



Become a Consultant/Trainer/Coach for Career | JobApplication | JobHunting | New-/Outplacement | Salary Negotiation

A consulting combination with high future growth!



By Peter M. Barnefske

**Active CareerCounselling + Active JobHunting
= Do the best for JobSeekers**



EUROPE | ASIA | AMERICA



EXTREME HEADHUNTING

Strategy. Psychology. Practice.



By Peter M. Bornefske

**Identify, approach and win top candidates –
wherever they currently work!**



EUROPE | ASIA | AMERICA

Trainings in lucrative & secure businesses

■ Extreme Headhunting | DirectSearch | TalentScouting | Inter/national Recruiting

Identify, approach and win top candidates – wherever they currently are (still) employed !

■ Become a Consultant/Trainer/Coach for Career | Applying | JobHunting | New-/Outplacement | Salary Negotiation

A consulting combination with high future growth!

Regardless of whether the economy is in a strong crisis or in full swing: **Highly skilled Italian professionals, experts and managers**

- always look for jobs, internal/external career and re-orientation
- always are wanted from companies
- always get dismissed. Mostly in large numbers
- always are keen on reaching higher salary levels

These situations create a huge demand for professional consultants, coaches & trainers in Italy. With our unique inter-/national training courses we open the doors to lucrative and secure consulting & business areas.

Both of the following trainings are particularly interesting for:

- Experienced internal and external recruiters, employees of staffing agencies, HR consultants and their assistants, junior consultants, HR researchers, talent scouts, personnel officers etc.
- Graduates from HR, psychology and other studies
- Entrepreneurs and career changers from many different professions

1. Become an Extreme Headhunter | Direct Searcher | Inter/national Talent Scout



- Hardcore search and identification of most wanted candidates
- The most effective expert headhunting-techniques
- The step-by-step-training "Made in Germany" with certificate

Like many other countries Italy not only has high unemployment, **BUT** also Italian companies face the problem, to **find the top candidates** among managers/professionals in IT, engineering & technics, accounting & finance, sales, procurement and also executive secretaries, skilled trades etc. Mostly they prefer candidates who currently work for their competitors companies. Whenever top specialists & managers are wanted; whenever company's sourcing strategies fail and whenever recruitment agencies have to surrender ... then they call the experts: The Real & Extreme Headhunters.

Today traditional sourcing strategies fail again and again: Expensive job ads, insufficient CV databases, inadequate applicants, job fairs etc. lead to fewer and fewer qualified candidates.

In contrast our daily headhunting results show: 30-50% of all employed (=passive) candidates are open for new and interesting tasks. But: Most recruiters don't know (or do they fear?) to get in contact with these candidates by directly approaching them. Or they increasingly try to do "soft & weak" social recruiting activities like sending (or spamming? ...) e-mails via

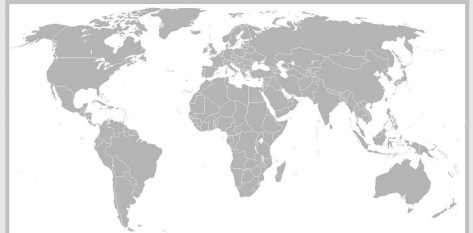
LinkedIn, Facebook etc.) and annoy candidates instead of winning them for a job change.

Be different and learn live from our expertise:

- You want to know how real headhunting experts win top candidates?
- You want to operate discreet, cost-effective and time-saving?
- You want to be successful – even as a headhunting-novice?
- You want to speed up your recruiting efficiency and profit?
- You want to achieve TOP results already from the 1st day?

As inter/nationally operating high-volume headhunters we daily "hunt" top candidates for companies and management consultancies.

The extracts from 20 years of HR consulting, hundreds of headhunting projects and over 12,000 candidate-coachings in New-/Outplacement and Career Counselling are included in this unique training. Become an Extreme Headhunter / DirectSearcher / TalentScout!



Feel welcome in our Extreme Headhunting training with certificate.

2. Become a Consultant / Trainer / Coach for Career | Job Application | JobHunting | New-/Outplacement | Salary Negotiation



- Job search/change, career transition & professional reorientation
- Career guidance and career start after university/school etc.
- The step-by-step-training "Made in Germany" with certificate

You look for a consulting business that will boom in the coming decades? It is the market for professional career & job counseling!

Italy has an unemployment reate of about 13% (youth: over 40%). On the one hand over 3,000,000 employees want to find/change their jobs and develop their career. On the other hand companies again and again dismiss hundreds and thousands of people, who then have to look for new jobs.

It's no surprise that many successful inter/national career counselors, outplacement consultants and salary coaches smile about their very profi-

For the Experienced, Entrepreneurs & Graduates

table business. Their telephone numbers are wanted a lot and are passed from hand to hand. New clients are flowing to them easily.

Wish to have a little proof? Have a look in the internet or in the nearest book store: Up to the ceiling you can find career and application handbooks. All occupational groups and generations search for help. Here a teenager is leafing through a career choice guide. Over there a student browses about the optimal "application process for graduates". And some steps behind a managing employee just surfs on the internet to discover the "secret tricks for getting a higher salary". Additionally books on career planning, work-life balance, burnout, midlife crisis and assessment centers run through innumerable hands. More and more people want to "design" their professional life, want to develop their career actively, or simply want a good job. With professional support!

But books and the internet have at least 2 strong weakness:

- What is addressed to thousands of readers does not necessarily help the individual with his/her special situation and her/his unique background and personality. Real individual Career Coaches do help!
- Many authors are good writers. BUT they never worked as recruiters for companies and don't know how recruiters really think and act. We do!

Become a "job doctor" and "career architect". For real career experts only matter the individual needs and wishes of their clients, whom they make (more) successful and satisfied.

With our training we will build a 'solid bridge' for you. You will learn about the most important counseling situations and what really matters.

