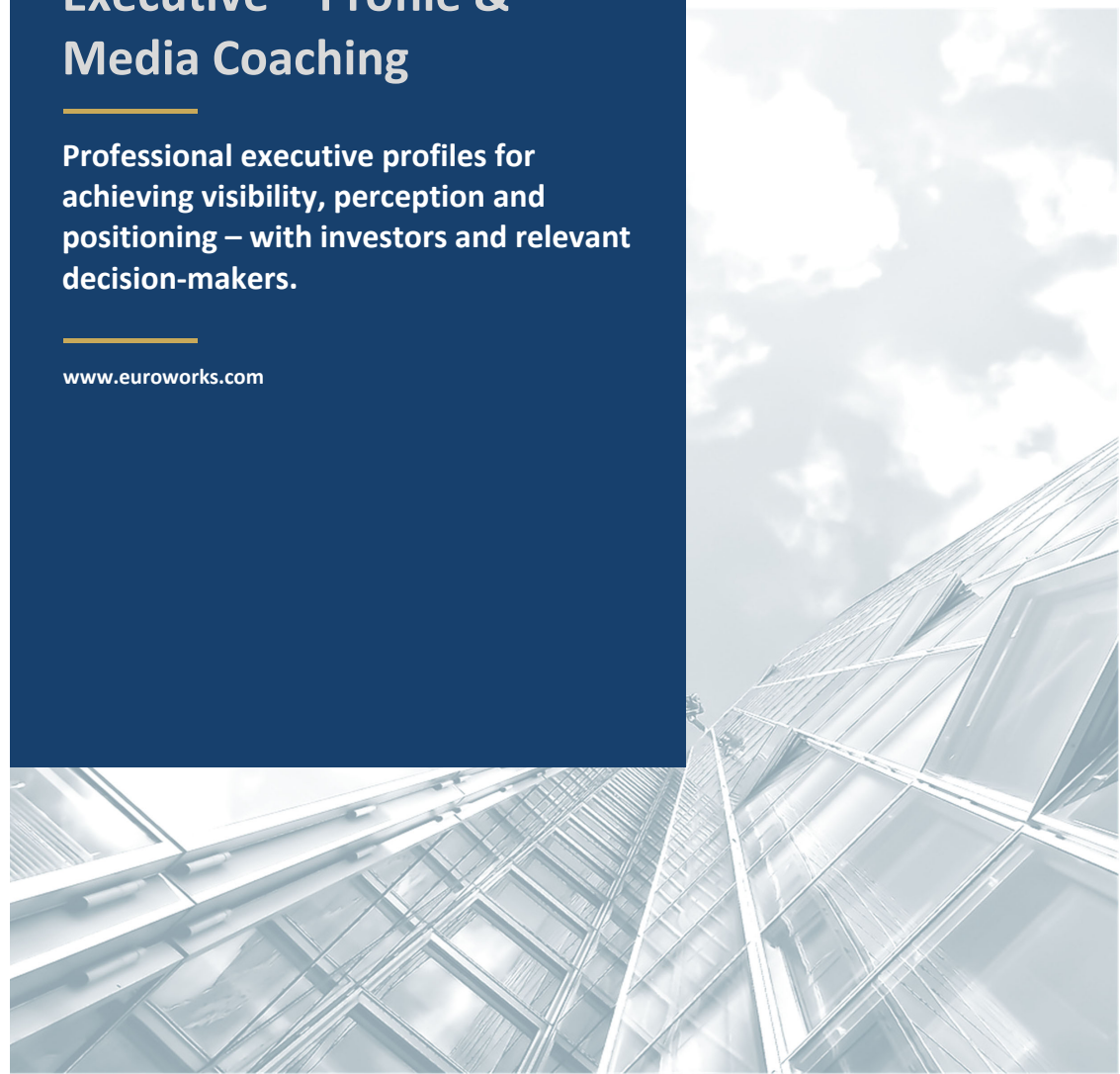


EUROWORKS

Executive – Profile & Media Coaching

Professional executive profiles for achieving visibility, perception and positioning – with investors and relevant decision-makers.

www.euroworks.com



PRELIMINARY REMARKS

Successfully securing a top position – whether in permanent employment, as an interim manager, consultant, or supervisory or advisory board member – requires a professional presentation of your personality, your expertise and your track record. The key is to attract the attention of relevant target groups, make your potential convincingly visible and achieve clear positioning. This also enables you to inspire decision-makers to consider how they might win you for their company on the strength of your potential – even independently of a current vacancy or any other specific need on their part.

