



CAREER  
ANGELS

CAREER ADVICE & SUPPORT FOR  
EXECUTIVES AROUND THE WORLD.

**2022** was supposed to be a “good” (= better than 2020 and 2021) year, but **February 24** changed everything. What followed were heartbreaking conversations with Ukrainian professionals – a CFO in a bunker trying to decide whether to stay or flee, an HR Director telling me how he was struggling to replace his lost source of income while the bomb alarm was going off nearby to which he said, “Ah... let’s continue. That’s normal.” But also Russians resigning from their citizenship in protest. And, of course, the vast economic consequences.

For **Career Angels**, 2022 meant a couple of things:

- remaining the **leader in training future Career Advisors** (page 6)
- **record-breaking support to G/E/MBA** students & graduates (page 5)
- landing major **consulting** projects

**A BIG, BIG THANK YOU to my absolutely amazing team – you rock!**



A big thank you to everyone who has contributed to our and our clients' success.

Thank you.

**Sandra Bichl**  
Founder

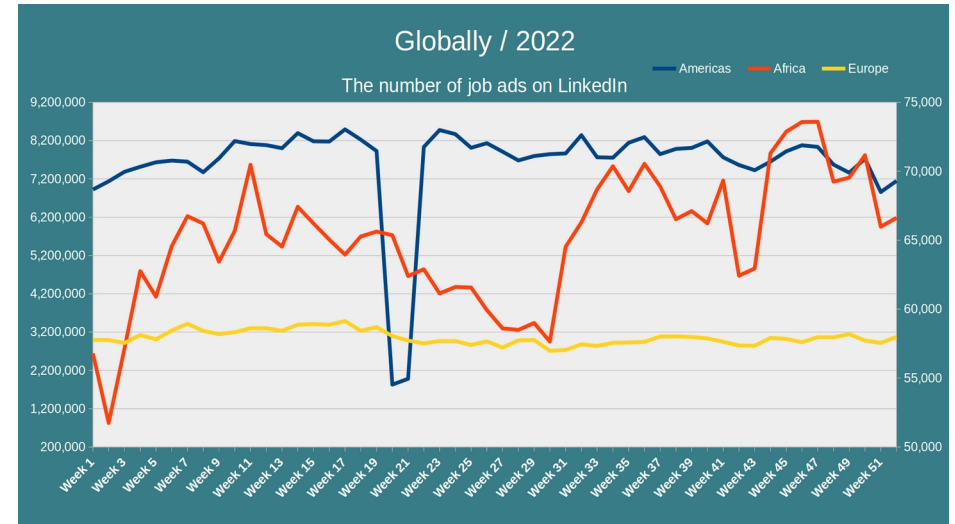


## COMMENTARY ON THE 2022 RESULTS

In the 2021 report, we predicted that “The job markets in Europe have not recovered to pre-COVID times. And, at the moment, there's no indication that they will any time soon.” And, unfortunately, we've been right.



This graph shows how 38 European job markets have been doing since the beginning of the pandemic – based on published job ads on LinkedIn – a good indicator that reflects the demand for candidates hired via that job board.



A global perspective with a focus on 2022 only. As you can see – the different regions were not “synchronized” when looking at the demand for candidates via LinkedIn. We track 38 countries in Europe, 22 in the Americas and the top 10 economies in Africa.

The most noteworthy change in 2022 was **the change in the efficiency of job search channels**. For the first time, since we've started recording that parameter, the direct contact channel (directly contacting relevant decision makers at target companies) was not the most effective one. It was **job ads with an efficiency of 36% – for experienced managers and executives!** Back in 2015 that would have been unheard of (the efficiency until then was 0%)! A keyword matching algorithm that decides whether to qualify somebody – a senior executive – for a recruitment project? Impossible! Fast forward to 2022: **it's part of our reality. And 2023 won't be any different.** It only shows how prevalent technology has become.



