



BLENDED LEARNING STRATEGY COURSES ENGLISH



APPLICATION STRATEGY

In a global job market.

Duration

9 dates within 4 weeks
7 days 08.30 - 16:30 (3 classroom lessons, 4 online lessons with MS Teams)
2 personal counsellings (online or in classroom)

Group

Max. 12 participants

Enrolment

Refer to your RAV consultant

How to get to us

Tram 2 to station Kappeli or bus line 89 or 83 to Letzipark-West.
Nno parking spaces available.



Learn more

www.newplacement.ch/english-bl

OBJECTIVES

- Position yourself on the changing job market with short- and medium-term goals and personal USP.
- Define a personal job search strategy including use of networks, social media and online job markets.
- Create modern, market-orientated, digital application dossiers for the Swiss and international job market.
- Prepare calls, network conversations and job-interviews, including video and robot interviews.

TOPICS

- Particularities of the Swiss vs. international job market.
- Personal strenghts, competences, experiences, values.
- CV, letter of application, job references and diplomas, ready for recruiting 4.0.
- Successful networking and social media use in a business context.
- Training and video analysis of phone calls, network talk and job interviews, reflecting intercultural aspects.

TARGET GROUP & REQUIREMENTS

- Managers, executives, highly qualified specialists, searching for a new employment
- English native oder GER level B2
- Independent use of PC and work routine
- PC/laptop and stable internet connection (tablet/smartphone are insufficient)

PROCEDURE & METHODS

- Upfront you receive the login to our learning app to prepare your kick-off assignment.
- On day 1 you start in-house together with your course group and highly qualified JobCoaches. You continuously work on your personal applications, both autonomously, as well as with peer support and JobCoach feedback on your individual job search.
- The independent implementation of feedback and inputs is the basic premise for reaching your goals in this course.