Management Attention Through a Professional Introduction

For top positions, a conventional CV is no longer enough. What you need is a professional executive profile with a USP that attracts attention, conveys your positioning and arouses interest in your potential among relevant decision-makers.

Overcoming Perception Barriers

Investors, private equity firms, family offices, owners, supervisory boards and other decision-makers must perceive you as a relevant and attractive option. Professional positioning lays the foundation for differentiating yourself clearly in the executive market.

Media Foundation for Your Executive Positioning

Professional profiles and media tools also form the content basis for further positioning measures – from social media and direct market outreach to targeted PR and campaign activities.

KPI- and Performance-Oriented Presentation

Professional achievements must be communicated in KPI- and performance-oriented language. Meaningful KPIs create comparability and credibility. Investors and decision-makers are interested in hard facts – in clearly measurable value contributions.

Cultural & Leadership Profile

A Cultural & Leadership Profile is a highly effective complement to the data- and figure-based Executive Summary. It allows you to underpin your overall standing as a business leader – very convincingly. Supervisory and advisory boards, external consultants and other committees will also review and assess your profile in detail.

Video Elevator Pitch

A professional video presentation attracts a high degree of attention. It gives you a successful entrée and opens doors to the leading names in business. This applies particularly to high-profile and international positions at the top level.

Content Coaching for Exploratory Talks and Interviews

Throughout the entire process, you receive intensive, fact-based content coaching that prepares you professionally for all contacts and talks. In every phase, you will come across as convincing and engaging and represent your positioning with confidence.

EUROWORKS – EXECUTIVE PROFILE & MEDIA COACHING

Successful career realisation through effective positioning in three packages – depending on your intended career move

I. BASIC

For executives with a fundamental need for a professional Executive Summary and an optimised social media profile.

II. PROFESSIONAL

For executives with high standards in terms of both content and impact who want to recommend themselves effectively for their next career move.

III. PREMIUM

For highly accomplished top managers with high ambitions who want to position themselves for roles in globally operating groups as well.

“It is not only visionary or charismatic qualities that distinguish exceptional people, but rather the ability to translate goals and motives into results.”

Prof. Dr. Waldemar Pelz on “volition”

I. PROFILE & MEDIA COACHING – BASIC

Today, it is not the best qualifications alone that determine whether managers achieve their next career move, but whether they are perceived and can position themselves. Many things in such a process are beyond your control – your own positioning is not.

The Outcome

Our analysis reveals the untapped potential of your current CV. Based on a KPI-optimised presentation of your track record, combined with an outstanding design, you have an Executive Summary that convincingly positions you as an entrepreneurially minded and acting leader with strategic ambition and high potential for a top position.

We also analyse and optimise your LinkedIn profile for your external media impact. To this end, we use career-relevant keywords and make targeted use of the platform's most useful features.

As a result, you significantly improve your discoverability and visibility among executive search consultants, headhunters and corporate recruiters.