What we do have to stress: these are results based on our clients who (almost always) religiously follow our advice around  
a) **CV adaptation to ATS** and fine-tuning it to job ads before applying (click on the left to download the CV ATS Guide) and  
b) **LinkedIn profile optimization**.

Another aspect worth mentioning: **our returning client rate has increased from 40% to 54%**. How come? We've simply been longer on the market. The client who's been with us the longest is actually our first client. We've supported him through 2 changes. Career-related services are requested based on need that arises once every 2-8 years and that's a good bridge to this: in 2022, **62.50% of our clients approached us for strategic support**, incl. improving their personal brand / executive identity (2021: 35.91%). In other words: experienced managers and executives are taking control of their careers in a more strategic and conscious manner. They get in touch with Career Angels, **before there's an acute need in the form of “I need a job”**.

## OVERVIEW

| Level  | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | MB, MB -1<br>Managers (10+ yrs of experience)<br>Professionals              |
|--------|------|------|------|------|------|------|------|-----------------------------------------------------------------------------|
|        | 70%  | 66%  | 63%  | 59%  | 59%  | 68%  | 67%  |                                                                             |
|        | 23%  | 25%  | 26%  | 35%  | 34%  | 23%  | 25%  |                                                                             |
| Effect | 7%   | 9%   | 11%  | 6%   | 7%   | 9%   | 8%   | Found a job<br>Decided not to change<br>Set up a company                    |
|        | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |                                                                             |
|        | 63%  | 73%  | 67%  | 86%  | 75%  | 72%  | 90%  |                                                                             |
| Source | 29%  | 15%  | 26%  | 11%  | 16%  | 22%  | 6%   | Speculative Introduction<br>Networking<br>Executive Search Firms<br>Job Ads |
|        | 8%   | 12%  | 7%   | 3%   | 9%   | 6%   | 4%   |                                                                             |
|        | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |                                                                             |
|        | 35%  | 39%  | 59%  | 39%  | 32%  | 35%  | 30%  |                                                                             |
|        | 22%  | 28%  | 24%  | 35%  | 23%  | 28%  | 21%  |                                                                             |
|        | 31%  | 23%  | 13%  | 8%   | 19%  | 12%  | 13%  |                                                                             |
|        | 12%  | 10%  | 3%   | 18%  | 26%  | 25%  | 36%  |                                                                             |
|        |      |      |      |      |      |      |      |                                                                             |
|        |      |      |      |      |      |      |      |                                                                             |

## LEVEL

**67% of our clients are members of a management board** (locally or internationally) or report to one. **25%** are experienced managers with at least 10 years of experience.

## EFFECT

**90% found a satisfying job, 6% decided not to change**, usually despite having job offers. **4%** of our clients decided to set up their **own company**.

## SOURCE OF ACCEPTED JOB OFFERS

Please note that this data relates to **accepted job offers** – **not all job offers** and only for experienced managers and executives (not juniors or professionals).

## ORIGIN OF CLIENTS &amp; PROJECTS

**94% Europe vs. 6% outside of Europe**

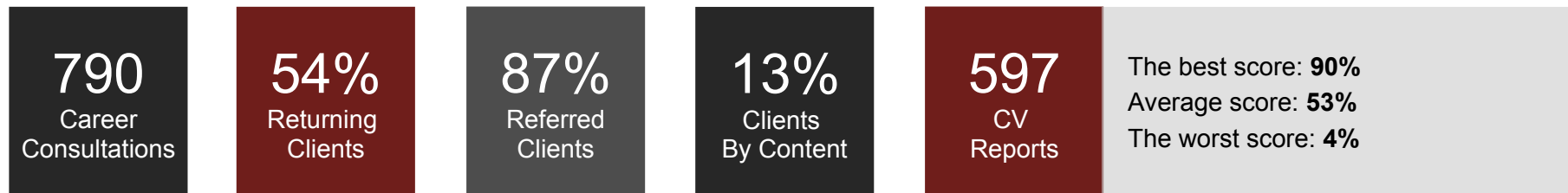
## AGE GROUPS

| 56+ | 46 to 55 | 35 to 45 | <34 |
|-----|----------|----------|-----|
| 4%  | 42%      | 50%      | 4%  |