Your future client target groups

Job change, applying & career development are important – even existential – subjects for men and women of all ages, professions, industries and hierarchies. Young professionals and experienced managers, workers, specialists, graduates, returnees (e.g. after child-raising) etc. seek and wish assistance from professional consultants, coaches and trainers.

Your future target groups will be people who often are at turning points:

- job changes
- dismissal/jobloss
- career/advancement
- re-orientation
- midlife crisis
- assessment
- potential analysis
- return to work after a burn out,
- child-raising, rehabilitation
- etc. etc.

After having completed our training for becoming a CareerExpert and professional JobHunter you will actively support experts, professionals and managers in achieving better jobs, higher salaries, their objectives, their development of long-term prospects and career strategies.

Many crucial questions can not be answered just by reading guide books or searching the internet. As an expert you will develop the necessary special and technical knowledge about the labour market, application processes, active search strategies, potential analysis, "social networking", etc.

By our intensive expert trainings you will establish a solid practical and methodological knowledge. PLUS: You will practice **live with real clients & consulting tasks** to develop your own personal counseling concept.

Note & Warning: Career Counselling & JobHunting is not only a business. For this profession you need high personal skills. We will qualify you in a field that will allow you to work with people in important change situations. This (in addition to your mental capacity) also requires the willingness to go in intensive clarification processes with your clients, to endure them and to accept them. Our training is no therapy for you and can not replace a therapy! Therefore we will check the CV and will have an interview with every training aspirant.

If you are in doubt then please seek our advice, whether this qualification is "right" for you.

Telephone: ++49 (0)179 / 52 99 251
E-Mail: Phoenix-GIR@email.de

5 Questions regarding Career Counselling/Coaching

1. Why is the market for career counseling / coaching growing?

This has mainly 3 reasons:

- a) There is no "one and only job/profession for a life" any more. Today the average time spent in a company is only at 3.7 years. Often the field of professional activity changes, too. With each turning point employees look for an experts advice.
- b) Dissatisfaction is growing. According to a Gallup study only 1 of 10 workers is really engaged and motivated in the job. In many professions the willingness to change is at 30% and higher. Consultations about career planning and work-life balance, training and conflict resolution ensure job satisfaction and individual success.
- c) Today the influence of labour unions and tariffs is dwindling. Employees do not get what they deserve, but only what they negotiate. Career Consultants prepare them for salary negotiations.

2. How do we define "career counseling"?

Career = professional development

That does not only mean "climbing up the career ladder". Career counseling means to assist people in working effectively, successful and with love for the profession. You as a counselor ask questions, give methodical, technical and psychological advice. You offer practical exercises to help your clients / clients to reflect their current situation, to identify their goals and complement the range of their assessment and behavior patterns.

- a) **Short-term** career counseling prepares for key situations (applying for a job, job interviews, salary negotiations etc.).
- b) **Long-term** career counseling aims to determine the job situation, to develop career visions and to break up encrusted assessment and behavioral patterns.

3. How long does it take to get into the business?

That depends on how, where and how intensively you make your services known. Those who develop distinctive specialisations and quickly gain the attention of the media work profitable already within a few months. In our training program you will receive know-how about how you can position yourself and get known in the market quickly.

4. How much do consultants in career counselling / job hunting / new/outplacement earn?

That depends on the number of your consultations and the hourly rate. The hourly rates mostly range from 50 - 250 Euro. Who for example charges 175 Euro/hour and is booked (only) 8 hours every week has an annual turnover of around 80,000 Euros.

5. What do clients value most in a consultant?

The clients are interested in the qualification and the reputation of a career counselor/coach. The ones who show a high knowledge and master the repertoire of self-promotion will find all doors open.

Your trainer & coach: Peter M. Barnefske

The CEO of PHOENIX GIR is one of the most internationally known (see the media reports) German headhunters, New-/Outplacement and Career Consultants with 20 years of inter/national HR & consulting experience. Peter implemented and coordinated large HR projects (mass outplacement / personnel transfers / qualification programmes) with over 12,000 clients.



With his team he actively placed professionals, managers and experts in inter/national known companies from industries like engineering, metalworking, electronics, automotive, IT, telecommunication, retail, hotel/gastronomy, aviation, banking/finance etc. etc. The success rates: 78 – 100%.

Create and secure your own future with our trainings!

EXTREME HEADHUNTING

Strategy. Psychology. Practice.

Identify, approach and win top candidates – wherever they currently work!

Whenever the best managers, experts & professionals are wanted; whenever other sourcing strategies fail; whenever recruiters have to surrender ... Then the Real & Extreme Headhunters are called.

Learn sure-fire expert strategies step by step from the internationally acting German headhunter Peter M. Barnefske.

- ▶ How Extreme Headhunters point and shoot top candidates. Identify and catch them directly and psychologically by phone!
- ▶ Why Real & Extreme Headhunting is more effective than wasting time with "soft & weak" social media recruiting.
- ▶ How to succeed rapidly, when old-fashioned and "usual" recruiting methods fail.
- ▶ How targeted, cost-effective and time-saving executive searchers operate. Avoid fatal mistakes!
- ▶ How to develop and use proven cover stories & strategies for identification and direct approaches by phone.
- ▶ How to present your client's job offer strategical smart and win the best potential candidates.
- ▶ How to close the deal professionally and already get your next mandates from your clients.
- ▶ How to boost your recruiting efficiency and profit.

Duration: option (a) 2-3 training days (locally/online) in 1 month
 option (b) 2-3 full days (locally/online)
 option (c) 1 full weekend (Friday – Sunday; locally/online)

Follow-up-day & Individual Coaching possible

Costs: 1.200 Euro (early bookers pay: 970 Euro)

*Be successful from the start –
even as a novice in headhunting!*

training programme

"Become a real headhunter: Job ads & Social Recruiting in LinkedIn, Facebook etc. are already old-fashioned. Your competitors fail, but you place the best candidates."

