



Kienbaum



# Kienbaum Empowers Careers

For your next career move  
turn our expertise into your competitive advantage

INTERNATIONAL

Leading by #WePowerment

## **Kienbaum. Leading by #WePowerment.**

With a bicycle, courage and pioneering spirit, Gerhard Kienbaum laid the cornerstone for our company in October 1945. Kienbaum became the first German consulting firm and the only human resource and management consultancy of European origin. As a family enterprise, we are now represented by 600 employees in more than 20 offices on four continents.

In a complex world where predictions are impossible, the only constant is constant change. For us, this means taking our next step into the third generation. We need the intelligence of the crowd and the personality of the individual. We are an individualized community in which everyone is invited to unfold personal potential in the process of change – and so are you.



# Our goal: ensuring your success in a new, fulfilling position!

We call our services **NewPlacement** instead of Outplacement – our focus is looking ahead with you to a satisfying future career. Not only our goal-oriented perspective, but also our attitude sets us apart. We leave nothing to chance and go the extra mile to help you succeed.

Our consulting concept is based on a proven 2-phase model: During '**Market Preparation**' we sharpen your profile in light of your skills and the requirements of the job market. We identify new opportunities and resources and upgrade your CV and social media profiles. During '**Marketing & NewPlacement**' we develop a tailor-made market access strategy, build new partnerships and work with you on leveraging your professional network.

Fast market entry and professional networking are key elements of your success.

Our research team supports you in locating job opportunities on the **visible and hidden job markets** that match your profile.

### Kienbaum's expertise for your advantage

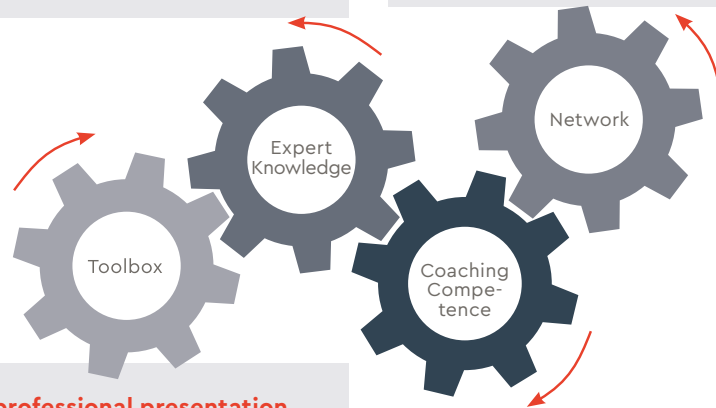
#### We are...

- a leader in the search and selection of managers, specialists and executives – and have been for decades
- successfully established professionals for NewPlacement and career consulting
- experts in the area of aptitude and management diagnostics

### Kienbaum opens doors for you

#### We provide you with...

- contacts at decision-maker level
- networks throughout the entire business world
- job opportunities with a regional focus, nationwide in Germany or internationally
- extensive insider industry knowledge



### Kienbaum toolbox for your professional presentation

#### We support you in...

presenting your achievements and accomplishments:

- individually tailored – both online and offline
- creating a convincing self-presentation
- developing a personal marketing strategy
- developing a business plan for your own enterprise
- carrying out tailored market research data (target companies, offers) based on selective use of media

### Kienbaum Career Consulting

#### We provide...

- individual, tailor-made support for all relevant career decisions
- open feedback on your personal and professional presentation
- close dialogue during each process phase. Our goal is your new career positioning





# A team at your back

We are your sparring partner, market expert, coach and trainer.

## Kienbaum NewPlacement & Career Consulting

The unique qualities of our consultant pool – experts with a range of management and industry know-how – are available to you. Your needs will be met by your lead consultant in a **trust-based relationship** – from initial professional assessment up through your new contract.

Using selected **diagnostic tools**, you and your consultant will develop a greater understanding of your leadership skills, strengths and resources.

Other Kienbaum experts support your career journey as needed.

## International employment

### Competent, reliable and cross-regional support

If you wish to work in an international context, we will support you with our comprehensive **international know-how**, cooperating with the Kienbaum offices worldwide.

