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International Leaders since 2004

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CREATING AN ELEVATOR PITCH FOR YOUR CAREER

Workshop By Sasja Zwinkels
Career & Life Coach

www.swissmbas.com



WHERE TO USE YOUR ELEVATOR PITCH

- **During Networking:** 'What do you do?'
- **During Interviews:** 'Please introduce yourself'
- **On your LinkedIn profile** in the 'About me' section
- **On your CV** in the summary section
- **In your motivation letter**
- **In outreach messages** via LinkedIn and email



1. What You Do

“I offer / support / create / build / guide...”

→ Briefly state what you offer

2. Who You Support

“...for [specific audience / company / industry]...”

→ Clearly define who benefits from your work

3. What Outcome You Enable

“...so they can [achieve this result or transformation]...”

→ Focus on the value or result you provide

4. Why You Do It

“I believe / My mission is to... [core belief or motivation].”

→ Add purpose and personal meaning



Let's Practice!

Find a person you haven't talked with yet

First person shares their elevator pitch

Second person gives one top and one tip

Switch roles!

We do 3 rounds





Sasja Zwinkels
Career & Life Coach
www.sasjazwinkels.com

Topics Of Support:

- Finding The Right Career Path, Fitting To Your Unique Strengths, Values And Passion
- Overcoming Any Obstacles On Your Path
- Setting Clear, Personalized Actions Towards Your Goals
- Building Trust Through Your Career Transition
- CV Best Practices
- Interview Simulation
- Job Search Strategies
- Swiss Job Market & Immigration Topics



Key Drivers for Resilience

How to cope with job rejections and set backs

By Dr. Matthias Wochinz
Member of the Board, thinkers.ai



Resilience



The **process** and **outcome** of successfully adapting to **difficult** or **challenging** life experiences, especially through mental, emotional, and behavioral flexibility and adjustment to external and internal demands.

A number of factors contribute to how well people adapt to adversities, predominant among them


- (a) the **ways** in which individuals **view and engage with the world**,
- (b) the **availability and quality of social resources**, and
- (c) **specific coping strategies**.

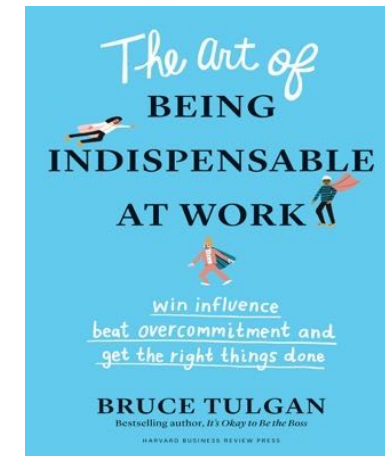
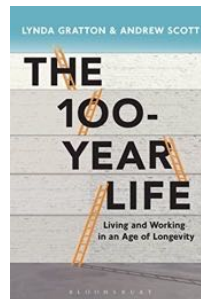
Psychological research demonstrates that the resources and skills associated with more positive adaptation (i.e., greater resilience) can be **cultivated** and **practiced**. Also called psychological resilience.

Source:

