



Mäder & Partner Workshops and Webinars

All interactive workshops take place on site at our **Zurich/Basel** locations and/or **online** (via Zoom). They combine input from our facilitator / expert with a structured set of activities – such as interactive group work and practical exercises. They are held in small groups to allow participants to learn, exchange and connect with each other. Additionally, they offer a great opportunity to expand the participants' network within a professional environment.

Preparation work: The participants will receive a preparation work beforehand. As some of the workshops consist of two parts, the preparation work will allow the participant to work on and practice a specific topic in between.

Corporate & Management Recruiting and Job Market

This webinar is intended for people working or aiming to work in an international environment. The participants will gain insight into the corporate recruiting strategies and processes in Switzerland and abroad and how to maintain a competitive advantage in a global job market. You know how to position your-self, increase your impact, think on ways to future-proof your career and stay marketable and visible.

Corporate & Management Networking – Define your personal branding Roadmap

How and with which mindset do you network in a corporate environment or / and at Management level, looking at operational, personal and strategic networking. The webinar will draw your attention to identifying the most important stakehold-ers and to reframing your thinking to talk about potential opportunities. What is the USP (Unique Selling Proposition) and your personal Elevator Pitch for, when do you use them and how do you define your per-sonal branding roadmap.

Corporate & Management Interview Training in the context of work 4.0

A sound professional preparation to master any interview situation. One focus will be the message that should be left behind in the context of work 4.0 depending on your audience. Where you will make a real difference compared to other candidates will be another important input. We will touch upon presenting business cases and the various digital and on-site testing procedures. Based on individual feedbacks, the participants will receive further valuable contributions from their peers.

Digital Branding: LinkedIn

This workshop consists of two parts building on each other. To optimally leverage Social Media, this workshop gives participants the tools to use LinkedIn for an efficient positioning and job search strategy, as well as to develop and stay in touch with their professional network. It will offer an overview of how to plan, design, optimize, implement and specifically use their own presence on this social platform. The aim is to set up an attractive profile to draw the attention of companies, specialists, customers and recruiting manager - Ms Sonja Berger will be happy to support you.

AI in the application process

In this one-hour workshop, participants will learn how to use AI tools in their application strategy. They will learn how ChatGPT can help them create and improve their LinkedIn profile and motivation letters. The workshop aims to familiarize participants with the features of AI, especially ChatGPT, and show them how they can use this technology to improve their personal branding and application documents.