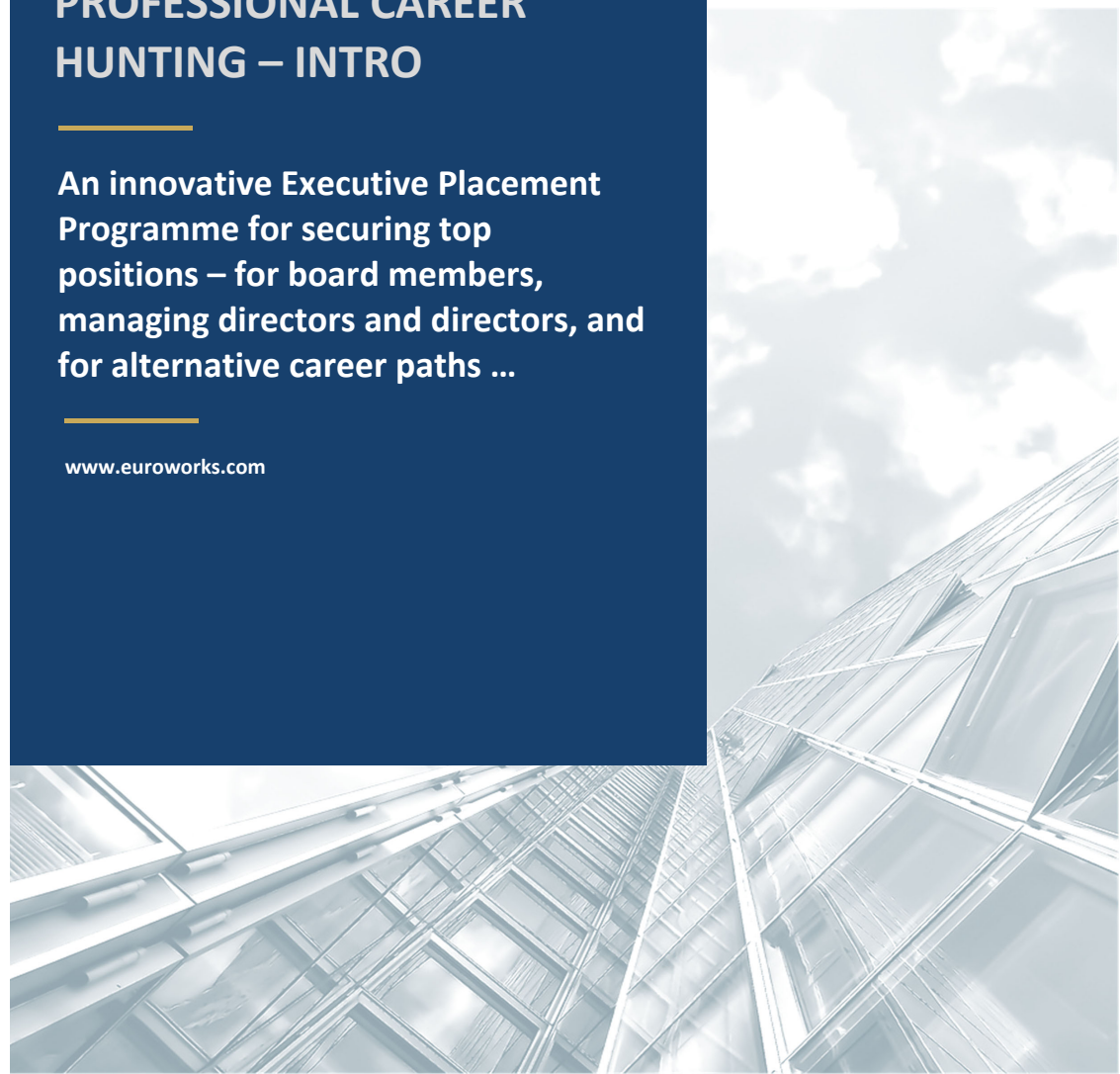


EUROWORKS – PROFESSIONAL CAREER HUNTING – INTRO

**An innovative Executive Placement
Programme for securing top
positions – for board members,
managing directors and directors, and
for alternative career paths ...**

www.euroworks.com



**"I skate to where the puck is going
to be, not where it has been."**

Wayne Gretzky – ice hockey legend

EUROWORKS – PROFESSIONAL CAREER HUNTING

Programme Introduction ...

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I. TARGET GROUP

Our target group comprises board members (CEOs), managing directors (MDs) and senior executives with board-level ambitions – and those seeking more responsibility and scope, a strategic reset or the right next role.

Our target group is marked by strong motivation for the next step and a willingness to take active control of their own careers. You do not want your career to depend solely on approaches from headhunters, tips from your network or pure chance – you take the initiative.

Instead, you define the goal, role, environment and timeframe for a successful change, assess your options realistically and pursue a planned, self-determined step that reflects your own ideas, priorities and ambitions.

You do not think within rigid boundaries. Mobility, strategic industry changes and alternative career paths are real options wherever your expertise and management skills add more value. From 50/55+ especially, interim management, consulting, supervisory and advisory board mandates, equity stakes or succession can be a sensible complement to permanent employment.