<https://www.apa.org/topics/resilience>

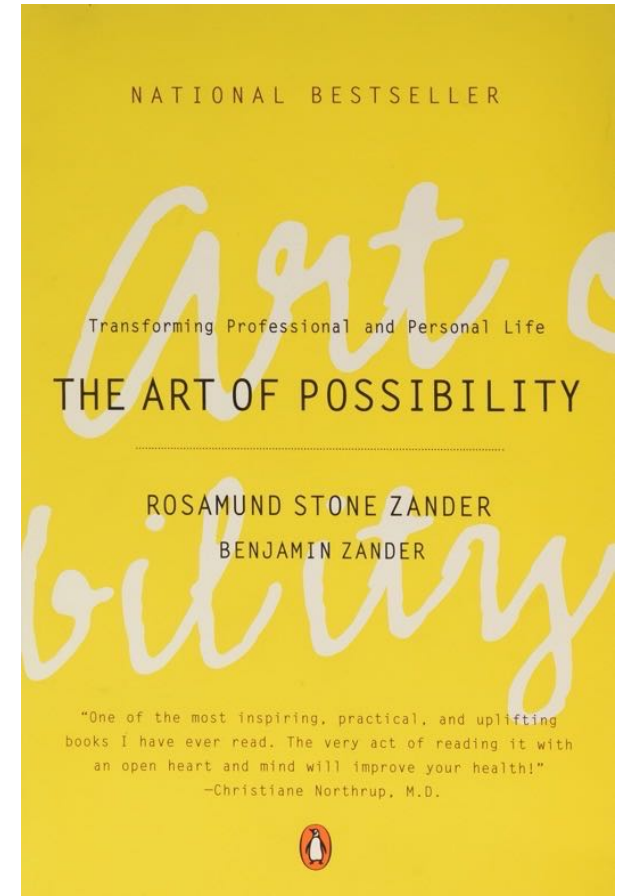
Key Drivers for Career Resilience

- Cognitive, Physical, Emotional energy: 
- Positive relationships at work & life, compassion yet set boundaries and say no
- Reduce friction and increase smoothness through Alignment -> become indispensable
- Manage yourself, then you can lead others (Peter Drucker)
- Surround yourself with people that help you thrive, be your best and grow
- Think about career and life priorities, your needs, values and where you fit it
- Know your strengths and trust yourself: Arnold's 6 Rules of Success
- Have a long term view and take short-term actions (100-year life and the long run)
- Learn new skills, AI, hobbies, do something new



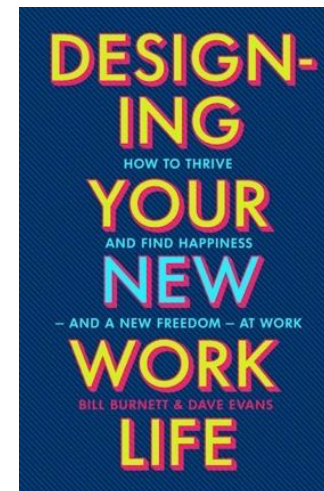
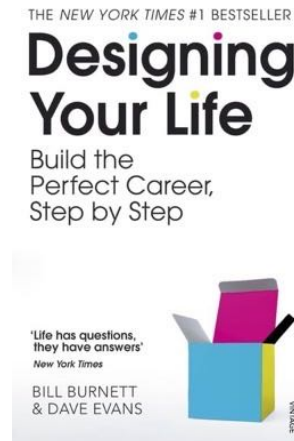
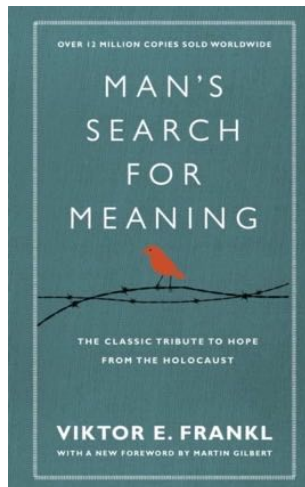
Be Open to Possibility

- There is an ocean of possibility -> opportunity / serendipity will happen to you



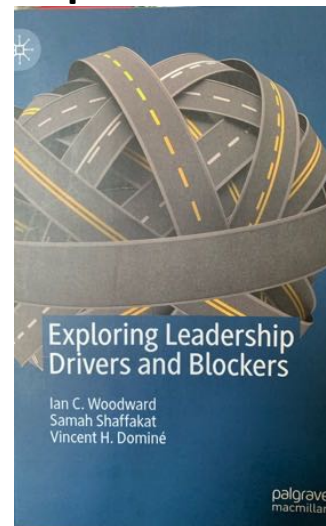
Alignment with Others / Self-Alignment / Purpose

- Does your **life/work energize** you?
- **Reflect**: what makes you smile after work?
- You can **shape** and **change** a lot: design thinking
- You are the **captain** of your life: Viktor Frankl



Develop Your Human & Social Capital

- **Build your trusted network: mentors, advisors, sponsors, collaborators**
- **Invest in yourself, consider hiring a coach, learn AI skills**
- **Ask for feedback and support**
- **Human Capital: learn, do and upgrade / Social Capital: Your Connections**
- **Leverage your strengths, overcome blockers:**
What are your drivers and blockers?



Physical & Mental Health

- Sleep, nutrition (protein, vitamins, omega-3)

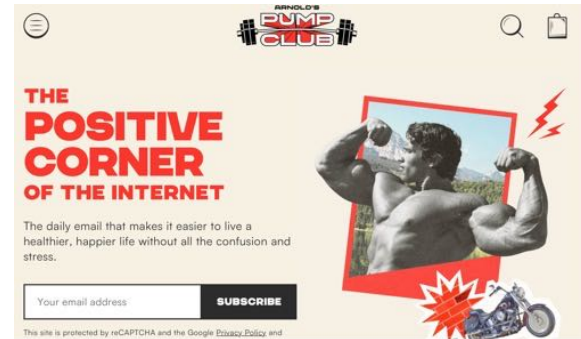
Recommendation:

Arnold's Schwarzenegger's Daily Free Email and Pump Club:

<https://arnoldspumpclub.com>

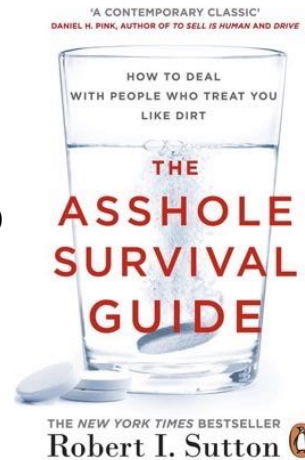
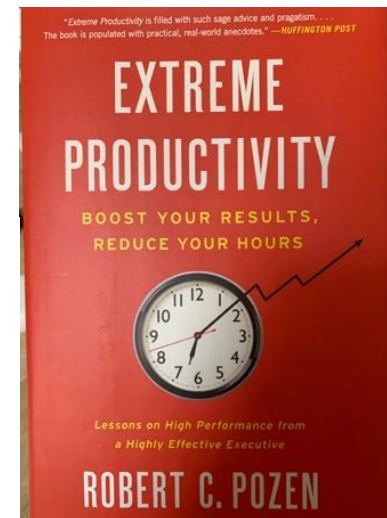
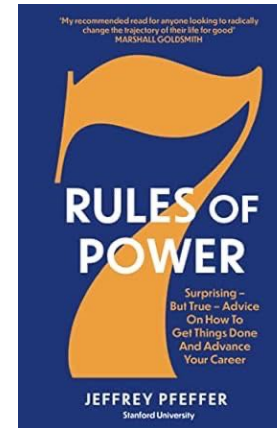
And his 6 rules of success (youtube.com)

- Nature, exercise, meditation, mindfulness, breathing
- Anchoring: recall powerful moments



Power, Goals & Boundaries

- Power reduces stress (Jeffrey Pfeffer): 7 Rules of Power
- Set short/mid/long-term goals (Bob Pozen): Prioritize, focus on results, not hours spent!
- Set boundaries in work and private life, also limit social media use
- Reduce exposure to negative people (Bob Sutton)



Gratitude, Compassion & Growth

- Practice gratitude, mindfulness & help others
- Be compassionate – with yourself & others
 - > Forgive yourself and others
 - > still, tough love where necessary
- Stay hungry: Arnold's rules, Pump App
Ocean of Opportunity awaits you!
- Growth Mindset / Fixed Mindset



Job Rejections – Coping Strategies

- **Accept your feeling of sadness and disappointment, be your best friend, treat yourself, movie, workout etc.**
- **Rejection = learning + redirection**
- **Don't take it personally and see it as opportunity to learn and keep going**
- **Ask for feedback, accept the decision yet stay in touch -> Stoicism helps**
- **Ask mentor/family/friends AI for advice and take actions**
- **Consider working with a coach or group coaching**
- **Super successful people got rejected: Beatles, movie stars**

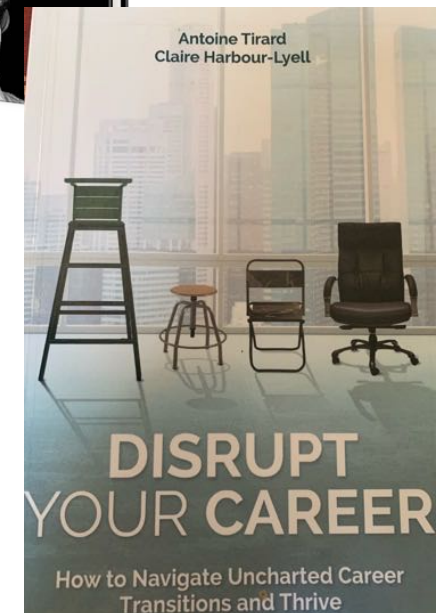
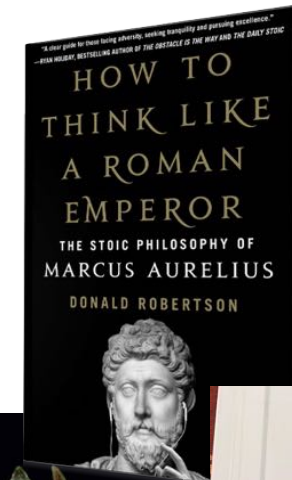
LIFE PRINCIPLE