1. The requirements: How to become a real headhunter?

- Do you have it "in your blood", to be a real headhunter?
- Scruples? The moral and ethical side of headhunting.
- The requirements & tasks. Your personal skills & useful qualities.
- Practical exercise / live project task

2. Definitions, ethics & jurisdiction in headhunting

- Definition of "headhunting", "direct (re)search", "identification" etc.
- History of headhunting and headhunting in Italy and globally.
- The Do's & Don'ts. What is allowed? What is absolutely forbidden?
- Practical exercise / live project task

3. Overview about the headhunting process

- Typical phases, processes and the timing in headhunting.
- Differences in external and in-house headhunting.

4. The briefing with your clients: Why and how?

- The client is king? Yes! But even kings (a) need to be understood and (b) need clear statements (YES & NO!) from you.
- To be clarified in the briefing:
 - A: Your client. What sets the hiring company apart.
 - B: The position. The position description and its hot buttons.
 - C: The requirements / profile of the best possible candidate
 - D: The offer to the candidates
- SSA Short stakeholder analysis. Who really influences the process.
- 2 "killer questions" you should ask ... before you lose time & money!
- Neutralize issues before they ARE issues.
- Hands off! When you should reject or turn down a search at once.
- Create a position description that sells.
- Test research and benchmarking compensation.
- Practical exercise / live project task

5. Targeted research & target companies – Key to success.

- Brainstorm your identification strategy and scheduling.
- Your most valuable and relevant sources of information.
- Cold & Hot DeskSearch / FieldSearch
- Social networks, twittering, forums, blogs ... and their (non)sense.
- "Secret sources": Truths and illusions about them.
- Building the list of target-companies (Target List).
- Success tool "Concentric": The 'onion system', selection criteria and reasonable industry coverage.
- Understanding and verifying of the job title / description.
- Practical exercise / live project task

6. Search calls & Cover Story. Your first contact.

- Definition and dis/advantages of Cover Stories.
- How to develop effective Cover Stories word for word.
- How YOU use proven Cover stories ... from start to the end!
- Examples of good and really, really bad Cover Stories.
- Stop "soft, weak recruiting" in LinkedIn & Facebook! Take the phone!
- Afraid of calling companies & candidates? We help you!
- Email: Better let it be? At least avoid critical mistakes.
- Practical exercise / live project task

7. Your ident (identification) call in action. (part I)

- What will happen when you call.
- How to pass by the "hellhound cerberus": secretaries, superiors etc.
- Favorable timing and practical, appropriate processing.
- Killer phrases & faux-pas-words which you better avoid.
- Problems during the identification – and lots of solutions.

8. Your ident (identification) call in action. (part II)

- Caught in the act? Unmasked? Call gone wrong? Keep cool!
- Results of the (test) Idents: What you need to know now.
- Clippings & Documentation: The importance of notes.
- Decision-making process: Steps that follow the identification.
- Practical exercise / live project task

9. The direct approaching of candidates

- The initial contact at the candidate's current workplace: Objectives, strategies and ... follow the law!
- The direct approach: Step-by-step guideline word by word.
- The best entry formulations and 6 really stupid things you never should say.
- How to build rapport and promote the role.
- Recommended candidates: How to connect?
- Voicemail messages and what you (don't) send candidates.
- How many is enough?
- Evaluation of your idents and direct approaches.
- Practical exercise / live project task

10. The phone interview and short lists

- Possibilities for your self-motivation.
- Interview questions and interview techniques. How far can / should you go with candidates in evening interviews?
- 7 things headhunters hate to ask ... but should ask!
- Motivating candidates psychologically and why candidates do (not) want to change their job.
- Questions and (problematic) reactions of the candidates: Your answers and several helpful solutions.
- "Willing candidate" and how to detect "poker candidates".
- What is very important after the phone interview.
- Long lists: Sharing names with the hiring manager
- What you (don't) send privately to candidates.
- The RRA Rapid Response Analysis.
- The Candidate's Profile. Selection and short listing.
- Updating the hiring manager.
- Creating databases: Are you producing "zombie candidates"?
- Useful forms & templates
- Practical exercise / live project task

11. Presentation of the candidates

- How to woo top talents. Open the doors for the stars. At once!
- Preparing and presenting the candidates.
- Panel or group interviews? Assessment, testing and reference checking: Key to better profiling.
- Post-interview feedback to candidate and client.
- Backup candidates: What you should consider.
- Notifying unsuccessful candidates.
- The full search process checklist.
- Practical exercise / live project task

12. Organization, equipment and cooperation

- Where and how you really can save money!
- Personal methodology & your timeline in headhunting.
- Workplace & telephone equipment, data storage/protection.
- How to avoid problems that can start with accepting the headhunting project.
- What more you could do – or better let be.
- Forms of remunerating headhunters.

Your trainer: Peter M. Barnefske



The CEO of PHOENIX GIR is one of the most internationally known (e.g. Corriere della Sera, Le Iene, Panorama) and inter/nationally acting German headhunters, New-/Outplacement and Career Consultants with 20 years of international HR & consulting experience.

Peter implemented and coordinated large HR projects (mass outplacement / personnel transfers / qualification programmes) with over 12,000 candidates.

With his team and colleagues he actively placed experts, managers and professionals in inter/nationally known companies from industries like engineering, metalworking, electronics, automotive, IT, telecommunication, retail, hotel/gastronomy, aviation, banking/finance etc. etc. The success rates: 78 – 100%.

Peter M. Barnefske internationally trains Extreme Headhunters, Talent Scouts, Career Consultants and JobHunting Trainers.

PHOENIX GIR (German International Recruiting & Headhunting) headhunts experts, managers, young talents and qualified professionals (M/F) from European and Non-European countries in high volumes.

Workshop language

The workshop is in simple English language with many visualizations. Italian interpreters can be hired! Interested interpreters and English/German teachers please offer your services directly via Phoenix-GIR@email.de.