You have a dynamic mindset and achieve your goals with a clear strategy and effective measures. Passivity, dependence and wishful thinking do not match your personality. You are open to new markets and roles and ready to develop your positioning further. Whether you act from a position of strength or out of a need for change: you want to realise your next step proactively and professionally – and to explore your opportunities fully along the way.



II. BACKGROUND

The executive market has become more complex, more international and less transparent. Pressure to transform, international dynamics, new investor logic and a hyper-VUCA world are reshaping roles, requirements and career paths at board level and beyond.

Top positions, as well as interim and consulting mandates, often arise in the hidden market – via executive search, intermediaries, direct contacts, investor and referral networks or internal pre-decisions – frequently before a need becomes public. Advertised vacancies therefore reflect only a small part of the relevant market.

Executive search remains an important route, but follows the company's logic of demand. An executive becomes relevant to a headhunter when their profile matches a specific company need. The timing, target companies and content of an approach are barely within the executive's control. Career ambitions, pressure to change and actual market demand therefore do not automatically coincide.

At the same time, performance alone is not enough to be noticed in the target market. Executives remain under the radar if their expertise is not visible and they are not perceived. It then becomes difficult to position them around their expertise. Strategic visibility is therefore not vanity, but a prerequisite for market access to investors and decision-makers – and thus for new opportunities and career options.

The market should also be viewed more broadly in geographical terms. EUROWORKS modelling of European board-level demand shows relevant new and replacement appointments across many countries and pay bands. Germany is only part of the truly addressable market; depending on profile and mobility, North America, the Middle East and Asia-Pacific can also be relevant markets for your next career move.

A career is much broader than permanent employment. Interim management, consulting, supervisory and advisory board mandates, equity stakes and succession widen the playing field – especially in later career phases. 50+ is no career break per se, but the rules change: permanent positions become more selective, alternative forms of work gain importance. Waiting only for headhunters, network tips or chance uses just a fraction of your realistic options.

III. KEY TO SUCCESS

Our success principle is not the search for a single vacancy. We widen the playing field in which an executive's expertise can take effect – geographically, across industries and across different roles, forms of work and types of engagement.

INTERNATIONAL FOCUS. We do not limit ourselves to Germany. Depending on mobility and profile, we include Europe, North America, the Middle East and Asia-Pacific, prioritising regions with growth, investment or transformation needs.

OPEN TO ALL INDUSTRIES. We do not remain in our clients' previous industries if prospects there are limited. What matters is where general management, leadership, expertise and track record create significant added value for an organisation.

SKILLS-BASED PLACEMENT. At board level, overarching management skills count for more than a linear industry biography. Strategic industry changes become realistic when skills and track record are transferable to new tasks.

BROADER CAREER CONCEPT. Permanent employment is just one option. Interim management, consulting, supervisory and advisory board mandates, equity stakes or succession can be stand-alone or combined career options, especially from 50/55+.

THREE DEMAND LOGICS. EUROWORKS Professional Career Hunting addresses both current and foreseeable future requirements. Beyond this, by deliberately inspiring investors and decision-makers with our clients' specific expertise and management skills, we create additional opportunities for top positions that had not previously been planned by the company.

The best prerequisites for gaining management attention

- You have a convincing career history, a proven track record and the potential for further responsibilities.
- You position yourself with an outstanding Executive Profile; a video elevator pitch and optimised social media profiles make you easier to find.
- Professional direct outreach positions you with investors and decision-makers in carefully selected markets, industries and target companies.

What sets you apart?

- You act decisively and prefer effective ways of achieving your goals.
- You are determined to realise your next step proactively and on your own terms.
- You know that not hope or chance, but a clear goal and effective strategies and methods lead to your next career move.
- You trust an experienced and successful sparring partner to help you achieve your next career goal.



IV. PROJECT PHASES

In **Phase I**, we begin the programme with our Executive Career & Strategy Consulting (see enclosure). We analyse your professional development, clarify your career objectives, priorities and realistic options, and identify suitable markets and career options. This gives you a sound planning basis and a clear strategy for implementation. This consulting can also be booked separately, independently of the programme, as a first step.

In **Phase II**, we create the foundations for visibility and perception. As part of our Executive Profile & Media Coaching, we develop a compelling executive presentation with clear key messages, including a video presentation. Achievements, skills and potential are translated so that relevant decision-makers grasp them quickly and can connect with them.

At the same time, we professionalise your social media profiles. A consistent presentation and targeted keywords increase your visibility and discoverability. As a result, you are likely to see an increase in profile views from consultants and decision-makers.

In **Phase III**, we prioritise target markets and target companies together with you, identify relevant investors and decision-makers and approach them in a targeted manner. The aim is visibility, perception and positioning for current and upcoming opportunities, as well as new opportunities created through our outreach. For talks and negotiations, you receive optional coaching sessions. For ambitious top positions, our Executive PR & Campaign Management strengthens your positioning. We support you until successful completion or as individually agreed.

The scope and intensity of Phase III are scalable and depend on the target position, geographical focus, career path and the level you are aiming for. We agree the specific design individually with you.



... global career hunting for leaders

We will gladly answer any questions about the details and the exact process of the programme.

The EUROWORKS Team ...

Your Experts in Successful Executive Marketing



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