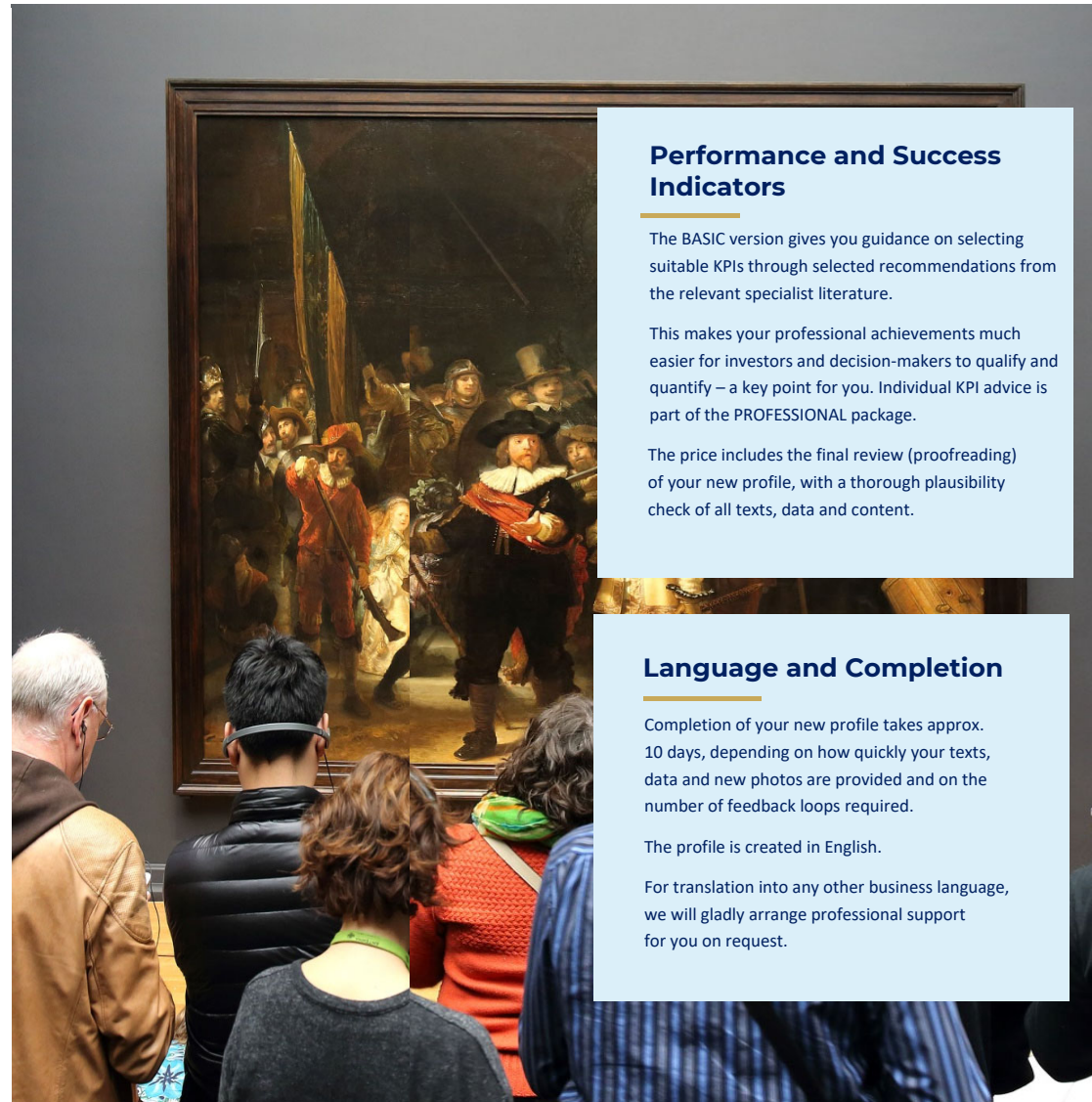
This optimisation can lead to more views of your profiles – and the likelihood of being approached increases.

The Approach

We analyse your current CV in terms of content, structure, graphic design and the photos and images used. You receive detailed information on how we will create a professional Executive Summary for you, with individual advice on suitable photos, graphics and image-and-quote combinations.

First, you enter your texts and data in a structured Excel form that systematically captures all relevant data, facts and figures. You then choose your favourite from our collection of high-quality design templates. Using a simple, clearly described conversion process, you create the BASIC version of your Executive Summary yourself – with all the texts and data captured and with career-enhancing photos, graphics and quotes.