They've looked for a new assignment on a local, regional and global level and their countries of origin have included:

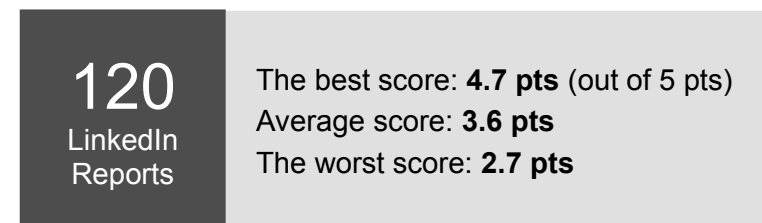
|               |          |             |          |             |
|---------------|----------|-------------|----------|-------------|
| Australia     | Colombia | India       | Peru     | Spain       |
| Austria       | Croatia  | Ireland     | Poland   | Sweden      |
| Baltic States | Denmark  | Italy       | Portugal | Switzerland |
| Belgium       | France   | Luxembourg  | Romania  | Turkey      |
| Brazil        | Germany  | Mexico      | Serbia   | UK          |
| Canada        | Greece   | Netherlands | Slovakia | Ukraine     |
| Chile         | Hungary  | Norway      | Slovenia | US          |

## MORE NUMBERS



Another intensive year – compared to 2021:

- 3.3% more CV Reports
- 7.6% more Career Consultations
- 31.9% more LinkedIn Reports
- **34.5 % more completed tasks** for our clients (**5501 tasks in total!**)



## SCOPE OF COOPERATION



**76%** of our clients delegated or outsourced up to 20 hours to us, e.g. research, CV preparation, interview simulation, general support & advice.

**8%** sought support during 20-30 hours. As above, just more.

**6%** **chose to sit back and wait for phone calls.** That means that we did (almost) everything, incl. inbox and calendar management. The only thing the clients had to do themselves: attend interviews.

**2%** decided to look for a job through the Independent Job Hunter Program.

## FOR YOUR COMPANY & ORGANIZATION

Our development as a company has always been very organic. We go and have gone where our clients take and have taken us. That's true for jurisdictions or scope of services:

- We started offering **outplacement services** only after our former clients asked us for them for their employees they had to let go.
- We started training HR departments and coaching board members only once we were asked to do that thanks to our former individual clients.

The highlights for 2022:

- We delivered **a total of 104 lectures / webinars / workshops** and **trained more than 6,000 professionals** (that number includes G/E/MBA students and alumni from the below list). **For a company that's not a training company, we'd say that's pretty good!**
- We completed several outplacement projects for market leaders
- We were invited to speak at various **companies / initiatives / conferences** like  

|                           |                                                              |                       |
|---------------------------|--------------------------------------------------------------|-----------------------|
| <b>DIMAQ</b>              | <b>LEAD Network</b> (Leading Executives Advancing Diversity) | <b>Future Collars</b> |
| <b>ACCA</b> (partnership) | <b>Leading Women by EY Fundacja Liderów Biznesu</b>          | <b>McNulty</b>        |
- Together with the wonderful prof. Rikard Larsson from Decision Dynamics, we organized the following webinars: "Managing the Perfect Career Storm", "Engagement for Retention and Performance", "Make Talent Love, Not War", "Hire Competencies, Not CVs" and "Hack & Attract Candidate Personas" ...that attracted almost **3500 interested professionals!**

### Check out our B2B section of our website:

- [A page dedicated to Outplacement Services](#)
- [All of our services, incl. a catalog of our Training Topics](#)

### Invite us to speak, train, coach or consult:

Let's talk! Simply send an email to  
[Sandra.Bichl@CareerAngels.eu](mailto:Sandra.Bichl@CareerAngels.eu)