Embrace Reality and Deal with It

• **Pain + Reflection = Progress.**

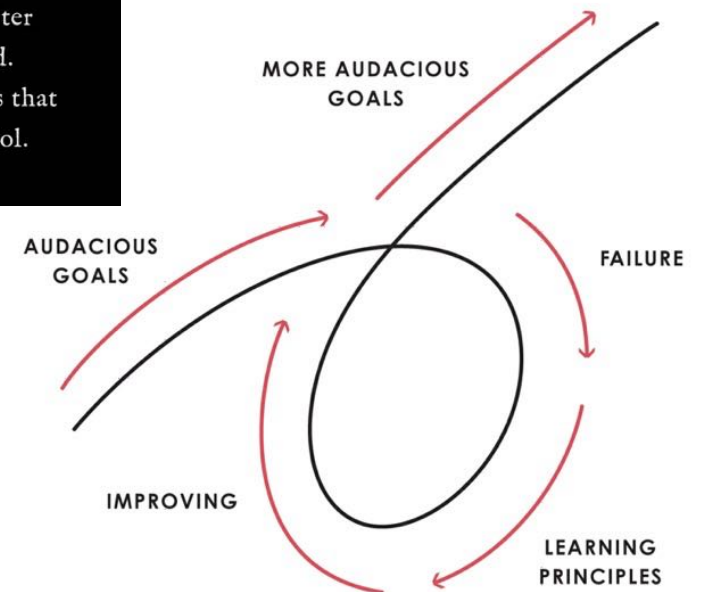
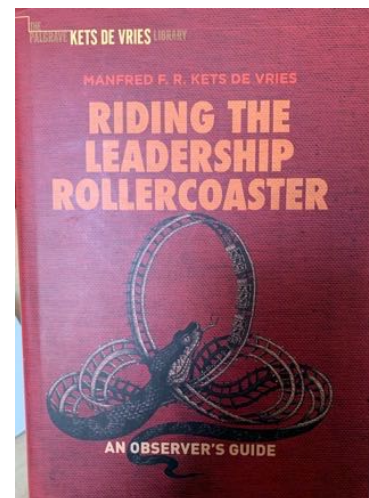
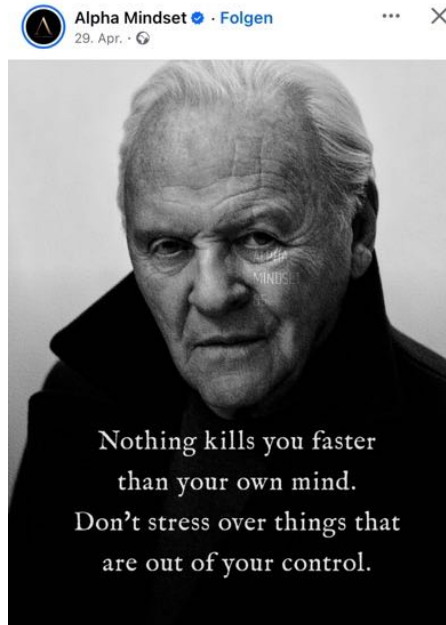
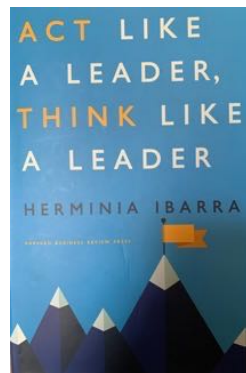
Go to the pain rather than avoid it.

Embrace tough love.



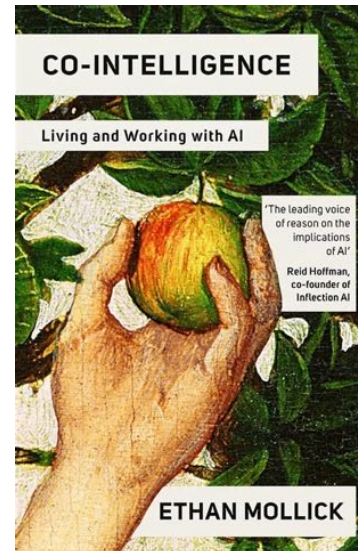
Setbacks Are Part of the Journey

- Nietzsche: What doesn't kill you makes you stronger.... – Persistency counts!
- Heroes grow through failure & persistence
- Retreats & perspective: Nature, family and friends
- Ray Dalio: Pain + Reflection = Progress
- Leadership career can be seen as similar to leadership rollercoaster: challenging, exciting
- Most important: ACT



Tailor Your Unique Value Proposition

- What makes you special?
- What unique skills/competences do you have and what does energize you?
- Network smart, stay visible
- Keep it short, simple & authentic
- How can you work with AI to be successful and realize your potential?
- Upskill your skills, learn, project work, feedback loops
- Network with interesting people



Open Group Discussion

- **How do you build resilience?**
- **What helps you on tough days?**
- **In a very stressful situation, how do you keep a cool head?**
- **How do you deal with setbacks / rejections?**
- **What can you influence?**
- **Common obstacles to resilience and how to avoid them?**

Thank you !

Let's stay in touch:

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Dr. Matthias Wochinz

Head of HR | LSE & INSEAD | Strategic Advisor
People, Tech, Growth & Sustainability | AI Boar...





