

Career webinars

Relevant topics for students and graduates



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About us

Quality from a single source.

Karriereservice.de – We offer you versatile and practice-oriented seminars in the areas of careers, management as well as soft skills.

With experience and competence, our trainers help ensure that your students and graduates have a successful start in the job market. In addition, we conceptually support universities and colleges in the development of targeted group-specific training concepts.

The four pillars of our competence:

» **Experienced team of experts**

Our team consists of experienced trainers who possess a wide range of skills. The trainers are experts in their field and bring their practical experience to the design of the events.

» **Versatile webinar program**

By bundling different competencies in our team, we can offer you a varied and interesting range of topics. This means that the goal of “quality from a single source” is at the centre of our work.

» **Focus on practical relevance**

We attach great importance to achieving a high level of understanding for our target groups and a strong connection to practice. Our programs are constantly developed to ensure the webinars remain relevant and attractive.

» **Professional quality**

We check the quality of our events through regular evaluations in order to continuously develop and improve our webinars. Our approach ensures that we meet the expectations and requirements of the participants.



Your advantages

Interactive and practical webinars.

Our webinars provide universities and colleges with the opportunity to offer their students and graduates a varied and high-quality range of topics about careers, management and soft skills. Therefore, many more participants can engage at the same time compared to conventional face-to-face seminars.

Structure of the webinar:

At the beginning of the webinar, the participants enter a virtual webinar room, where the host is already waiting for them. The participants can listen to and follow the presentation visually as well as actively participate in the chat. The webinars last an average of 90 minutes, with the respective topic being discussed for 60 minutes and approximately 30 minutes available for participant questions. We make the respective presentation available as a download for later follow-up.

The following technical requirements are necessary for participation:

- » A computer with a stable internet connection
- » An up-to-date browser
- » A set of speakers

Advantages of our webinar:

- » You offer your students and graduates the opportunity to deal intensively with a topic in a short period of time.
- » The format is live and interactive: The participants can take part in a chat and ask their personalised questions. The attention and the learning effect is therefore increased.
- » Each webinar is recorded and is available online for at least four weeks.
- » The presentation is available for download to the participants of the webinar.

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Application and career planning





Potential analysis

Awareness of your personal competence.

Identify your skills and competencies and develop an objective overview of your strengths and weaknesses. The new awareness of your abilities will put you at a better level of professional positioning and presentation within your environment.

In our webinar, we introduce different areas of competences and demonstrate how you can identify your own potential. Furthermore, we also provide you with an insight into how HR managers can assess the potential of applicants in different selection processes.

Contents of the webinar:

- » Overview of various competencies
- » Suggestions for assessing your own competence profile
- » Tips for the analysis of your own values and motivational factors
- » Insights into the methods of potential analysis used by HR
- » Input regarding your career plan (reflecting on your needs and goals)
- » Question / answer session

At a glance:

- » Exploring individual potential
- » Analysing strengths and weaknesses
- » Background on the selection process
- » New input for your self-marketing



Career planning

Creating a meaningful career.

Success and personal satisfaction are often key when planning one's career. What is crucial to achieve an individual and fulfilling working life? Develop an overview of your personal goals and needs to identify strategies to shape your professional future in a positive fashion.

In our webinar, we will provide you with various suggestions for self-reflection that can serve as a basis to further plan your personal career. We present important aspects of a sustainable career strategy and give you tips on personality development, the design of your individual career path and how to fulfill your career aspirations.

Contents of the webinar:

- » Defining factors for a successful career
- » Support in defining goals and needs
- » Strategies for finding the right position
- » Developing your personal career plan
- » Formulation of career aspirations
- » Tips for a personal application strategy
- » Question / answer session

At a glance:

- » **Identify your own needs**
- » **Planning your career path**
- » **Develop application strategies**
- » **Reflecting your own possibilities**



Preparation for your future career

How to optimise your time at university.