6 good reasons to be in this training

This training includes:

- ① An intensive and highly-effective training for your future. Your questions and comments are always welcome!
- ② A fully practical training with hot news, facts, sources, case studies and guidelines.
- ③ Practical exercises & live project tasks
- ④ Rating of your headhunting & researcher skills.
- ⑤ Discounts for intensive and individual trainings directly at your work place in the company or at your home.
- ⑥ Discounts if you engage us to do headhunting projects for you.

What candidates are you looking for?

After our training you will be able to headhunt and place

- senior, executive or other highly specialised candidates
- IT-specialists (e.g. SAP, JAVA, C/C++, PHP, .NET, SQL)
- Engineers & technicians (mechanical, electro(tech)nic, robotic, automotive, energy etc.)
- Design engineers (Catia, ProE, SolidWorks, NX, CAD)
- Accounting, controlling & finance specialists
- Medical specialists / doctors / assistant doctors (internal, accident surgery, chirurgy, neurology, radiology, anaesthesiology, orthopaedy, gynecology, dental etc.)
- Nurses (paediatric, night watch, chirurgy, intensive/long-term care, clinical geriatric, psychiatry, nephrology, anaesthesia, oncology, palliative / hospice care, rehabilitation)
- Sales experts & professionals
- Procurement experts
- executive secretaries and assistants, skilled trades etc
- highly skilled experts and specialists in:
Metal, CNC, sanitary, heating, air-conditioning, refrigeration, pipe fitters, welders, tool-makers, mecha(tro)nic, industrial machinists, car mechanics, electr(on)ics etc.
- Hotel / restaurant professionals, cooks / gourmet chefs
- Callcenter-Agents / customer service professionals
- ...

This training is made for:

- Junior Executive Searchers & Corporate Recruiters
- HR / Recruitment Consultants and their assistants
- Employees of staffing agencies
- Entrepreneurs in HR & TalentScouting
- Students of studies in human resources, psychology etc.

Note & Warning!

Please join the training punctually and well-rested! We will work hard on your skills and future results in hunting top candidates & talents.

Be faster and more succesfull than your competitors!

Duration | Fee | Organisation

- Duration:**
- option (a)** **2-3 training sessions (locally/online) in 1 month**
 - option (b)** **2-3 full days (locally/online)**
 - option (c)** **1 full weekend (Friday – Sunday; locally/online)**

- Follow-up-day & Individual Coaching possible
- Practical inhouse training & individual coaching in your company/institution and country/city is possible of course
- Also possible as a Live Online Training by our video/webconferencing system. Only head/microphone and a stable internet is needed. (ask for special offers)

The training costs **1.200 Euro (early bookers: 970 Euro)**:
Please ask for the next dates.

Please register early! Usually we can't accept last minute bookers.

Discounts | booking code

Discounts / special rates for groups:

- 15% discount on group bookings (from 4 persons)
- Note for Italian organisations, universities, academies etc.:
We operate all over the world. Do you wish to offer our Training live for your clients/ students, too? Please ask for special rates for larger groups!

Booking code / cancellation:

- After we received your registration & payment we will send your personal **booking code**. Of course we will inform you, if all seats are already taken and will refund 100% of your payment
- Refunds are possible when cancelling 10 days before date! Substitute persons are welcome with your booking code.

Payment options

Please choose from the following payment options:

- Bank transfer: **PHOENIX GIR**
IBAN: DE 42 7115 0000 0000 011767
BIC: BYLADEM1ROS
Sparkasse Rosenheim
- PAYPAL: phoenix-gir@email.de
- Western Union: Barmefske / PHOENIX GIR
(online/locally) Germany

Give us a short call please, if you need help with the booking!

No cash payment at local workshops! VAT already included.

Certification tests

Your participation in the written certification tests is optional. The tests last about 45 minutes (mainly multiple choice). Within 2-4 weeks you will receive your test results and your certificate.

In case of non-participation in the certification test you will receive a written "confirmation".

Workshop Registration / More questions?

Our workshops usually are quickly fully booked. Please register in time!

Your questions are welcome to **Michael & Valerie**:

- by email: Phoenix-GIR@email.de
- by our website: www.Phoenix-GIR.com
- by phone: ++49 (0)179 / 52 99 251

We look forward to meet you personally!



Active Career Counselling + Active JobHunting

A consulting combination with high future growth!

Companies fire hundreds and thousands of people: managers, experts, workers. Clients of all ages, professions and industries want to get new jobs or want to develop their career. You look for a profitable consulting business that is booming NOW and in the coming decades?

CareerCounselling & Active JobHunting is YOUR market.

Here are some of the topics of the training with the internationally acting career consultant & headhunter Peter M. Barnefske:

- ▶ **FUNDAMENTALS: You, your clients, your toolbox etc.**
- ▶ **ORIENTATION: Where does your client want to go?**
- ▶ **GOAL SETTING: The Active Career Strategy (ACS)**
- ▶ **POSITIONING: The "branding" of your client.
Applying Consultation & Client Self Marketing**
- ▶ **ACTIVE JOBHUNTING: How to hunt new positions
and the best job offers for your clients.**
- ▶ **SALARY NEGOTIATION: How your clients earn
what they deserve.**

Duration: option (a) 5-6 training sessions (locally/online) in 1 month
 option (b) 1 full week (locally/online)
 option (c) 3 weekends (locally/online)

Follow-up-day & Individual Coaching possible

Costs: 1.200 Euro (early bookers pay: 970 Euro)

Be successful from the start!

training programme

As a consultant / coach /trainer for Career | Applying | New/Outplacement | Salary Negotiation you know the requirements in various industries/regions. You also know the paths how companies fill their vacancies. By JobHunting you will actively open up the official and in particular the "hidden job market" for your clients in various ways.

A ACTIVE CAREER STRATEGY: Bring your clients success with a clear strategy & practical know-how

In the **preparation phase** you analyse the job-situation together with your clients. From their personal strengths/weaknesses profile, their achievements and your knowledge of the market you develop their "career red thread" with them and their next target-position.

