

## Solution Focused Newplacement

### Your executive opportunity

Discover vocational options that contribute to your success  
„HEKS lernWerk“ is here to help!

“Instead of unsuccessfully looking for jobs, create your new options” is our strategy. Our focus is not only on the strengths and interests of the participants but on current market needs. HEKS LernWerk offers among other things practical project work matched to the individualized interests of the participants

Participants will as quickly as possible:

- begin orientation together with other managers and professionals and enjoy a mutual support experience.
- shift the primary focus to recognizing new vocational options instead of on often unsuccessful job searches.
- develop and use networks in a conscious and targeted way.
- design the workplace and daily work structure that matches their desired job.

## Target Group

Unemployed men and women at a middle-management level, or well qualified professionals starting from approximately 40 years. Ideally they should enter the program as fast as possible, since their chances at finding a job in the job market are hampered both by their level of specialization and their age. They must be ready to examine new occupational options.

### *Past function*

- participants who have held a leadership position as team or department manager, business or strategic planner, project manager or senior staff member.

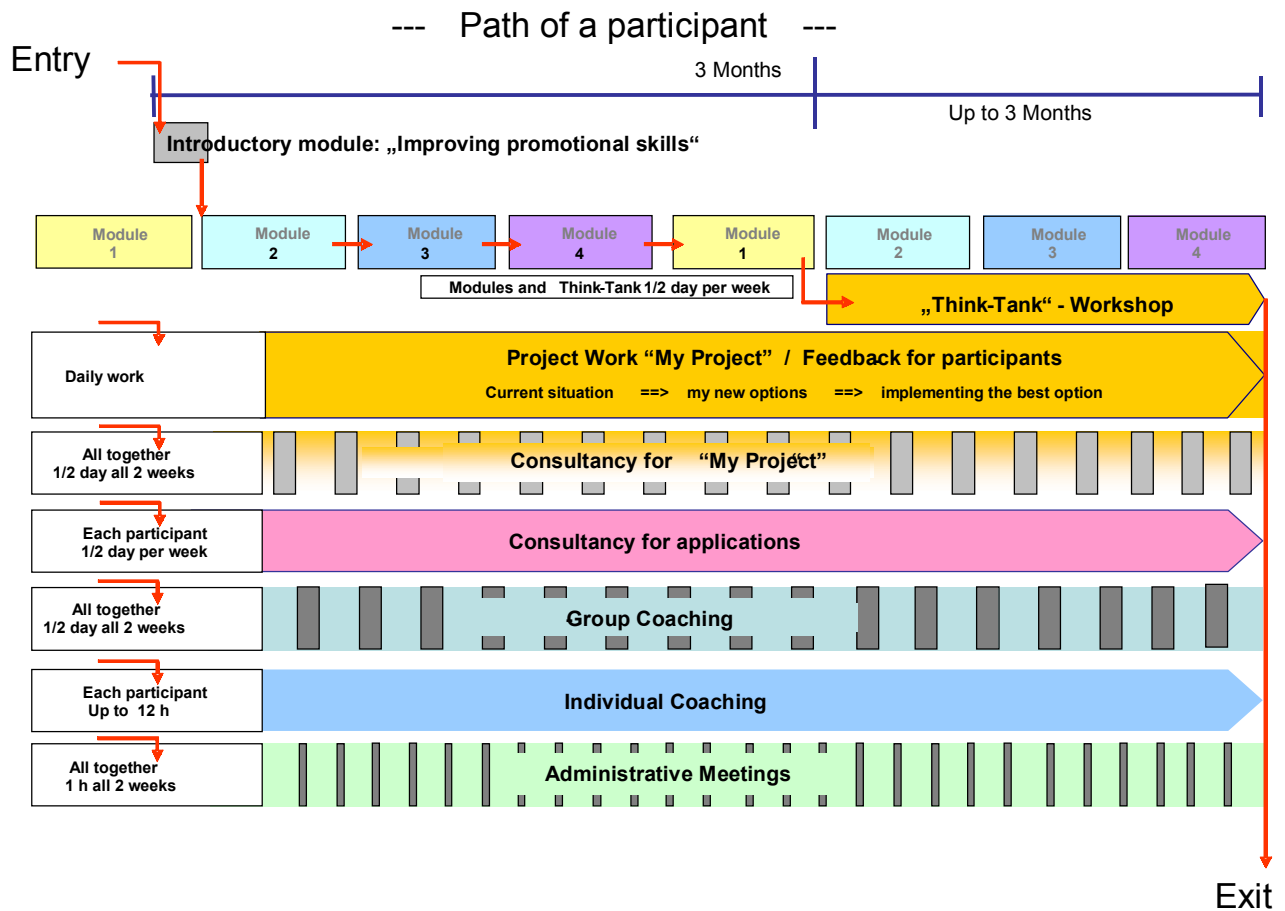
### *Personality*

- readiness to examine new career
- willingness to engage in self-reflection and readiness to do the required work
- interest in and motivated by new experiences
- socially and psychologically prepared to be an active and willing team member

## Program

Participants develop realistic strategies for a rapid and lasting reintegration into business life. They recognize their resources and are ready to focus them on the task, as well as being open for a re-orientation of perspective. Business relationships are developed and optimized for the job search process. The participants learn to accept their current vocational situation. They recognize the dangers of dissociating themselves from society, identifying practical counter-measures to increase their motivation.

## Program Structure



## Course Modules

The training modules deliver the key qualifications needed for vocational reintegration, developed through practical exercises. In addition, technical skills and strategies as well as self-confidence and social skills are taught.

### Introductory module

#### Improving promotional skills

1. Job ads analysis (visible market)
2. Cover letter and application writing techniques
3. Marketing tactics
4. Telephone roleplay