## COOPERATION WITH BUSINESS SCHOOLS & EDUCATIONAL INSTITUTIONS

Our cooperation with Business Schools continues strong. We've delivered **dedicated interactive, online lectures, bootcamps, coaching programs for e.g.:**

**Kozminski University (PL)**

**POLIMI Graduate School of Management (IT)**

**Swiss Business School (CH)**

**Vlerick Business School (BE)**

**Warsaw School of Technology Business School (PL)**

**WU Executive Academy (AT)**

Check out the [free services that G/E/MBA students have access to – as well as other Business School-related stats.](#)



## CAREER ADVISORY EDUCATION

In 2022, Career Angels delivered the fifth and sixth edition of the **Career Consultant Course** – with participants from Career Service Centers, experienced (career) coaches and HR professionals. We have been delivering that course in an open format and also as a dedicated in-house solution – so far a total of **110 participants** have participated in the courses.

The **Kozminski University** asked us – after delivering the first generation of successful graduates – to start the second edition of “our” **post-graduate degree “Career Advisory”**.

**We started the second edition in November 2022.** We have been documenting all of the study weekends since the very beginning – just click and read:

The first weekend: Career Consultant Competencies, Code of Ethics

The second weekend: The Psychology of Change, Working with Resistance, Career Coaching

The third weekend: Tests, Tests and more Tests

The fourth weekend: Identifying and Defining Goals of Career Paths in Practice



## THE CAREER CONSULTANT COURSE

**Educating the next generation** of professional Career Consultants is not something we take lightly! We are pleased to share our knowledge to **improve the quality of services on the market.**

**The participants to date:** recruiters, headhunters, and Executive Search consultants with 7-25 years of experience; coaches who wanted to expand their offer; HR professionals who wanted to better support their employees; consultants, advisors, or career coaches, both with experience and at the beginning of their careers.

[Read more about the Career Consultant Course.](#)

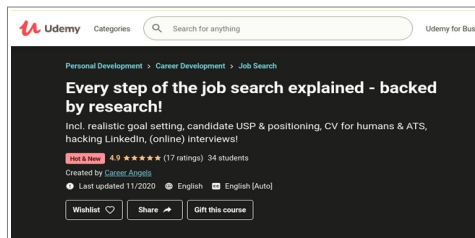
**Career & Job Search Coaching & Advisory** – peers sharing know-how.

The world changes at a fast pace – so does our profession of **career & job search coaches & consultants**. What worked five years ago, doesn't any more. The efficiency of job hunting channels changes... all that means that we and the advice we share with our clients / candidates / employees has to adapt. **We have to keep up to date with the job market**, its dynamics and tools. Career Angels has set up this group with the aim to actively engage (with) peers. It's a privilege to be invited into someone's career – let's get it right! **Join us:**

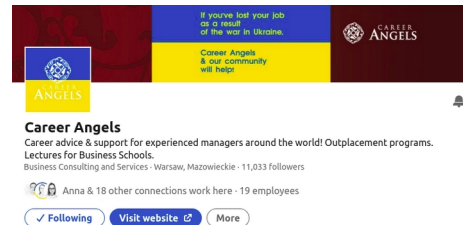
[Group: “Career & Job Search Coaching & Advisory”](#)

## RESOURCES FOR EXPERIENCED MANAGERS AND EXECUTIVES

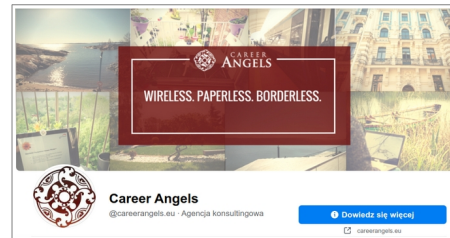
Here you'll find resources that can support executives at every stage of their career management. Simply click on the boxes! Some of these resources wouldn't be possible without our partners like [ShareHire](#) or the [ATS Element](#).