In their resume / competence profile and by their personal presentation you clearly highlight those skills & qualities that present every of your clients as the "ideal clients" for the targeted positions.

B ACTIVE JOBHUNTING: Get the best possible jobs for your clients

Different to many other consultants you will advise your clients not only in how to seek a new position. No. You as their consultant will also hunt for positions actively with and for your client! As an **Active JobHunter**.

Your job as a JobHunter starts after completion of the **strategic phase** and the creation/optimization of the **application documents** for your candidates. You search for the best matching vacancies for your clients in their "target job market". Depending on the hierarchy level and target position you use all possible job hunting strategies.

As a key element of the search strategy you will contact "target employers", their recruiters and other HR consultants directly and prepare your clients for job interviews. Especially this direct **contacting of decision-makers (JobHunting = "inverse headhunting")** successfully leads 80% of clients to new positions.

Only when the next employer/position really suits your clients, they will be happy and successful in the long term. Of course you will agree all your activities with your clients. You advise AND search.

C The Goal

2-4 weeks after starting your job hunting-activities your clients should have the first job interviews. The usually decide about a job offer after 4-7 interviews.

SOME TRAINING TOPICS IN DETAIL

0. FUNDAMENTALS: You and your clients

A) You as a Career & JobHunting Consultant / Trainer / Coach

- What is real Career Counselling?
- Your qualifications, resources, toolbox and your network
- Possibilities, limits & challenges in the consulting process
- Serious words about discretion & confidentiality
- Personal antipathies and termination of the consultation

B) Your future clients

- Topics in which clients need your professional support
- The personal responsibility of the client
- Psychological problems and non-fulfillment of agreed tasks & rules

C) The consulting process flow

- The 4 phases and the process steps in Career Counselling
- Clarification of tasks, offer creation, model contract and documentation
- Interview guide for the first meeting

1. ORIENTATION PHASE: Clear and fair separation from the former employer

- Review of the termination agreement
- Review of the work certificate / reference
- Creation of a new work certificate

A) Review of the termination agreement

In cases of doubt you or cooperating specialists check the cancellation of the employment contract in legal, tax and pecuniary terms.

- In case of a dismissal: Is the dismissal legal at all?
- Does your client keep the entitlement to unemployment benefits?
- Is there a fiscal optimization potential?

The result is a recommendation to accept, negotiate or to reject the dismissal and /or a severance package (e.g. offered to high level clients).

B) Verification of job references

Your clients received a job reference (certificate) from the former employer? Check how this testimony will influence the future career of your clients! Many HR managers focus a lot on the job reference of applicants. Big importance here have: the content, the hidden legal "secret codes", the assessment and also the confirmed achievements of your clients. As the consultant you recommend changes and detect hidden criticism. You also give suggestions to the clients for clarifying discussions with their employers.

C) Creating a new job reference

Often clients have the opportunity to prepare their own job reference proposals. An excellent opportunity! With your clients you create suitable testimonies which gives a positive and appropriate image to your clients.

- Practical exercises, verification & optimisation of job references

2. GOAL SETTING: The Active Career Strategy (ACS) and potential analysis

- The separation analysis: How your clients learn from a cancellation and release from a dismissal-shock and pain.
- The Active Career Strategy (ACS): Identifying the strengths and achievements in the potential analysis.
- Salary-analysis and salary-coaching: How to negotiate adequate salaries professionally

Separation as a clear chance: The loss of a job is a painful experience for your clients. They are usually involuntarily removed from a secure environment and face an uncertain job situation now. What will happen? What will be the next job? How long do the financial resources last?

With some inner distance to the separating situation your clients will have a clear chance to give their professional life a new direction.

- Do they now want to focus on their most favourite tasks?
- Do they now want to realize their long-cherished plans for professional independence / self-employment?

By your professional advising support the vast number of clients will be happier in their new position than with their former employers! The precondition for this: Your clients need to know themselves, their tendencies, strengths & weaknesses better with your critically analyzing help.

Support your clients this way:

training programme

A) The separation analysis: How to learn and release from a dismissal and a dismissal-shock

In order to get the clients head clear for a new position you and your clients need to identify and understand the reasons that led to the dismissal or future re-orientation.

A dismissal can hurt the self-esteem even of the strongest high level clients. Many often try to analyze the situation again and again without a clear result. Your external view as a consultant will help to understand what had happened.

Many clients find it hard then, to tell the truth about their job situation. Latest when clients don't drive to work any more every morning then their neighbors, friends and family will come to them with questions.

Help your clients to ease this situation by developing a "separation story" with them! This separation story will give a short, true and convincing information about the (awkward) situation for your client. It raises no compassion, but increases widespread optimism.

- Practical exercises & implementation of termination-/re-orientation motivations

B) The Active Career Strategy (ACS) / Discover the strengths & achievements of your clients by the potential analysis

We humans are naturally endowed with different talents & abilities. Our experience in PHOENIX GIR shows that clients, who focus on their strengths (instead of trying to compensate their weaknesses) are more successful and happier in their professional and private life.

- What are the unique talents of your clients?
- Which tasks are torturing them?
- In what tasks will they be more successful and happier?

Your clients should seek a job that requires their strengths as often as possible. They will manage their future tasks better and faster than other people. The things they don't like should be a smaller part of their duties.

Some tools from your toolbox:

- Biographical interview and self-reflexion
- (Core) competence analysis, SWOT-analysis, USP, Career-Balanced-Scorecard & psychological tests
- Self image and public image (incl. interviewing the environment)
- Visioning, intuition, imagination, future design etc.
- achievement and formulation of goals: SMART planing

By using the **ACS-potential analysis** your clients will know their own profile of strengths and their professional achievements. This allows to determine the future career development of your clients and the best target companies.