Finally, we carry out a plausibility check and proofreading, and review your optimised LinkedIn profile for convincing media competence and its career impact on your next career move.



Performance and Success Indicators

The BASIC version gives you guidance on selecting suitable KPIs through selected recommendations from the relevant specialist literature.

This makes your professional achievements much easier for investors and decision-makers to qualify and quantify – a key point for you. Individual KPI advice is part of the PROFESSIONAL package.

The price includes the final review (proofreading) of your new profile, with a thorough plausibility check of all texts, data and content.

Language and Completion

Completion of your new profile takes approx. 10 days, depending on how quickly your texts, data and new photos are provided and on the number of feedback loops required.

The profile is created in English.

For translation into any other business language, we will gladly arrange professional support for you on request.

PRICING & TERMS – BASIC

Individual Offer

We will gladly prepare an individual offer for data capture, all analyses, the use of our professional design templates, the provision of text, image and quote material, as well as proofreading, plausibility checks and all correction loops.

We naturally take into account the results of your career consulting, if this has been carried out beforehand.

Optimising Your Social Media Presence

Your social media profiles are optimised using LinkedIn as an example. You receive a comprehensive analysis with specific recommendations for optimising the content and structure of your profile.

You implement the changes yourself, as for legal reasons we are not permitted to access your account.

Fees and Terms

If you opt for a Professional Career Hunting Programme or Executive PR & Campaign Management within six months, 20% of the fees will be credited towards the programme fees.

We will gladly provide the fees on request. They are payable either upon receipt of invoice with a 3% discount or in two net instalments without deduction: 50% upon placement of the order and 50% upon completion, but no later than three weeks after placement of the order.

II. PROFILE & MEDIA COACHING – PROFESSIONAL

In addition to the BASIC package, the PROFESSIONAL package includes a high-quality Cultural & Leadership Profile with essential additional information on your personality. We also handle the complete creation of your Executive Summary, with quotes, texts and images and all correction loops. In addition, you receive KPI advice and content coaching for future exploratory talks with investors.

The Benefits for You

As an Executive Summary is subject to limitations in both content and length, a Cultural & Leadership Profile allows you to offer additional information about yourself – covering your personal background, philosophy, leadership culture, international experience and your potential. For a position at board level, this is a decisive differentiating factor. Individual KPI advice enables you to communicate your track record effectively and convincingly. In addition, you receive content coaching on positioning yourself in interviews and exploratory talks. We also handle the entire design process (layout, images, quotes, proofreading), including all correction loops.

The Outcome

You have a high-quality executive profile and media kit, consisting of a state-of-the-art Executive Summary and a Cultural & Leadership Profile. This creates a professional basis for executive search, placement, direct market outreach via social media and further PR and positioning measures.

The combination of professional content, a logical structure and a high-quality design is the key to a convincing and effective presentation of your personality and potential. You can adapt and update your new executive profile yourself for future career moves. You can also replace photos and quotes independently at any time.

The Approach

At the start, you receive an Excel file with a proven system for capturing your data in a targeted way. You then choose your favourites from our collection of design and quote templates. All we then need from you are suitable photos and a selection of quotes. On this basis, we create your new profile as an elaborate, high-gloss presentation. Fact-based content coaching prepares you for interviews and exploratory talks with investors and decision-makers.



Editing and Proofreading

In this package, we can also provide optional editorial support for the texts in the individual sections of your new image brochure. This significantly reduces the time required on your part.

The final review of the text and a plausibility check of the chronology and other content are, of course, included in the price.

Completion and Language

Completion of your new profile with Executive Summary and Cultural & Leadership Profile takes approx. 2–3 weeks, depending on your choice of design, the delivery of your data, texts, photos and quotes, and the number of correction loops required.

The Executive Summary and the Cultural & Leadership Profile are created in English. We will gladly arrange an optional translation service into other languages.