Live Demonstration: Peer Coaching

Sonja Robinson
Associate Consultant, PeopleSmart SAS

www.swissmbas.com



Thriving in the Swiss Job Market: How to Build a Meaningful Career

Marc Lutz, CEO Hays

Fabienne Bezemer, Co-Lead Executive Search Kienbaum



Marc Lutz



LinkedIn Marc



LinkedIn Fabienne



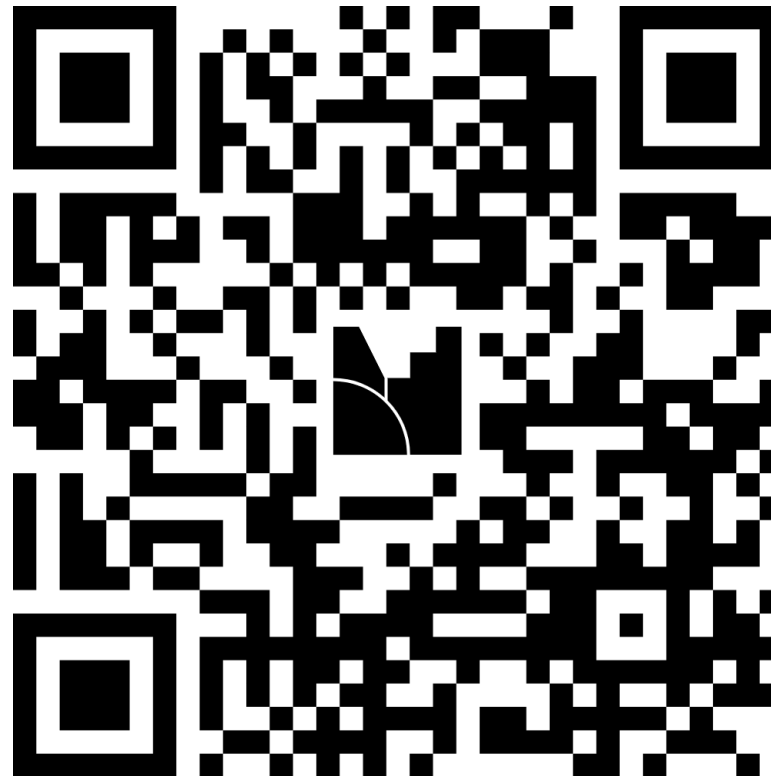
Fabienne Bezemer



- CEO Hays Schweiz AG
- Regional Manager Northern Europe
- With Hays since 2001
- Holds an MBA from the University Reutlingen

- Co-Lead Executive Search since 2025
- With Kienbaum since 2016
- Holds an MBA from the University of St. Gallen and an M.Sc. in Psychology from the University of Zurich

ABOUT YOU



Join at menti.com | use code **1289 7806**

**Join us for this
Mentimeter**



What best describes your current career situation?

Actively looking for a new job



Passively open to new opportunities



Satisfied in my role, but open to hearing about opportunities



Not looking and not open to change at the moment



20%

40%

60%

80%



How would you describe the current job market in your field?

Many interesting jobs on the market



There are some interesting opportunities



It's difficult to find the right opportunities



There is very little that interests me



20%

40%

60%

80%

What is the biggest challenge you face when looking for a new job or career opportunity?

Seniority 👍 4	50 years old Ageism
Market is tough 👍 3	They simply do not respond to my applico
Lack of open roles for more senior positions & niche experty 👍 2	Age over 60
Too many candidates looking at the same time 👍 1	Macroeconomic uncertainty
Not enough roles, too many talent, language limit 👍 1	I am overqualified and I feel like most recr juniors rather than seniors
To get a proper chance to introduce yourself 👍 1	Right to work in CH. Market.

Conservative employers 👍 1	Not looking
Language	Not looking
Supply - Demand miss balance	Ageism,
Seniority High risk low return	New at this job market. Small network.
Giving up what you have without being certain the new opportunity will be better overall	Skills, language
Competitive market. Technology.	The market and number of cool jobs
1) age 2) lack of niche knowledge	Language, seniority, market
No response from the companies	Complexity Competition
limited senior leadership roles in Switzerland	Many senior positions are not publicly advertised
Language, seniority, multinational	Best opportunities far away from family
Appropriate network...	Preference for locals
Transformation	got bullied and saked twice for no reason, CH works with work certificate, super tough for me
	Applying made easy, so there are many applications.that are not serious

Hard to change from expert area	Applying these skills, there are many application letters are not serious
The companies don't give chances for people with less experience	Finding an opportunity which truly motivates me.
Industry pivot, internal placements, tough market	Age
Female and over 50 Senior and foreign	The market situation is difficult and a lot of companies are very hesitant
Finding the right fit	Network
Market. Roles are not available due to uncertainty in some sectors and there are many people looking for jobs.	Position are on the hidden jobmarket on my level (C-Level),
Economic uncertainty	AI is a challenge! Feels like not connected to humans, no invites no feedback
Precise Job descriptions	Transferrable skills are not recognized and more focus is on labels.
To get a change for a proper presentation	Convert interviews into being #1 (Not #3 or #2)

