

EUROWORKS – EXECUTIVE PLACEMENT COACHING

**Preparing for and conducting
discussions with investors and key
decision-makers throughout the
executive placement process ...**

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**“Leadership is the art of getting
someone else to do something
you want done because he wants
to do it.”**

Dwight D. Eisenhower

EUROWORKS

EXECUTIVE PLACEMENT COACHING –

Agenda ...

I. Reality Check

II. Starting Point and Objectives

III. Content, Topics and Benefits

IV. Organisation & Process

V. Terms & Fees

I. REALITY CHECK

Gaining management attention is only the first step towards securing your next position. Once achieved, what matters is your ability to turn this attention into concrete interest and ultimately into a qualified offer. Even highly qualified top managers often fail in preparing for strategic talks. The problem is rarely their CV or track record; more often, it is the quality of their preparation and the mindset they bring to the talks.

If you are aiming for executive board or managing director roles, including internationally, you operate in an environment where exploratory talks usually come first. These tend to develop iteratively, even when a job profile already exists. The framework conditions – and the expectations of investors and decision-makers – are often still unstructured or unclear at this stage.

II. STARTING POINT AND OBJECTIVES

Now that you have positioned yourself as a compelling solution, it is essential to assess the company's situation correctly as early as possible. This also enables you to judge whether, and under what conditions, you can and want to take on the role. The target remuneration package and the type of contract or mandate follow from this. You will be expected to offer initial ideas on how you can help the company master its challenges and how successful, stable future development can be achieved under your leadership.

This coaching prepares you for the process through focused guidance and intensive role-play. This gives you confidence: you remain in control and can steer the discussions strategically throughout. As a result, your chances of concluding the talks successfully and receiving an attractive contract offer rise considerably.

In these talks, you may first need to structure the decision-makers' expectations to distinguish the feasible from the utopian. If you lack key data or ask the wrong questions, you lose control of the process – and ultimately do not know what you are committing to.

With our executive coaching, you position yourself confidently and convincingly in every phase of the talks. You know the company's situation and the critical success factors, and you achieve an excellent starting position for negotiating remuneration expectations that reflect the scope and seniority of the role.



III. CONTENT, TOPICS AND BENEFITS

- Preparation for interviews, exploratory and follow-up talks
- Development of a convincing positioning strategy
- Compelling storytelling about you and your career
- Awareness of your dual role: presenting your value, gathering insight
- Relevant macro-, meso- and microeconomic indicators
- Data gathering and analysis of the company's situation
- Key due diligence questions
- Analysis of the interests of relevant stakeholders
- Review of willingness to invest in transformation processes
- Gaining insights into the corporate culture
- Employee motivation, attitude and commitment
- Review of the company's short-, medium- and long-term prospects
- Assessment of a company's situation and potential
- Preparation for critical questions about you and your expectations
- Developing lines of argument – including objection handling
- Negotiation strategy for an attractive remuneration package
- Negotiating optimally structured variable pay and benefits in kind
- Simulation of interview scenarios through intensive role-play
- You can also apply this know-how in other contexts.

IV. ORGANISATION AND PROCESS

- The coaching consists of four elements along the process:
 - Presentation & positioning for self-marketing
 - Data gathering, analysis and evaluation (due diligence process)
 - Negotiation tactics for critical points (investments, expectations, etc.)
 - Contract negotiation, package, variable pay and benefits in kind
- You receive five structured coaching sessions in theory and practice
- Each coaching session lasts approx. 60–70 minutes
- Between sessions, you receive tasks to consolidate what you have learned
- All sessions are held as online meetings (Zoom)
- The coaching takes approx. 3–4 weeks in total
- You receive comprehensive materials on the entire process

V. TERMS AND FEES

- Fees are calculated according to your objectives and the effort involved.
- After an initial discussion, we will gladly prepare an individual offer for you.
- Please clarify the tax treatment with your tax adviser

We will gladly answer your questions about the details and the exact process of this executive coaching.

The EUROWORKS Team ...

Your Experts in Successful Executive Consulting



+49 6435 9093-0



info@euroworks.com



EUROWORKS e.K.
Executive & Management Consulting
Owner: Peter Scherf

Hauptstraße 4-6
56414 Steinfrenz, Germany
www.euroworks.com