We deliver professional consulting in more than 20 international Kienbaum offices. Our project experience covers more than 50 countries all over the world.

We customize your CV accordingly and deliver country-specific insights and training in preparation for your interviews.

## Overview

# Our consulting approach in 2 phases

### Phase 1: Market Preparation components

- **Assessment** of the current situation, goals and expectations
- **Analysis of separation**, status quo of settlement agreement, etc.
- Precise **self-assessment and external analysis of the situation**
- Clarification and formulation of your own change story
- Presentation of achievements, professional skills and strengths
- Optional: **Kienbaum Management Audit** by a Kienbaum assessment expert
- **Optimization** of CV, cover letter, social media profiles and interview performance
- **Specification** of career goals and realistic options within the context of the given market and industry
- Description of an optimal management setting, taking into account current trends on the job market
- **Workshops** (e.g. interview training, non-verbal communication, dealing with headhunters)



### Phase 2: Marketing & NewPlacement components

- Analysis of relevant target markets
- Development of a tailor-made and efficient market access strategy together with our Market Intelligence team
- **Access** to the visible and hidden job markets
- **Check** of your profile against all Kienbaum search requests
- Tapping the potential of the **Kienbaum network as well as your own**
- Coaching to improve your professional poise and communication during interviews and contract negotiations incl. follow-up reflection
- Job offer analysis and sparring support in the decision making process
- Advice on **contract drafting** with insights from Kienbaum remuneration studies and tools
- **Onboarding coaching** during the first six months on the job (included in 6-month and 12plus programs)



## Phase 1


# Market Preparation activities

Most CVs viewed by recruiters use very similar language and prove ineffective as they fail to differentiate. This is why it is often difficult for decision-makers to pre-select **suitable candidates** for an initial interview.

What sets you apart from others in your present position and industry? How do you manage complex assignments and solve problems in your field? What is your leadership style specifically? What are your achievements to date? Your discussion of these and other **in-depth questions** with your consultant will equip you to distinguish your key factors of success which you will present to the market.

A CV is not simply a collection of facts and figures. In order to convince a recruiter and a **potential future employer**, you need to present your relevant success stories and strengths compellingly. Benchmark-style CV templates provided by Kienbaum's Executive Search support you in building an effective CV.

Including the right keywords – offline and online – is also critical to your success with recruiters. We assist you in this definition process, in particular to increase your online visibility. We **guide you** in navigating the special terrain of online networks to professionalize your appearance and boost your impact.



### To be discussed: your story of change

What is driving your interest in a job change? Because this **story** is a core element of your communication on the job market, your reasons for this change should be solid. We support you in defining and presenting your change story so that you can feel comfortable and confident.

### Defining your goals

As another part of your market preparation, we discuss your **career goals** and relevant opportunities.

Where do you want to go? What are your expectations? What are your general and specific requirements? Are you considering another classic employment setting or is it the right time to make a bold move into self-employment?

We analyze the **potential target markets** and guide you in developing and launching **an individualized market access strategy**.

### Single day 1:1 audit with evaluation and concrete recommendations for action steps

For those who prefer a deeper dive, we offer a **one-day audit** with assessment experts as an optional part of our 12plus consulting program. This day focuses on a detailed analysis of your personal and professional skills profile. You will expand your understanding of your strengths and areas of development, based on an individual scorecard. Together we discuss prudent next steps.



A smiling man in a suit is seated at a desk, looking down at some papers. His hands are resting on the desk. A glass of water is visible on the right side of the desk. The background is slightly blurred, showing other people in a professional setting.

## Phase 2

# Marketing & NewPlacement activities

Your individualized **market access** strategy forms the foundation for the next steps on the visible and hidden job markets.

### There are more options than you might think!

Take the chance to discuss new and interesting alternatives for your next career step. In addition to speaking about full-time employment opportunities, you can explore **alternative career paths** such as interim management, self-employment or corporate succession. If you opt to **set up your own company**, our start-up experts will support you through the planning process – from choosing the appropriate legal structure, analysis of the market and business plan creation up to financial budget, application for funding and market launch.