The Active Career Strategy and potential analysis more in detail:

ACS-Phase 1: Analysis of the current situation, professional stations, specific strengths & achievements: The basis of self-marketing

Discover with your clients the strengths they are actually using successfully. The written and verbal presentation of the abilities and concrete achievements gives your clients a decisive edge even in a "war" for great jobs. Together you will develop a number of success stories for your client's CV/competence profile and for interview situations.

- Practical exercises and implementation of ACS 1

You will also identify the qualification-/training-needs of your clients and will look for and select suitable training providers.

ACS-Phase 2: The most promising fields of activity, target positions, alternatives and employer target groups

Only those who have clear goals can reach them: The findings from the dismissal analysis, the analysis of the profile, professional stations and achievements lead to the determination of one or several target positions and future employers.

From now on your clients will appear confident and more authentic than other clients in the application process and in job interviews.

Additionally your knowledge of market developments and the realizability of the desired position is needed. And despite all procedures, methodology and a large network of contacts a little bit of luck is required, too.

- Practical exercises and implementation of ACS 2
- Task: Market research on potential employers target-groups to assess the job opportunities of your clients

ACS-Phase 3: The problems of employer-target groups

Show your clients how to discover the problems and challenges of future employers and they will develop a further big advantage for really interesting jobs.

- Practical exercises and implementation of ACS 3

ACS-Phase 4: Preparation of a "benefit offer" for potential employers

- Practical exercises and implementation of ACS 4

C) Salary analysis & salary negotiation: How your clients will achieve adequate salaries

A realistic assessment of the expected salary helps your clients in the interviews with new employers. They should know their "market value" and how they can realize it.

As part of the JobHuntings it can be your goal to discover how much future employers are ready to pay ... before your clients express their own expectations later.

- The "other side": What really convinces bosses.
- The secret rules and deadly sins in salary poker.
- How your clients will be confident and relaxed in their salary negotiations.

3. POSITIONING: The branding of your clients, Application Counselling & self-marketing

- The other side of the desk: How HR managers / recruiters / headhunters think and act
- The marketing / application documents of your clients
- Planning the "applying campaign" / Active Application Strategies (AAS)
- How to contact the target group of employers
- Job interview & self-marketing: How your clients convince with positive self-promotion and receive good job offers

In this training module you can also qualify yourself as an Application Consultant, which is an independent and profitable business, too.

Applying = pure self-marketing: Clients must learn to see themselves as a "product" or "service provider". They need to do marketing for themselves professionally.

- Why should companies invite YOUR clients for interviews?
- Why exactly should YOUR clients be hired?

A) The other side of the desk: Thinking like recruiters / HR managers / headhunters etc. do

Employers / decision makers often think and act very different from what clients guess. Therefore you make your clients familiar with:

training programme

The thinking and the acting of employers

- Exercise: A hiring plan (define requirements / search paths)
- Exercise: Define selection criteria (application / interview)
- Exercise: Live Search. What are hiring managers expecting?
(= first opportunity to establish a contact network as a future consultant)

How employers analyze applications (including the 3-step method)

How clients should do job advert analyses:

- Exercise: Mandatory / optional keywords, copy strategy
- Exercise: Job advert analyses

Establishing first contacts with employers / recruiters by phone (current status check)

B) Your clients' marketing / application documents

Products and services are communicated by marketing documents. The marketing documents of your clients is an excellent CV / "competence profile". Additionally your clients need a good "marketing training" and good "selling points" for the job interviews.

We will reveal the deepest secrets, tricks & strategies about preparing the best application for your clients. You will learn the reasons, why PHOENIX GIR clients are such successful presented and hired by companies.

- Exercise: Short-brainstorm about deadly sins in applications

1. The cover letter (CL): How clients immediately attract interest!

After detailed instructions and many examples you will put the acquired knowledge in practice and will expand it to an optimum.

- Exercise: Optimize your/your colleagues' CL from employer's view
- Exercise: Formulating various CLs from employer's view (advert, initiative, agencies, for specialists, managers, trainees etc.)
- Exercise: Formulating important text modules / problem areas (dismissal, salary, starting date, career change, job abroad)
- Exercise: Optimizing CLs of live-clients
- Real success stories and best practices from different professions

2. The professional CV/resume/competence profile:

The CV is the one document that in the end leads to job interviews. Discover the most important "marketing document" of your clients and the decisive "C3" strategy! In less than 20 seconds the CV needs to positively influence the hr decision makers and needs to present the most important arguments.

- **Achievements & responsibilities:** As a consultant, you will develop CVs / competency profiles that show the professional stations, responsibilities and achievements of your clients. We will show you how to make "tailored" CVs and demonstrate personal strengths psychological and strategical with success stories.
- **How to demonstrate career development:** Help your clients to show a "red thread" and their personal development. Breaks or gaps in the career require your special attention as a consultant.
- **Structure, design, C1-C2-C3, gaps, unemployment, breaks, rare / frequent changes etc.** Different careers require different marketing. Although the "ideal" layout does not exist, you will learn to achieve the optimum with our help.
- **The Europass CV:** Its strengths and weaknesses
 - Exercise: Optimize of own CV / consultant profile
 - Exercise: Optimizing colleagues CV / profiles
 - Exercise: Optimizing live clients CVs

More topics will be:

- **Graphology:** Its importance in your region
- **Employment certificates** (structure, content, secret codes, phrases)
 - Exercise: Its importance in your region
 - Exercise: Formulating of references from employers

Reference checks

- Exercise: Doing (live) reference checks with employers

Final test

- Main task: Doing 1-3 complete application checks for live clients (complete new design / detecting all errors / optimizing)

C) The AAS – Active Application Strategies: Employer target groups / Planning the applying campaign

Your clients should reach as many HR managers of the target group as possible. Depending on the target position and target companies you will show them the best entryways to the open and hidden job market.

Planning recurring activities: Your clients will create a weekly work plan and reserve times for application and leisure activities.

Checking the feedback from the labour market: How to follow and document all initiated activities? How to integrate the feedback from the market in your coaching activities. Specific trainings and coachings will help to correct identified weaknesses in your clients self-marketing.