Steps to build a meaningful career



Building a career outside your company



Interviewing for a new role



Building a career within your company



Diving into the dialogue and answering your questions



First Direction

Swiss SME

- **Over 99%** of all companies in Switzerland are SMEs, meaning they have fewer than 250 employees.
- Most of them require proficiency in **German**, often along with **French or English**.
- Create a target company list

International Corporation

- The recruitment process in large corporations is often complex and takes longer than in SMEs.
- Most of these companies require proficiency in **English**.
- Create a target company list

Approaches

Application

- Include a professional profile picture
- Write a concise, personalized summary
- Use relevant keywords and tailor your CV
- Ensure clear and logical structure
- Keep it to a maximum of 2 pages
- Keep your LinkedIn profile up to date

Network

- Always talk to Headhunters
- Reach out to friends, former colleagues, and contacts from target companies
- Ask for recommendations



Prepare for the interview!

Information before

- Research the company:
 - Competitors (national & international), clients, and suppliers
 - Main products and services
 - Financial performance
 - Management team
 - Key industry and company-specific challenges
 - ...
- Research your interviewer

Introduction of yourself

- Practice your introduction!
- Do not just repeat your CV, tell them a story
- Make yourself be “wanted” (ex. I really enjoyed working at company XY, but was headhunted for...)
- Make clear connections to the position (ex. at company XY, I was mainly responsible for M&A...)
- Keep it under 5 minutes

During the interview

- Prepare smart questions in advance, such as:
 - What is the team structure like?
 - What did I do that made you satisfied with my performance one year from now?
 - ...
- Be ready to discuss your salary expectations
- Before leaving, ask about next steps and when to expect feedback
- After the interview, follow up with a thank-you email



1. Understand Your Environment

Before you invest your energy: Is your company growing? Is your industry in motion? Does your leadership culture reward initiative?

Insight: You can't grow where nothing grows.



2. Think Like an Entrepreneur – Act Like a Leader

Top performers don't wait for orders. They recognize opportunities, take ownership, and deliver results that matter to the business.

Insight: You're not an employee. You're a value creator.



3. Be a Problem-Solver – Not a Task-Doer

Don't just complete tasks. Solve real business problems. Think in results.

Insight: This makes you irreplaceable.



4. Make Yourself Visible – Strategically

Do great work. But make sure the right people see it.

Insight: Present solutions, not complaints – and involve leadership early when you create impact.





5. Master Your Calendar – Master Your Career

If your week is full of firefighting, you're not building your future.

Insight: Performers block time for thinking, planning and strategic work



6. Be Coachable and Bold

Listen, learn, but also speak up.

The ones who grow are those who combine humility with courage.



7. Build Relationships – Especially Cross-Functional

Success doesn't happen in silos.

Build trust with other departments. That's where real influence begins.



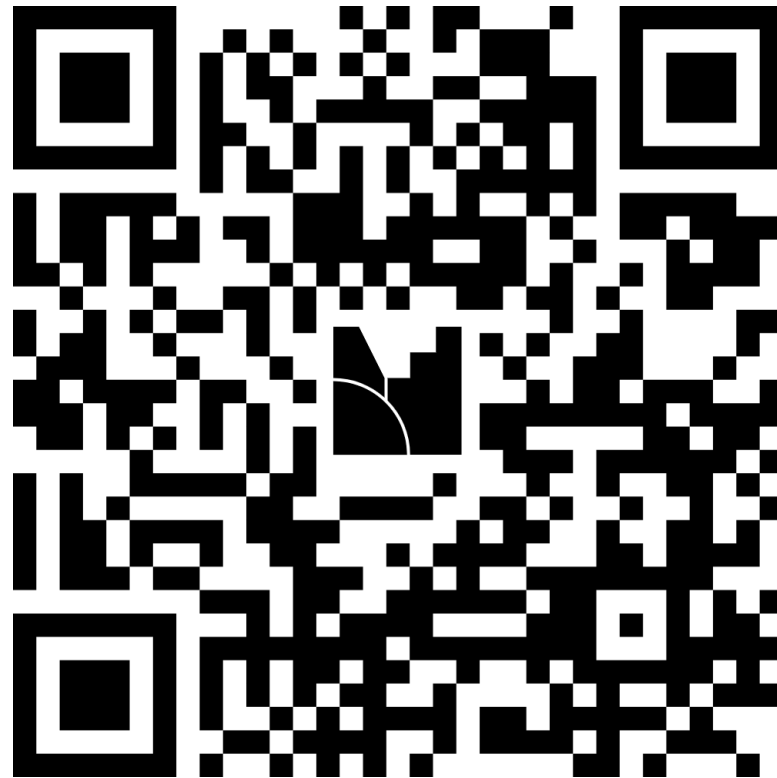
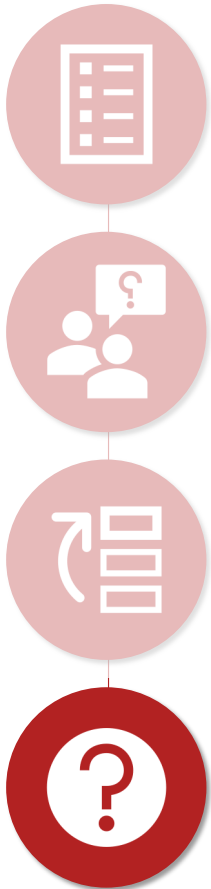
8. Create Internal Demand for Your Skills

Don't just ask for the next step – make your next step obvious.