No matter what direction you take, you benefit from the **market know-how** and business experience of our NewPlacement and Market Intelligence Consultants, Executive Search Consultants and Management Consultants who work in the following industries: Automotive, Chemicals & Pharmaceuticals, Consumer, Energy & Utilities, Financial Services & Real Estate, Health Care, Manufacturing & Engineering, Professional Services, Public Sector & Non-Profit Organization, Retail, Telecommunications & IT, Transport & Logistics.

We make your profile available to the Kienbaum world and open doors to others as well.



### Kienbaum Market Intelligence

In addition to classic research, a digital approach is key. Kienbaum Market Intelligence Consultants access the **Kienbaum database** as well as other relevant data sources. They select for you a listing of Executive Search consultants relevant to your field and level. This information closes the gap between you and the players on the hidden job market.

The Market Intelligence team forms a direct interface to the **tools and expertise** of the Kienbaum Compensation & Benefits department, delivering market-based answers to your questions about salary package and benefits.

Your profile will be improved in consideration of the requirements of social media platforms such as LinkedIn (incl. keywords, online applications).

# Making an intelligent choice

Based on the strong preparation we execute together in Phase 1, you can expect to receive **positive responses** to your applications and be invited to interviews. The benefit of your NewPlacement support becomes clearly evident at this point. The combination of your interview coaching and the company facts & figures provided by the Market Intelligence team increases your **self-assurance** and your ability to present yourself convincingly, also by asking smart questions.

## **The final lap: negotiating your new salary package and contract**

All of your hard work has paid off, and it is time to enter the negotiation phase with your future employer. Together we create a strategy and tactic that suits you, keeping in mind the fact that this stage of the process is critical for two reasons. Not only do we discuss the obvious main aspects of your contract such as salary and benefits but also the lasting impression you make through your spirit and style during this foundational interaction with your new company.

When reviewing the **offered salary package**, you will benefit from our extensive remuneration data and find out how the fixed and variable components compare to market benchmarks.



## Running with you to the finish line

By now the steps of the NewPlacement process are clear, but the all-important question remains 'How long does it all take?'

For a senior manager the job search typically takes approximately 6 months, depending on the profile and market-specific factors as well as the level of personal activity. Obviously, top-level management positions surface less frequently – here the search might last a year or longer. In our 12plus consulting program we accompany you until you have **signed your new contract**.

In addition, you can take advantage of six months of onboarding support in your new position to enhance your long-term success in this role.

We pursue an open and trustful **dialogue** with each individual who opts for a Kienbaum NewPlacement program. Please speak with us up front about any special wishes or requirements you might have.

Our consulting is based on ongoing communication as well as flexibility. This forms the basis for our proven track record of success. You are welcome to read or hear testimonials of professionals we were privileged to support. When they won, so did we!





## What our candidates say about us

*'Your professionalism on this project went well beyond my expectations. You truly embrace your calling.'*

CFO, Transport & Logistics

*'... It was very pleasant to work with you. The application letters and CV were excellently developed. After my termination you lifted me up and focused on my strengths. In many ways, I was very well prepared for the application process for a new job. The preparatory interview trainings were very intense and of great help to present myself professionally during the interview process. Thank you very much for everything.'*

Head of Purchasing, Automotive

*'... You were of great help to me in sorting out my thoughts, emotions, and actions. I am very thankful for your support. Looking back on your consulting work, I really appreciate your practice-oriented experience and know how, your systematic approach and the networking strategy you recommended.'*

Managing Director, Metal Engineering

# Contact

To arrange a confidential first consultation with no obligations, please contact us:

**Kienbaum Executive NewPlacement Head Office**

**Phone: +49 211 9659-348**

**Email: [info.newplacement@kienbaum.com](mailto:info.newplacement@kienbaum.com)**

**Contact Form:**

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Name

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Email

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Phone number

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Country

We'll be more than happy to provide you with an individually tailored NewPlacement offer and look forward to supporting your next career move!

**Imprint:** Kienbaum Consultants International GmbH  
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To view and email the contact form, we recommend Adobe Acrobat Reader, which you can obtain free of charge from various app stores.



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