More topics will be:

The "iceberg" labor market

- Exercise: How to research how employers search and hire

Active and passive application strategies in detail

Phone calls to job adverts

- Exercise: Live calls to employers

Speculative Application

- Exercise: Pre-formulating speculative applications

Training of unsolicited phone calls

- Exercise: Search the employer / Live calls

Online search & online application

HR consultants & recruitment agencies

- Exercise: Contacting HR consultants & recruitment agencies

D) Job interview & self-marketing: How clients convince professionally and receive contract offers

In the job interviews by phone, Skype or personally your clients must embody the "marketing claims" of their application documents and present their achievements in a convincing way.

The verbal CV: The 30 sec-spot / presenting success stories

Clients often only have very little time to present themselves in important conversations or phone calls. They may not be lost in details, but must quickly get to the point and attract the interest of decision makers. You will prepare them with the 30 sec-spot, a verbal resume, for such situations. Together you practice the presentation of their success stories, too.

- Exercise: Preparing of your own 30 sec-spot
- Exercise: Coaching colleagues /clients

More topics will be:

What HR manager / hr consultants expect in job interviews

- Exercise: Brainstorming expectations and fatal errors
- Exercise: Short survey of employers /hr consultants

Interview questions of employers

- Exercise: Discussing employers questions and formulating clients answers

training programme

Anxiety / stress reduction with NLP:

- Exercise: Relaxing quickly. How to be confident in job interviews.
- Exercise: Phobia technique, MoE

The body language of your clients: What face, hands and feet can tell ...!

Live coaching of clients

Coaching for tricky interview questions: Depending on the individual situation and the targeted positions there are a number of sensitive issues that you should prepare your client for well (cancellation, strengths / weaknesses, change reasons, career planning, etc.). With your clients you will prepare a catalogue of possible questions and answers that will avoid critical situations and increase their chance of getting job offers.

Video training of interviews: Simulate and practice concrete interview situations on camera. This helps to detect weaknesses in the self-presentation. Almost all clients can improve their self-presentation in the following areas:

- Training and optimization of interactions with the interviewer.
- CV related questions and confrontation with sensitive issues.
- Presenting of the strengths & achievements in relation to employers.
- Research about the employer to ensure an optimal preparation.
- Developing a "strategy paper" (initial ideas for solving current problems of the new employer, positions your client as a pragmatic doer.
- Preparing and asking their own list of questions.

By your targeted preparation your clients gain sovereignty and self-confidence. As their consultants you can greatly increase their chances of getting job offers.

4. JOB-HUNTING: How to hunt new vacancies and the best job offers for your clients

- The JobHunting Strategies: Secure your client's success systematically
- Evaluation of job offers
- Counselling the clients on their employment contracts
- Coaching during the probationary period

The JobHunting Phase: Once you and your clients developed a clear objective, an appropriate positioning and decided about the applying strategy YOU will start to hunt for top vacancies for your clients and will contact potential employers & recruiters. These activities can be started approximately 2-4 weeks after the start of your consultation.

A) How to ensure the clients success systematically

The 'magic bullet' in JobHunting is the direct contacting of decision makers in companies or recruitment agencies. This way is the most complex, but also will lead 80% of your clients to success. Of course you consistently use all the other ways in the labor market.

1st step: Perform a target company search. This includes all the potential companies that could provide the target positions. Depending on the preferences of your clients you will expand or limit this research.

2nd step: Identifying the (real) HR decision makers. Whom should you contact in the target companies? Depending on the target position this may be the company HR department, a department manager, a director or a board.

3rd step: Define the ways of contacting. Now you will decide for each target company, which way of targeting these decision makers is the most striking. This can be done by:

- **direct anonymous approach:** In some cases you should present the profile of your clients anonymously. Especially if they want to hold a top position, they will not be able to contact specific companies and executives (very exposed position, high profile, good contacts in the industry, current employment, non-competition clause etc.).

▪ Contacts in your / your clients network

▪ **Contacting headhunters & recruiters:** Thousands of consultants are working in recruitment. Companies which want to fill positions with special knowledge often engage headhunters. You will advise your clients in selection and appropriate dealing with headhunters. The clients profile should be placed in the internal databases of 20 - 50 headhunters.

▪ **Searching job adverts:** In addition to the hidden job market also the open market offers many opportunities of course. With the right application strategy you can enormously increase the chances of your clients.

4-6 weeks after you started the consultation you will start the job hunting in public databases, meta-databases etc. and inform your clients about all vacant positions.

You also train your clients in interpreting job adverts and making profile-matchings. Non-matching ads are sorted out. For further questions about the ad you interview with the potential employer. Then together you create customized applications and prepare your clients by re-searching the target company prior to the application.

▪ **job wanted notice:** Although only 2% of your clients will find a new job in this way, it is worth the small effort, when the target position has sufficient market breadth.

▪ **Targeted use of social networks (LinkedIn, Facebook, Twitter, etc.):** The "social networks" are becoming increasingly important for job search. Discuss with your clients which networks should be used and how their representation should be optimized (key words) in these networks.

All these job hunting strategies bring your clients the first interviews and contract offers. In case more interviews are needed, the strategies will be reviewed with the client.

B) Evaluation of contract offers / Choosing the 'right' and new employer

Ideally your clients can choose from several contract offers. Usually the offers arise at different times. Together you will discuss the offers, compare them with the developed career strategy and the clients decide how to proceed with the offers.

C) Advising on influencing the contract offers

Your clients should understand what they are going to sign. Discuss what points should be renegotiated and areas in which your client can show courtesy.

D) Coaching during the probationary period (onboarding)

If possible coach your clients during the critical first 100 days in the new position. With every job change your clients will face a new company culture, new colleagues, new tasks and new challenges. Especially their new employees will critically compare them with their predecessors.

