BLENDED LEARNING COURSE

CAREER POSITIONING

Successful application starts with a clear strategy!

NewPlacement Academy
Für Beruf und Karriere

Duration
3 sessions over 2 weeks
2 module days, 08:30 – 15:30
(2 days on-site)
1 individual online reflection session

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

OBJECTIVES

- Identify personal and professional strengths, define short- and mid-term career goals, and develop a strategic action plan.
- Determine relevant job titles and key qualifications, and apply them effectively on online job platforms.
- Evaluate suitable job search channels and strategies, and choose an optimal mix for the individual job search.
- Leverage networking opportunities strategically and expand room for maneuver to overcome potential obstacles.

CONTENT

- Individual analysis of the current professional situation, definition of target markets and job search strategies.
- Overview of different application paths including the hidden job market, social media and online job platforms.
- Development of an authentic self-positioning including personal USP and strategic use of professional networks.
- Introduction to digital application processes, ATS optimization and AI-supported recruiting tools.

TARGET GROUP & REQUIREMENTS

- Job-seeking executives, highly qualified professionals, and specialists.
- English language skills: CEFR level B2.
- Confident use of 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 job application strategy, supported by job coaches and peer feedback.
- You will work interactively in groups, individually through coaching, and independently using digital tools.
- The continuous implementation and adaptation of the developed content is a key requirement for success.