You're not waiting for permission. You're building pull.



What did you always want to ask to a Headhunter?



Leader's Panel



Roi Tavor
Managing Director
Google Cloud



Claudia Pletscher
Multiple Board Member
**Zurich Airport, Innosuisse, Metall
Zug Ag, MedBase Group**

Moderators:



Léonard Collon
Global Executive Recruiter
ABB



Lucas Zehnder
Partner & Executive Tech Recruiter
Rockstar Recruiting

Anton Hirschmugl, Hirschmugl Domäne Seggauberg



LEADER'S PANEL



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June 12, 2025

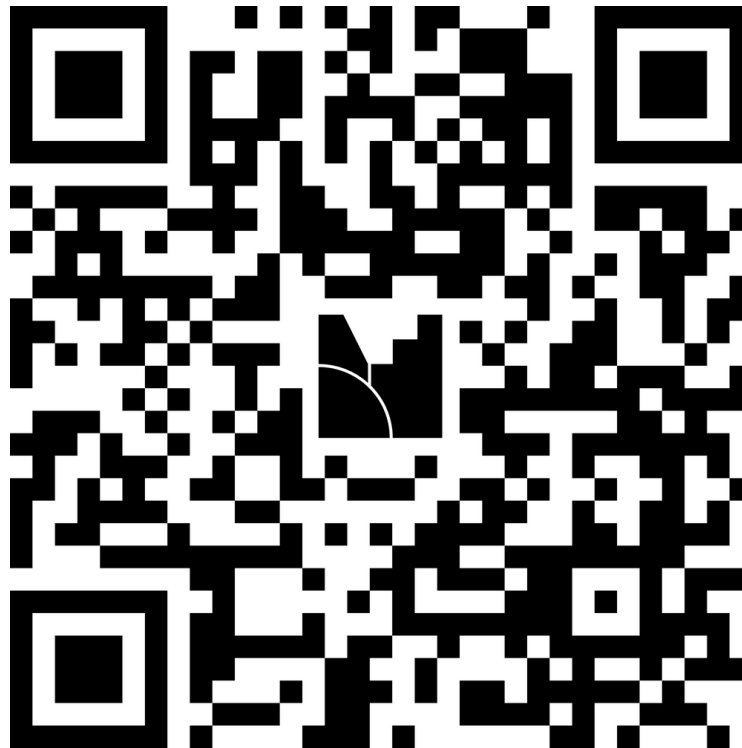
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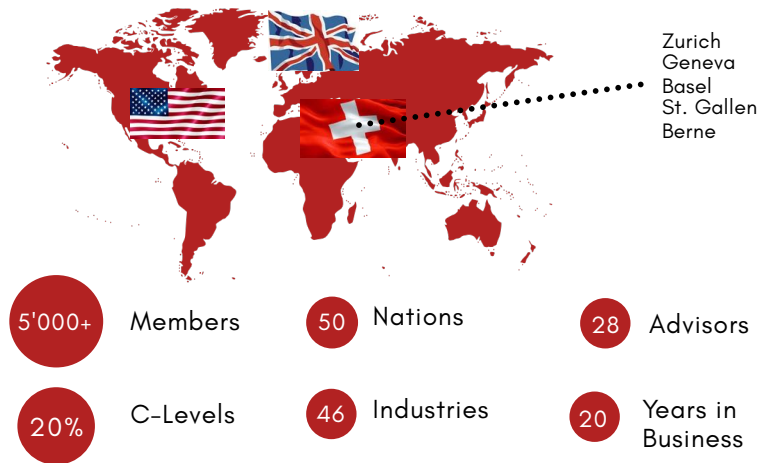


SwissMBAs Member Engagement Survey

Please scan the QR Code below

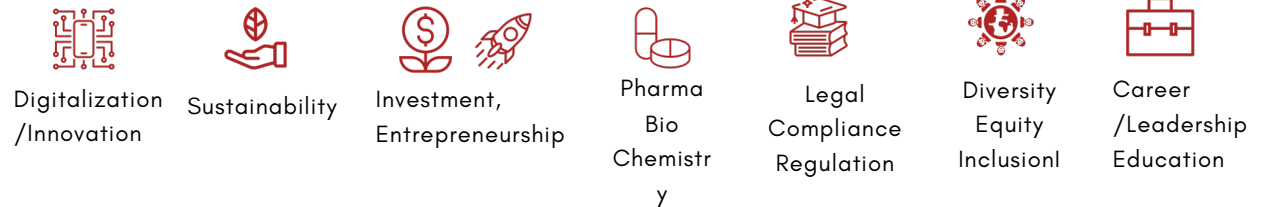


SwissMBAs at a Glance



The purpose is to connect alumni of the leading universities (with a link to Switzerland) and expand their int. professional networks through exclusive events, conferences and services.