The study period is filled with new experiences, encounters and knowledge – and above all, the opportunity to prepare for your own career. Find out in our webinar what organisations pay particular attention to when hiring graduates. This background knowledge will help you use the study time efficiently to build up your key qualifications, so that you can better meet the criteria for your desired position.

Using specific case studies, we show which activities (e.g., internships, employment, further training and additional qualifications) can be of benefit to you. This knowledge helps you to develop a concrete strategy for expanding your competencies during your time at university.

Contents of the webinar:

- » Suggestions to analyse your own situation (initiate a potential analysis)
- » Background knowledge: Which qualifications and skills do employers especially value?
- » Discussion of case studies covering different career plans
- » Tips for the effective use of your time at university
- » Suggestions for developing key competencies through the implementation of targeted career-promoting activities
- » Question / answer session

At a glance:

- » Determine your own potential
- » Identify career-enhancing activities
- » Tips for building up key qualifications
- » Recommendations to plan a career



Semesters abroad

Planning and using your stay abroad.

For many students, the opportunity to spend part of their studies abroad is a dream come true. It gives you the chance to get to know a different culture and perhaps experience interesting trips within a different country. In addition to that, your language skills can be further improved while living in a foreign country. The most important aspect of a well-organised semester abroad is the possibility to advance your professional career.

Many employers value international experience within their staff. Therefore, it is important to think about how you can make the best use of the semester abroad to further advance in your career. In our webinar, we will guide you through the most important topics that are to be considered prior to organising a semester abroad. We will also give you valuable tips and information to help you start planning.

Contents of the webinar:

- » What topics should I focus on while planning a semester abroad?
- » Information on funding opportunities and application processes
- » What challenges (e.g., cultural) will I be dealing with?
- » What potential (career) advantages do I gain from studying abroad?
- » How can I improve my profile for employers through a semester abroad?
- » Question / answer session

At a glance:

- » **Plan the semester abroad**
- » **Tips for dealing with challenges**
- » **Information on funding opportunities**
- » **Make targeted use of career advantages**



Applying for jobs in Germany

Specifics of the German job market.

Our webinar deals with the specifics of German application documents in comparison with international standards. You will get to know different concepts and methods for the preparation of professional application documents. We will discuss common HR professional requirements regarding the recruitment process. You will learn different approaches on how to design and professionally prepare your profile or application, considering both layout and content.

In our webinar, we will show examples of how you adapt your application to specific requirements. We will also point out ways to present your soft skills, qualifications and managerial skills to convince the recruiters.

Contents of the webinar:

- » Insight into the typical German recruitment process
- » Composition of application documents: cover, motivation / application letter, CV, skills profile, qualifications profile, work samples
- » Tips to optimise the application regarding a concrete job profile
- » Question / answer session

At a glance:

- » **Preparing German application documents**
- » **Adapting the application to the job profile**
- » **Presentation of your personal qualifications**
- » **Background on the selection process**



Social media

Using social media for your career.

Social networks are used extensively in everyday work life. Many HR professionals are increasingly using them as a recruitment tool, addressing eligible applicants directly through XING, LinkedIn, and other social media. Using these platforms, therefore, can result in advantages for your career.

In our webinar you will learn how to make a positive appearance on relevant platforms and how to use social media to successfully initiate contact with potential employers. Using examples, we will show you how you can attract the attention of headhunters and companies with the right social media strategy.

Furthermore, we will demonstrate how HR managers evaluate your social media profile and which potential risks can develop as a consequence.

Contents of the webinar:

- » Strategies for the use of social media
- » Inspiration and tips to generate positive attention online
- » Ideas for your active networking and self-marketing
- » Suggestions and tips for the professional use of XING and LinkedIn
- » Opportunities and risks of digital personal marketing
- » Question / answer session

At a glance:

- » **Self-marketing on social media**
- » **Suggestions for designing the online profile**
- » **Get noticed by headhunters**
- » **Avoid risks and pitfalls**



Career entry in Germany

Getting started in the German job market.

Entering the German job market is often a difficult task for international students. One of the major challenges is managing the cultural differences between one's home country and the German culture. Also, navigating through the job application process can be demanding as there are expectations in Germany, which may differ to one's country of origin.

