

Hey, my client has written this on his website that needed a bit of fine-tuning, but I can't seem to get to the improvements I could make. Any ideas?

Research: Executive Search

Who is your Avatar:

My avatar is named Bob.

Bob has just been fired from his job and has no income except for unemployment benefits.

He wants to get back into a good job, but he needs help figuring out which one to pursue or where to find it.

Bob has a family and children and is in his 40s.

What is their Dream Outcome:

Bob wants to have a good job again in a good leadership position, with a good salary so he can take his family on vacation and be the "man of the house." So success for Bob is getting a job that provides the same salary and allows him to achieve his goals.

What is painful about their Current State:

Right now, Bob is very frustrated that he doesn't know which job to pursue or where to find it. He doesn't like the uncertainty of not having a job because he's worried he won't find a good job that is comparable to his previous one. Another thing that is bothering him is that he doesn't know what to do. He's heard of headhunting but doesn't fully understand it and it all seems overwhelming.

What Roadblocks do they face:

Bob lacks the knowledge to figure out which job to pursue or where to find his next job.

What is the Solution:

The solution would be to get some help with headhunting or getting a good job.

How do the Products help the Avatar take advantage of the Solution:  
The product is based on the idea that Bob can talk and consult with a professional who can guide him in the direction he wants to pursue as his next career move. He gets the opportunity to quickly move forward and work on himself. It also provides him with the opportunity to properly prepare for job interviews and gives him a strategy for how to get a new job.

### **The eternal dilemma is that if you don't take any risks, you risk even more...**

Big decisions and demands for execution are pressing in these times. Without a clear direction and strategy, it can be difficult to make the right decisions. It can be frustrating and stressful, but there is a solution.

It can be dilemma-filled to conduct top-level management. You must be able to navigate between many stakeholders, challenges, and needs. You do your best to constantly meet the expectations set for you. It's about having to make many choices. Decisions that always have consequences for some, but that enable the necessary action for the company or organization you lead. It can also feel like you're using all your time and energy on your business and don't have time to take care of yourself, your friends, and family.

It is not uncommon for many to risk losing themselves a bit along the way. Here, it's important to be true to yourself and your values.

Especially as we are currently entering a time of recession and rising energy prices. A time when there is not the same room for maneuver as before. You need to have the energy to handle it. Do you have that energy? - Otherwise, you can get help here...

I have worked with countless business leaders and helped them achieve clarity and focus. Often, the lack of clarity and direction is due to not knowing one's own strengths and weaknesses, but you can overcome that.

Take the first step towards clarity by booking a time here.