

Jacqueline von Saldern

Career Counselor & Coach

Modules Career Counseling & Coaching

English / German

Module I. Essentials & Orientation

- **Potential analysis:** identifying values and core competencies
- **Career goal:** specifying occupational fields and individual job profile
- **Curriculum Vitae:** editing and aligning it with job profile
- **Strategy:** scouring job market and search options; setting priorities
- **Action plan:** defining agenda, time schedule, and first steps

Module II. Job Search & Application Process

- **Networking:** expanding contact network strategically, online and offline; initiating informational interviews
- **Self-marketing:** presenting persuasive sales pitch; conversing with self-assurance; leveraging nonverbal communication
- **Cover letter:** analyzing job description; defining core arguments; ensuring focused and authentic wording
- **Interview & Assessment Center:** simulating interviews; identifying convincing arguments; reinforcing self-confidence
- **Contract:** specifying negotiation strategy for salary and other conditions; enhancing power of persuasion and mindset
- **Monitoring:** evaluating ongoing application process; fine-tuning; reviewing strategies and goals

Module III. Freelancers & Entrepreneurs

- **Potential analysis:** defining competency profile, portfolio, expertise, market needs, and added value
- **Business plan:** outlining proposal - market analysis, marketing strategies, references, financial planning, timeline, fees structure
- **Target groups:** identifying relevant sectors, potential clients, and agencies; assessing possible partnerships
- **Self-marketing:** developing distinctive profile, sales pitch, website, and further marketing activities
- **Networking:** expanding existing network and clientele; developing online and offline activities; identifying multipliers and relevant professional networks

Module IV. Leadership & Personal Development

Leadership

- Enhancing and refining leadership competencies
- Self-reflection and reinforcing leadership role; developing personal style
- Personal leadership, self-management, and setting priorities
- Proactive career advancement; profiling and positioning on the job
- Employee management; developing and motivating staff; feedback
- Team building, team development, team leadership
- Accepting change; creatively shaping and monitoring processes
- Decision making; steering its implementation situation-related

Communication & Strategy

- Reconsidering and realigning communication strategies
- Honing foresightedness and strategic thinking
- Professional conversation techniques; extending negotiation scope
- Conflict management; clarifying factual and personal levels
- Strategically expanding contact network and maintaining it systematically
- Sensitive interaction with diversity and interculturalism; unconscious bias
- Raising awareness for nonverbal communication and refining these skills

Mindset

- Reinforcing self-confidence and enhancing self-assertion
- Gaining resilience; increasing flexibility and agility
- Dealing with disappointments and emerging stronger thereof
- Overcoming doubts and procrastination; resolving mental blockades
- Recognizing personal belief system; modifying dogmas and habits
- Increasing frustration tolerance; mastering impatience

Personal

- Work-life balance; reducing stress; setting limits and taking preventive measures
- Time and self-management; structuring daily and weekly workload
- Compatibility of family and career; setting priorities
- Defining life vision; setting mid- and long-term goals