Our webinar will provide you with important assistance in planning your career in general, as well as getting started in the German job market. We will present you with ideas and suggestions on how to enter the German labour market. In this context, we explore options on how to build your local network and the possibility of acquiring additional qualifications. In addition to that, we will provide some suggestions in relation to your application documents and commencing your career in Germany. Lastly, we will explain the best way to overcome cultural challenges and show you typical mistakes that should be avoided.

Contents of the webinar:

- » Career planning: How to start your career in Germany?
- » Background knowledge on job application processes in Germany
- » Suggestions for your job application and the selection process
- » Dealing with cultural challenges
- » Typical mistakes to avoid
- » Question / answer session

At a glance:

- » Understanding of the German job market
- » Preparing job application documents
- » Dealing with cultural differences
- » Building your local network in Germany



Job interviews

Convince with authenticity.

Convince the interview panel of your positive personality traits and qualifications. We will provide you the techniques and methods for an authentic and effective presentation to maximise your chance of a successful job interview.

In our webinar, we show you how you can make your self-presentation convincing. In addition, we discuss conversation techniques that help you influence your counterpart positively and thus win them over.

To deal effectively with (challenging) questions, we provide strategies to respond in a confident and convincing manner. Through our preparations and recommendations, you will appear much more relaxed and successful in future job interviews.

Contents of the webinar:

- » Professional preparation for an interview
- » The interview process (multimodal interview)
- » Tips for individual conversation sequences (small talk, introduction of the company, self-presentation, questions about requirements, contract and salary negotiations)
- » Introduction of common interview questions
- » Conversation techniques to convince decision-makers
- » Question / answer session

At a glance:

- » **Structure of the job interview**
- » **Convincing self-presentation**
- » **Presentation of your competencies**
- » **Preparation for typical questions**



Assessment Centre

Suggestions for the selection process.

Assessment Centres (AC) are being used more and more for the selection of young professionals. Anyone who receives an invitation for an AC should prepare thoroughly and familiarise themselves with the most important tasks. An AC consists of various exercises such as: Interviews, individual and group exercises, and personality tests. These are used to observe and evaluate your behavior in different contexts. Assessments will ascertain whether you are, for example, communicative, team-oriented, creative, and assertive. Your leadership and development potential, as well as your handling of stress, are also often analysed.

In our webinar we explain the background of the AC process and give you tips on how to deal with different AC tasks effectively.

Contents of the webinar:

- » Background to AC (objectives, process, role of the observer, evaluation)
- » Suggestions for personal preparation for an AC
- » Presentation of different AC tasks (e.g., group discussion and role play)
- » Suggestions for solving various AC exercises
- » Rules of conduct for dealing with other AC participants and assessors
- » Question / answer session

At a glance:

- » Overview of an assessment centre
- » Tips for optimal preparation
- » Strategies for solving various tasks effectively
- » Rules of conduct – dos and don'ts



Salary negotiations

Convince with strong arguments.

Especially at the beginning of a career, it is often difficult to realistically assess one's own worth and to be confident when negotiating salaries. In order to make a salary interview positive, you should prepare intensively to be clear about your goals, your conduct of negotiation and your reasoning techniques.

In our webinar, we will present earning opportunities in different industries and positions. In addition, we give you tips for a successful salary negotiation and elaborate on typical components of an employment contract and other benefits covered by the employer.

Contents of the webinar:

- » Information on earning opportunities in various industries and positions
- » Background knowledge of the process and structure of a salary negotiation
- » Tips for negotiating (flexibility in conducting discussions, focusing on common interests, understanding of the opposition)
- » Elaboration of a convincing argument
- » Professional handling of objections
- » Question / answer session

At a glance:

- » **Determine your own market value**
- » **Prepare your own meaningful questions**
- » **Methods of negotiation**
- » **Successfully handling of objections**

Leadership and soft skills





Successful teamwork

Working effectively together.