### Module 1

#### Review of past vocational career/development

1. Perception and working life
2. Changing value conceptions/worldview (part 1)
3. Self analysis and career position
4. Career development path
5. Highlighting your achievements
6. Personal profile – strengthen key descriptors

### Module 2

#### New vocational options and goal definitions

1. Job market trends
2. Work/life balance
3. Look at current and future market (part 2)
4. New opportunities
5. Decide the shape of your future
  - your career portfolio
  - step into independence
  - new job combinations

### Module 3

#### The application dossier (for the visible job-market)

preparing the documents:

1. Profile
2. CV
3. Certifications, diplomas, certificates
4. Letter of application

### Module 4

#### Self-marketing & communication strategies

(hidden job market and use of new tactics)

1. **The project**
  - provision of information
  - needs and sources
2. **Focus on new vocational options (part 1)**
  - The hidden job market
  - First contact
  - Telephone marketing
  - The written dialogue
  - **the interview**
    - ✓ preparations
    - ✓ attitude, gesturing, body language, stress management
    - ✓ after the interview – followup
    - ✓ the subsequent discussion
3. **Focus on new vocational options (part 2)**
  - active marketing with new tactics
  - creating new positions

## ***Project Work „My Project“***

Each participant is asked to work out his / her new vocational options as a structured and managed project covering the steps:

### **1. Portfolio of Capabilities**

To work out this portfolio the structure and templates of „Schweizerisches Qualifikationsbuch CH-Q“ ([www.ch-q.ch](http://www.ch-q.ch)) are used.

### **2. Finding new vocational options**

In the next phase of the project new options are explored.

### **3. Start of implementation**

In the last phase „building the future“ is started.

## ***„Think-Tank“- Workshop***

After having attended all training modules 1 – 4 the participants work together as members of a self organizing think tank..

## ***Consultancy to work out applications***

All participants have to work out applications during the whole program. Consultancy is available to support them.

## ***Coaching (in the group and individual)***

This coachings are clearly focused to empower the participants to explore new vocational options and to find new strategies to have more success in the job market.

## ***Administrative Meetings***

As all participants work in an environment like a „job factory“ there is some ongoing administrative and logistic stuff to deal with.

## **Financing**

This program is payed by the government using the assets of the insurance for unemployment.