If you don't feel like putting the materials together on your own, **sign up for our Udeemy course:** Every step of the job search explained – backed by research! Over 14 hours of content, as well as, downloadable resources!



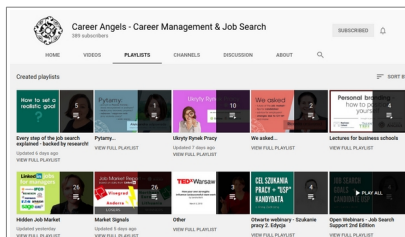
**Follow our LinkedIn Page “Career Angels”** for daily posts around: career management, job search, job market, inspirations, **HR trends** – always practical and wherever possible backed by research, data and/or real cases.



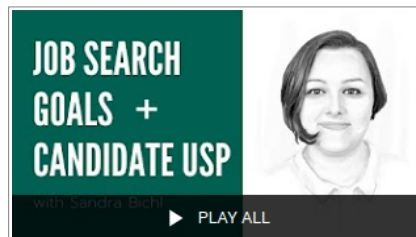
**Facebook** is one of the places where you'll **find us!** Content that we publish only there: diaries kept by recently recruited team members who transparently share their first days, weeks & months with us – both their highlights & frustrations!



Every week, we publish difficult to find job ad gems or opportunities directly from headhunters or employers. **Request to join our group** on LinkedIn called “Hidden Job Market for Experienced Managers in Europe”!



**Subscribe to our YouTube channel** called “Career Angels – Career Management & Job Search” for high-quality content, incl. weekly updates on the (hidden) job market or recordings of practical webinars.

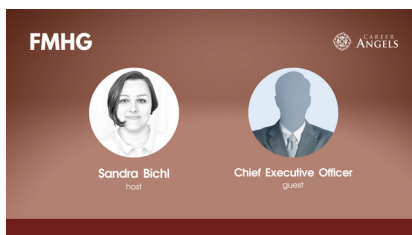


If you are an active job hunter on a budget, **watch** the playlist called “**Online Webinars – Job Search Support**” where we walk you through all four steps of the job search process, incl. online interviewing.

And then, of course, you can find more content “on the Internet” thanks to numerous requests that our team members received in 2022 for **interviews, podcasts, articles or to co-author book chapters or blog posts**. Aside from it being a nice feeling to be wanted, it's proof that the market appreciates our expertise and data. A couple of examples:

- several collaborations with Ewa Pagowska: **Quiet Quitting** for My Company Polska, “How to **search for a job on LinkedIn**” for ForbesWomen, “**I can't imagine having a boss**” for Wysokie Obcasy – one of the leading Polish magazines
- “**Career Concepts and Motives**” for the podcast “Sięgaj po Więcej” (Reach for More) by Malwina Faliszewska
- two podcast episodes with Wiktor Doktor from ProProgressio on:
  - “**We are PRODUCTS but we also have our ANGELS**”
  - “**How to hack LinkedIn** to be more visible?”

Other topics that we were invited to contribute to: How to interview online, How the job market has changed for managers, Job search for candidates over 50... and many, many more!



In an ideal world, every candidate would be seen for who they are as a whole: their current competencies and skills, their potential and desire to develop, their personality, their values... and their hopes and dreams for their future. But the reality is very different: **candidates – irrespective of how experienced they are – are reduced to a piece of paper with keywords**. They rarely receive replies to their applications – it doesn't matter if they apply through a system or contact a real human being. If feedback is shared – it's not genuine. And that's a big IF, because in most cases, companies simply ghost candidates. Would you say that this type of behavior reflects treating somebody with respect? Of course not! Hence our expression “**FMHG – Fast Moving Human Goods**” – as candidates are commoditized and treated like a product with a price tag. Or to quote a recent client of mine... he felt treated like a piece of meat.