The ability to work in an interdisciplinary environment and in teams is among the most important personal skills required of employees today. But not every team works efficiently and uses the available potential and resources.

What can you do to make working with colleagues a productive environment and ensure successful teamwork? In this webinar, you will receive information on how you will confidently deal with different characters in the future and your skills can contribute in a targeted manner within a team.

Contents of the webinar:

- » Basics of successful teamwork and the role of the individual
- » Assessment of different team characters and dealing with those effectively
- » Awareness of your own personality with a team
- » Identification of a team's potential
- » Meaningful assignment of tasks and responsibilities within the team and projects
- » Tips for the ideal preparation and conduction of meetings
- » Question / answer session

At a glance:

- » Identification of different roles in a team
- » Using the potential of the team most efficiently
- » Organise projects within a team
- » Planning and holding meetings

A photograph of three business professionals in a meeting. A man with a beard is on the left, a woman with blonde hair is in the center, and a man with a beard is on the right. They are all smiling and looking at each other. A blue banner is overlaid on the bottom left of the image.

Providing feedback

Conducting feedback constructively.

Many shy away from an open and honest feedback conversation, especially when it comes to conveying unpleasant or critical feedback. Often one is faced with the question of how to discuss an important matter without being too harsh or even hurtful. The intention is for the interlocutor to deal with the feedback. To do this effectively, it is recommended to convey your position clearly and not just give veiled, gentle hints.

In our webinar we give you tips and suggestions on how to formulate your feedback correctly so that it can be properly understood, absorbed and implemented by your counterpart.

Contents of the webinar:

- » Important feedback rules (goals and limitations)
- » Methods for the professional formulation of feedback (e.g., feedback sandwich)
- » Tips for setting up feedback meetings
- » Practical examples for the formulation of I-statements
- » Use feedback discussions for personal development
- » How to confidently accept feedback
- » Question / answer session

At a glance:

- » **Important feedback rules**
- » **Structuring of feedback discussions**
- » **Accept feedback confidently**
- » **Use opportunities for further development**



Project management

Planning and implementation of projects.

During your studies, you may be tasked to work on a project with fellow students for the first time. At this point, you should familiarise yourself with important basic methods of project management in order to successfully work in a team.

In our webinar, we will introduce important rules for creating a project plan and methods for good time management. We also give you tips for achieving productive teamwork and an optimal distribution of tasks and responsibilities.

Contents of the webinar:

- » Basics of successful project management
- » Presentation of helpful time management tools
- » Distribution of tasks and responsibilities in the project
- » Design of teamwork and communication in the project
- » Dealing with and resolving conflicts in the project context
- » Presentation and documentation of the project results
- » Question / answer session

At a glance:

- » **Planning projects successfully**
- » **Project management and its documentation**
- » **Effective teamwork**
- » **Defining responsibilities**



Conflict management

Communicate in a solution-oriented manner.

Conflicts that are “swept under the carpet” often develop a dangerous momentum of their own. On the other hand, conflicts always have positive effects when they are openly addressed and dealt with. If you want to resolve conflicts, you have to communicate with those involved - using the right conversation techniques. Those who have a high level of empathy and can also understand the other side's perspective will have a much better chance of resolving the dispute.

In our webinar, we will introduce you to different types of conflict and conflict resolution models, with a particular focus on a solution-oriented approach. We will also show you ways in which you can identify the conflict and intervene at an early stage.

Contents of the webinar:

- » Basics of conflict types and causes
- » Methods for early identification of potential conflicts
- » Strategies for resolving conflicts (phases of a conflict resolution process)
- » Solution-oriented communication
- » Techniques for moderating conflict discussions
- » Question / answer session

At a glance:

- » **Early signs of conflict**
- » **Methods of conflict resolution**
- » **Communicate in a solution-oriented manner**
- » **Goal-oriented conversations**



Self-motivation

Increasing your own satisfaction.

While planning one's career, success, responsibility and development are often the focus of consideration. Personal satisfaction is a top priority, but it is rarely followed up. Get an overview of your personal goals and needs by working out strategies that can promote motivation and increase satisfaction in your professional and personal life.