The adaptation & performance pressure in a new position is significant. Accompany your clients at this time and support them also on the week-end or evening by phone. Help them in the first 100 days to find the correct, proper balance between "listening, waiting, learning and performing". Advise them in difficult decisions.

Additional module: Forms of coaching

- Telephone Coaching (exercises are possible)
- Online Coaching/Webinars (exercises are possible)
- Classroom Seminars (exercises and live teaching are possible)

**Active CareerCounselling + Active JobHunting
= Do the best for your candidates**

Your trainer: Peter M. Barnefske



The CEO of PHOENIX GIR is one of the most internationally known (e.g. Corriere della Sera, Le lene, Panorama) and inter/nationally acting German headhunters, New-/Outplacement and Career Consultants with 20 years of international HR & consulting experience.

Peter implemented and coordinated large HR projects (mass outplacement / personnel transfers / qualification programmes) with over 12,000 clients.

With his team and colleagues he actively placed experts, managers and professionals in inter/nationally known companies from industries like engineering, metalworking, electronics, automotive, IT, telecommunication, retail, hotel/gastronomy, aviation, banking/finance etc. etc. The success rates: 78 – 100%.

Peter M. Barnefske internationally trains Extreme Headhunters, Talent Scouts, Career Consultants and JobHunting Trainers.

PHOENIX GIR (German International Recruiting & Headhunting) headhunts experts, managers, young talents and qualified professionals (M/F) from European and Non-European countries in high volumes.

Workshop language

The workshop is in simple English language with many visualizations. Italian interpreters can be hired! Interested interpreters and English/German teachers please offer your services directly via Phoenix-GIR@email.de.

6 good reasons to be in this training

This training includes:

- ① An intensive and highly-effective training for your future. Your questions and comments are always welcome!
- ② A fully practical training with hot news, facts, sources, case studies and guidelines.
- ③ Practical exercises & live project tasks
- ④ Recommendations about how to start your career as a Consultant / Trainer / Coach for Career | JobApplication | JobHunting | New-/Outplacement | Salary Negotiation
- ⑤ Discounts for intensive and individual trainings.
- ⑥ Forwarding inquiries of clients – depending on your specialisation – is possible of course.

What kind of clients will you be able to counsel after having passed our training?

After our training you will be able to counsel:

- senior, executive or other highly specialised clients
- IT-specialists (e.g. SAP, JAVA, C/C++, PHP, .NET, SQL)
- Engineers & technicians (mechanical, electro(tech)nic, robotic, automotive, energy etc.)
- Design engineers (Catia, ProE, SolidWorks, NX, CAD)
- Accounting, controlling & finance specialists
- Medical specialists / doctors / assistant doctors (internal, accident surgery, chirurgy, neurology, radiology, anaesthesiology, orthopaedy, gynecology, dental etc.)
- Nurses (paediatric, night watch, chirurgy, intensive/long-term care, clinical geriatric, psychiatry, nephrology, anaesthesia, oncology, palliative / hospice care, rehabilitation)
- Sales experts & professionals
- Procurement experts
- executive secretaries and assistants, skilled trades etc
- highly skilled experts and specialists in:
 - Metal, CNC, sanitary, heating, air-conditioning, refrigeration, pipe fitters, welders, tool-makers, mecha(tro)nics, industrial machinists, car mechanics, electr(on)ics etc.
- Hotel / restaurant professionals, cooks / gourmet chefs
- Callcenter-Agents / customer service professionals
-
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This training is made for:

- Junior Recruiters, HR Consultants and their assistants, employees of staffing agencies who want to change their future direction of their professional life
- Entrepreneurs in HR & consultation
- Students of studies in human resources, psychology etc.

Note & Warning!

Please join the training punctually and well-rested! We will work hard on your skills and future results in hunting top clients & talents.

Active CareerCounselling + Active JobHunting
A consulting combination with high future growth!

Duration | Fee | Organisation

- Duration:**
- option (a)** 5-6 training sessions (locally/online) in 1 month
 - option (b)** 1 full week (locally/online)
 - option (c)** 3 weekends (locally/online)

- Follow-up-day & Individual Coaching possible
- Practical inhouse training & individual coaching in your company/institution and country/city is possible of course
- Also possible as a Live Online Training by our video/webconferencing system. Only head/microphone and a stable internet is needed. (ask for special offers)

The training costs **1.200 Euro (early bookers: 970 Euro)**:
Please ask for the next dates.

Please register early! Usually we can't accept last minute bookers.

Discounts | booking code

Discounts / special rates for groups:

- 15% discount on group bookings (from 4 persons)
- Note for Italian organisations, universities, academies etc.:
We operate all over the world. Do you wish to offer our Training live for your clients/ students, too? Please ask for special rates for larger groups!

Booking code / cancellation:

- After we received your registration & payment we will send your personal **booking code**. Of course we will inform you, if all seats are already taken and will refund 100% of your payment
- Refunds are possible when cancelling 10 days before date! Substitute persons are welcome with your booking code.

Payment options

Please choose from the following payment options:

- Bank transfer: **PHOENIX GIR**
IBAN: DE 42 7115 0000 0000 011767
BIC: BYLADEM1ROS
Sparkasse Rosenheim
- PAYPAL: phoenix-gir@email.de
- Western Union: Barmefske / PHOENIX GIR
(online/locally) Germany

Give us a short call please, if you need help with the booking!

No cash payment at local workshops! VAT already included.

Certification tests

Your participation in the written certification tests is optional. The tests last about 45 minutes (mainly multiple choice). Within 2-4 weeks you will receive your test results and your certificate.

In case of non-participation in the certification test you will receive a written "confirmation".

Workshop Registration / More questions?

Our workshops usually are quickly fully booked. Please register in time!

Your questions are welcome to **Michael & Valerie**:

- by email: Phoenix-GIR@email.de
- by our website: www.Phoenix-GIR.com
- by phone: **++49 (0)179 / 52 99 251**

We look forward to meet you personally!

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