Our Growth Topics



Our University Partners



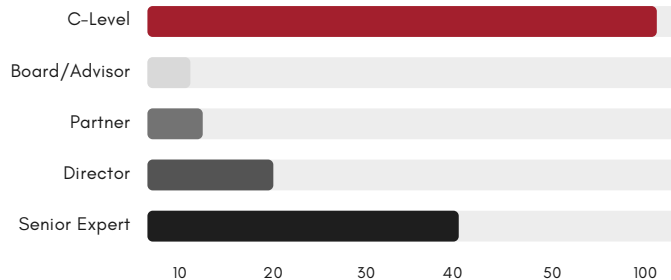
Our Corporate Partners



We conduct great conferences with great brands

Facts and Figures:

- **SwissMBAs' annual events** in 2024
 - **Conferences** : 5
 - **Events** : 65
- **Speakers**: C-Level Speakers from international leading industries
- **Attendees** : Int. C-Suite Executives, Entrepreneurs, Senior Managers
- **Participants**:
 - **Conference** : 220 on average
 - **Event**: 55 on average



Digital Leaders Conference



Investment Leaders Conference



Physical and/or Online Events

Upcoming Events in 2025

18/06

INVESTMENT ROUNDTABLE 44

04/07

PEER COACHING TEASER EVENT

24/06

INTERNATIONAL GROWTH LEADERS

11/10

CMO LEADERS SUMMIT
(ACCENTURE)

25/06

NETWORKING DRINKS IN ZURICH

20/11

INVESTMENT LEADERS SUMMIT
(BANK SCHRODERS)

30/06

NETWORKING DRINKS IN GENEVA

4/12

SUSTAINABLE LEADERS CONFERENCE
(DELOITTE)

Become a Premium Member and Benefit....



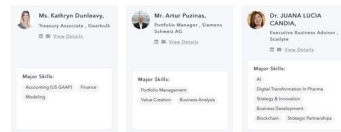
Networking Events/Conferences

Access to exclusive Networking events (Conferences, Luncheons, etc) with top executives. Meet other successful members of the leading universities.



Continuous Learning

Take interesting courses for continuous learning in our eTrain course platform with special prices for SwissMBAs members or develop tailor-made courses with our university partners (HSG, IE, IESE, CEIBS, etc).



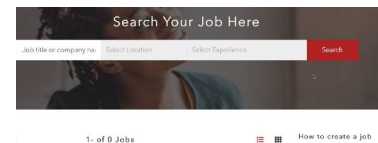
Professional Expert/Coaching Call

Experts/Coaching call platform. Book a meeting with one of over 4'000 SwissMBAs experts.



Virtual Office and Host Hybrid Events

Virtual Office (internal/external) AND Host hybrid (in person and online) Events with immersive experience (3D on computer and/or VR).



Job Platform & Talent Pool

You can post job opportunities on the SwissMBAs job platform and we can create a talent pool tailored to your needs



Fringe Benefits

Benefit from SwissMBAs member exclusive discounts on newspapers, insurances, banking, cars, education and many more. Check out our discount page for more details.

Become a Premium Member with the following BENEFITS:

- Members Directory (5'500++ Executives)
- Online events and own physical events free of charge
- Recorded webinars and events
- Startup package (NDA, Shareholders' Agreement)
- Monthly Investment Club
- Special Discounts (e.g. Mercedes, Volvo, Helsana, Handelszeitung, Bilanz)

[Click Here to Become a Premium Member](#)

Event Partners



Thanks to the Leaders' Panel



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and to our Moderators/Organizers



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ABB



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*Partner & Executive Tech
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Rockstar Recruiting

Special thanks to the SwissMBAs Team and Volunteers



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Co-chair Tech Council
SwissMBAs



Richa Gurung
*Events and
Communication Manager*
SwissMBAs



Ayushma Shrestha
*Events and
Communication Manager*
SwissMBAs



Gosia Czwarno

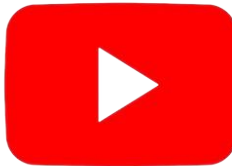


Mikołaj Wlazło



Adelina Toader

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Swiss Association of MBAs

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