose from. Your coach will provide effective decision-making support. And once you have found a position, upon request we can also provide you with support during your first 100 days in your new job – to ensure that you have the best possible start to your professional future.

Your results



You know what sets you apart, and you are able to communicate this authentically and convincingly.

You appear confident and enter your contract negotiations perfectly prepared.

You know which criteria are crucial for your decision.



Add-on module

Executive media training

Communication that makes a difference.

In this training course, you will learn how to use your communication to position yourself with purpose. As a result, you will gain even more clarity and confidence. This also has an external impact.

In the media training, you will learn how to accurately position your messages, present yourself confidently, and respond eloquently even while under strain. You will practice different strategies for interview situations, rehearse how to steer conversations, and make your language more concise.

In the live TV studio, the camera will bring you face to face with your stress patterns. You will practice how to present yourself optimally in online meetings and video statements or in front of large groups.

This will help you expand your repertoire and give a distinctive profile to your communications. You will immediately benefit from these skills during the application process and in contract negotiations. In the longer term, you will also be able to use these skills in your new job.

Our services at a glance

Consulting models

"Compact" career coaching

4 months

20 hours career coaching

"Classic" career coaching

6 months

32 hours career coaching

"Comfort" career coaching

6 months plus onboarding

40 hours career coaching

Career counseling in 3 phases:
analysis & orientation, positioning & strategy, optimization & conclusion

Professional photo shoot with business headshots for your online and offline profile

Coaching includes XING & LinkedIn profile content editing, guideline from our experts

Regular job suggestions

24/7 psychological counseling for you and your family

Add-on modules

Hogan Personality Assessment

A three-part approach for comprehensive work-related personality diagnostics and development, including a detailed evaluation discussion and incorporation of the results into further coaching: strengths, values, risks.

Reverse headhunting

Systematic exploration of the relevant labor market segment according to individual criteria. Expert research of target companies and headhunter contacts. Back-office service for ready-to-send documents

Design package

Personal branding by a professional and Xing and LinkedIn profiles customized just for you. CV and profile featuring a distinctive design, as well as a résumé in English.

Executive media training

One-day training on optimizing self-presentation and communication in front of the camera or an audience. For greater confidence and impact.

Let's start a conversation and find out together where your place could be.

For the consulting setting, we are guided entirely by your preferences. Coaching sessions can be held in person (at various locations nationwide), in the form of a video call, by telephone, or via e-mail.

We offer a non-binding information meeting in advance (please call +49 9131 92936-16 to schedule an appointment) as well as the opportunity to get to know your coach, and both of course are free of charge. We will carefully select your personal coach for you.

The consultation is also available in English.

Do you have any other questions or special requests? Please feel free to contact me for a consulting model tailored to your individual needs!



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“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.



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