PRICING & TERMS – PROFESSIONAL

Services and Special Features of the Cultural & Leadership Profile

With the PROFESSIONAL package, executives can present their personality much better and demonstrate their standing as a business leader far more convincingly than with a purely data-based Executive Summary alone.

Especially for positions with a package of approx. €250k p.a. or more, such a profile significantly increases the attention you receive and how you are perceived.

Such an instrument gives you an additional competitive edge in the market compared with conventional executive profiles.

We will gladly prepare an offer for the PROFESSIONAL package.

Fees and Terms

The PROFESSIONAL package includes all services of the BASIC package.

If you opt for a EUROWORKS Professional Career Hunting Programme or Executive PR & Campaign Management within six months, 20% of the fees will be credited towards the programme fees.

We will gladly provide the fees on request. They are payable either upon receipt of invoice with a 3% discount or in two net instalments without deduction: 50% upon placement of the order and 50% upon completion, but no later than three weeks after placement of the order.

III. PROFILE & MEDIA COACHING – PREMIUM

Ambitious Goals Require Exceptional Positioning

The PREMIUM package complements your written positioning, as described above, with a professional video format – creating an additional content module for digital communication, personal positioning and further PR and campaign activities. You will have a professionally filmed video elevator pitch that effectively complements your new executive profile. In this combination, you achieve the greatest possible visibility and perception among your target group and the best positioning for top positions – at home and abroad.

The Outcome

A 2–3-minute video spot is filmed with you in a professional video studio. We provide the prepared script and handle the editorial work based on your new profile. On completion, you receive the video file for use on suitable digital platforms, on your personal landing page, in social media or within targeted positioning and PR campaigns.

The tools developed in Profile & Media Coaching can then be used specifically for Professional Career Hunting, Social Media Direct Outreach and Executive PR & Campaign Management.

The Services

The package covers all essential production services: script development, preparation, studio time, direction, camera, sound, lighting, editing, teleprompter and – if required – make-up and other production elements. Royalty-free music and text overlays are also included, as is the integration of graphics and images, e.g. of your home town, landmarks, landscapes and other motifs of your choice.

The pure studio time is approx. 1.5–2 hours, depending on the number of takes. Filming itself takes place in a professional video studio near Koblenz. Optionally, filming in a hotel or at another location of your choice – including your own home – is also possible. The production team is available by prior arrangement.

Optional services, such as the use of licensed (royalty-bearing) music, are also possible. In addition, we can offer voice-over dubbing in any other business language, so that one or more alternative language versions of your video are at your disposal.



Script Writing and Practice Run with Your Smartphone

For the short video presentation, we write a script based on your new profile, so that you can deliver a compelling and highly convincing message to your target group with little preparation and with the support of a teleprompter.

A short self-recording with your smartphone based on the script has proven very effective for preparing impact, presence and pronunciation.

Time Required for Completion

Please allow approx. 3 weeks for the entire production – from preparation through filming and editing to final completion. Any optional requests may extend the completion time accordingly.

PRICING & TERMS – PREMIUM

Booking Requirements

The PREMIUM package is available only as an extension of the PROFESSIONAL package, as the script and further preparation build directly on the content of your new Executive Summary and Cultural & Leadership Profile.

Individual Offer

We will gladly provide the price for the PREMIUM package on request.

On request, we will gladly offer you the optional services described above as well.

Fees and Terms

If you opt for a EUROWORKS Professional Career Hunting Programme or Executive PR & Campaign Management within six months, 20% of the fees will be credited towards the programme fees.

We will gladly provide the fees on request. They are payable either upon receipt of invoice with a 3% discount or in two net instalments without deduction: 50% upon placement of the order and 50% upon completion, but no later than three weeks after placement of the order.



Thank you for your interest.

Your EUROWORKS Team

Your Experts in Successful Executive Positioning



+49 6435 9093-0



info@euroworks.com



**EUROWORKS e.K. –
Executive & Management Consulting**

Owner: Peter H. Scherf
Hauptstraße 4–6
56414 Steinfrenz, Germany
www.euroworks.com