In our webinar, we will provide you with various questions for self-reflection that can serve as a basis for your personal career planning. In addition, we explain how you can achieve more motivation at work and which possibilities are available to advance your self-motivation.

Contents of the webinar:

- » Situation analysis (defining one's own goals, needs and motivational factors)
- » Presentation of important aspects of balanced career planning
- » Motivation in your professional life
- » Identification of motivational barriers
- » Question / answer session

At a glance:

- » Increasing your motivation
- » Tips for your individual career plan
- » Analysis of goals and needs
- » Tips for everyday work life



Increasing your own resilience

Train your own resilience.

In this day and age, time pressure, stress and problems are a daily challenge for many people. It does not matter whether they are professional or private situations. Every person deals with these issues differently. While one person reacts calmly and informally, another person may become nervous and upset. How can this different reaction be explained? Why is someone emotionally more stable than their counterpart? Can you train this habit to deal with stressful situations more confidently?

In our webinar, we explain how you can build a higher resilience to remain calm, relaxed and solution-oriented in moments of stress. To do this, we explain the basics of good resilience and provide practical tips for various professional situations.

Contents of the webinar:

- » What is the definition of resilience?
- » Perception of constructive and destructive thought patterns
- » Resilience strategies: Seven basics of high resilience
- » Mindfulness as a basis for increasing your resilience
- » Assessing situations realistically and identifying possibilities for adaptations
- » Tips for dealing with (critical) changes in a relaxed manner
- » Question / answer session

At a glance:

- » Resilience strategies
- » Mindfulness as a foundation
- » Breaking thought patterns
- » Changes as an opportunity



Work-life balance

Professional & personal life in harmony.

A wide range of demands are placed on specialists and managers, who are often subjected to high success expectations, responsibility and time pressure. The ability to deal constructively with stress and strain is extremely important and enables one to remain capable of acting and making decisions even in demanding situations.

In this webinar you will learn how you can achieve calm, serenity and success through individual stress management. You will learn to develop your assertiveness and resilience in order to cope with heavy loads more easily. The resulting clarity and control create the prerequisites for a successful work-life balance.

Contents of the webinar:

- » Self-reflection: How do you imagine a successful work-life balance?
- » Suggestions for developing one's own professional and private life goals
- » Recommendations for setting achievable goals for work and personal life
- » Suggestions for increasing personal resilience
- » Practical tips for self-management and stress management
- » Question / answer session

At a glance:

- » **Compatibility of private and professional life**
- » **Individual stress management**
- » **Set the right priorities in life**
- » **Increase your personal resilience**



The webinar platform

Everything about the technology.

For our webinars we use the Edudip platform. This offers the convenience of making the webinars straightforward and tailored to your individual needs. Each webinar is set up with its own landing page, which is used for registration purposes. The participants have the opportunity to get actively involved throughout the webinar.

You can obtain an initial impression of our webinar platform under the following link:

<https://karriereservice.edudip.com>

We make the respective presentation available as a download for later review of the topic. Each webinar can be recorded on request and can be accessed by the participants over a period of four weeks afterwards.

It is also possible to conduct a webinar via both Zoom and MS Teams. Please do not hesitate to contact us about your individual requests.



Our conditions

Information about booking and pricing.

You can book our webinars individually or as a package. Each webinar is open to any number of participants and is offered on the date of your choice. We would be happy to make you an offer tailored to your needs. The following conditions apply to any booking:

- » **Single webinar** **180,- Euro**
(plus GST)
- » **Three webinars** **480,- Euro**
(plus GST)
- » **Six webinars** **920,- Euro**
(plus GST)

We would be happy to advise you personally on the selection of the right topics. Simply call us on 0211 - 863 94 11 or send us your request to kontakt@karriereservice.de. We look forward to hearing from you!

Do you have any questions?

Feel free to contact us if you have any questions about our webinars. We are happy to help! You can reach us at 0211 - 863 94 11 or send us an email to kontakt@karriereservice.de.

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