**Coming soon: a podcast** that interviews seasoned managers and **executives about their experience on the job market**



## Market Signals – For Companies & Individuals

Why is it important to be up to date with the **supply of and demand for candidates** on the job market? By looking at how the **number of job ads on LinkedIn**, the number of **candidates per job ad** or **unemployment** levels change, we can draw conclusions about tendencies that are ruling the job market. Being able to navigate them is crucial when it comes to **effective job search, employer branding or recruitment**.

We've been keeping an eye on the **number of job ads on LinkedIn** in Europe countries since Week 13 of 2020 (mid-March). In mid-September, we decided to extend our job market observations with a focus on LinkedIn to countries outside Europe to gain a more global insight. We **currently monitor 80 countries all over the world and can provide data from almost every continent**. Additionally, we have been tracking unemployment levels and the number of candidates per job ad (targeted at executives; in English) in Europe. This allows us to measure KPIs that give quite a good feel of the overall trend on the global job market.

How can the above job market KPIs be useful?

- they **help evaluate** how much **time & effort** is required to **attract the best talent**; in other words, will “post and pray” work?
- they show when it's necessary to craft competitive offers or **when some savings** on extra perks **are possible**
- active job seekers can **estimate needed job search effort** and invested time accordingly

Click “Follow” on our [LinkedIn page “Market Signals”](#), to stay up to date with our Lives sessions and monthly reports.

And all of that completely free of charge. Times are tough enough as it is. We want to level the playing field as much as possible. **Use our data to your advantage!**





## BONUS: EVERYTHING YOU NEED TO KNOW ABOUT MANAGING YOUR CAREER

What influences how we manage our careers?  
 Why do we **choose one offer over another**?  
 Is it really bad to stay **12 years at the same company**?  
 Should we denounce people who change **jobs frequently**?  
 What about buying into the **rat race**?  
 Does it make you happy to climb the **corporate ladder**?

You really prefer **atmosphere & people** over money & prestige?  
 They call you **immature for not choosing** a serious path?  
 Your main driver is **self-development**?  
 Do you catch yourself thinking, "**I hate managing people!**"?  
 I'm 42 years old. **It's too late to change** anything.  
 Frustration kicks in when there's **too much routine**?

Answer the following two questions honestly:

**How would you define a successful career?**

If everything was possible, **how would your most satisfying and fulfilling career path look like?**

**36%** of the respondents would answer both questions (almost) **identically**, whereas **64%** would give two slightly or completely **different answers**. This information comes from Decision Dynamics, a company that has been collecting and analyzing data on i.a. people's careers for over 40 years. **What else does the research tell us?**

- 1) There's a "**brain-level**" and a "**heart-level**" response
- 2) There are **common patterns**

**Decision Dynamics' Career Model** consists of four main Career Concepts or views of an ideal career:



**The Expert** Career Concept is the most stable and historically dominant view of a successful career as being a **lifelong commitment to a profession** with which one identifies. Success means to be the best, i.e. the expert in one's area.

By now you should have realized that everybody's definition of a successful career is equally wrong as it's right. There simply is no one right answer. **Different things make different people happy.**



**The Linear** Career Concept is instead focused on **rapid movement upward** the "corporate ladder". Success is measured in the level one has reached, which can be translated in responsibility, power and influence.

We really, really hope that you are not among the **36%**, but if there's a slight chance that you are, talk to a certified Career Angel.



**The Spiral** Career Concept is a less traditional view where one rather discovers one's career through **periodic (5-10 years) lateral changes of occupational fields**. Success means frequent opportunities to widen one's competence base and get new experiences.

You'll receive:

- an online questionnaire
- a report showing the differences between the career path you've chosen and the one that motivates you the most
- a comprehensive feedforward session that you'll leave with concrete next steps



**The Transitory** Career Concept is the **most change-oriented** and least conventional view, even to the extent that many consider it as not even a career. The more different and frequent the changes, the better.

If you are interested in receiving an offer or more information, please contact **Bichl.Sandra@CareerAngels.eu**.

**Please note that this model can also be applied throughout an entire organization for better candidate, role and culture fitting.**