



Duration

9 sessions over 4 weeks
7 module days from 08:30 to 15:30
(3 days on-site, 4 days online via MS Teams)
2 individual online reflection sessions

Course Group

Maximum of 12 participants

Registration

Via your RAV career advisor

Getting There

Tram line 2 to Kappeli or
bus lines 83/89 to Letzipark-West
No parking available on site



Learn more

www.newplacement.ch

BLENDED LEARNING COURSE

PROFESSIONAL SELF PRESENTATION

A confident and convincing appearance



OBJECTIVES

- Understand the fundamentals of self-presentation and implement a confident personal presence.
- Prepare for and conduct job interviews across different settings – in person, digitally, and with AI support.
- Address critical aspects such as reference interpretation, CV gaps, and job changes.
- Present your career path and personal USP authentically and effectively using a 1-page CV.
- Establish a confident presence in assessments and salary negotiations to clearly communicate your value to employers.

CONTENT

- „To apply is to advertise“: Fundamentals of persuasive communication.
- Analyse your impact and refine your personal presentation.
- Job interview training with targeted feedback for optimization.
- Confidently handle difficult questions.
- Conduct salary negotiations with confidence.
- Master assessments through group-based practical exercises.

TARGET GROUP & REQUIREMENTS

- Job-seeking executives, highly qualified professionals, and specialists.
- English language skills: CEFR level B2.
- Confident use of a PC and ability to work independently.
- PC or laptop with a stable internet connection required (tablet/smartphone not sufficient).

STRUCTURE & METHODOLOGY

- You will receive access to our learning platform in advance and complete the preparatory assignment online.
- On Day 1, the course begins on-site with the development of your personal application strategy – supported by job coaches and peer feedback.
- You will work interactively in groups, receive individual coaching, and use digital tools independently.
- Continuous application and refinement of the developed content is a key success factor.