



2023 has allowed us to consolidate our leading position in the world of career consultancy. This was evidenced by both returning clients and the number of referrals.

For our clients, this meant a year when every industry and role was impacted by the economic crisis. Some of them, we helped find new employment through outplacement programs, and some, we supported in building a new career path and re- / up-skilling.

2023 was also a year of sharing education and knowledge in the field of career advisory. Our professionalism and expertise was also appreciated by HR Departments that asked us to support them in setting up in-house career advisory centers.

For **Career Angels**, 2023 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 **CSR** and **consulting** projects

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

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

Thank you.

CAREER ADVICE & SUPPORT FOR
EXECUTIVES AROUND THE WORLD.

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Our amazing team of
Mini Angels

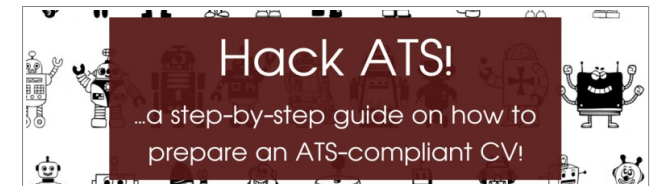
COMMENTARY ON THE 2023 RESULTS

In the 2022 report, we announced that – for 1st 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! A keyword matching algorithm that decides whether to qualify somebody – a senior executive – for a recruitment project **is now part of our reality!**

We predicted that 2023 wouldn't be any different. And we were right. It shows how prevalent technology has become.

What we do have to stress is: these are results based on our clients who (almost always) religiously follow our advice around:

- a) **adapting CV to ATS,**
(click on the graphics on the right to download the ATS Guide)
- b) **fine-tuning it to job ads** before applying,
- c) **optimizing LinkedIn profile.**



Another aspect worth mentioning in terms of job hunting channels and their efficiency: we have observed that the great majority of *accepted* job offers (not all job offers) have been generated by **first applying to a job ad**, and then by **sending an additional follow-up** (after 7-10 days) **via direct contact and/or networking** (using e.g. LinkedIn network strategically for job search purposes) **channels**. In other words: currently, it is highly recommended to use **at least two job search channels** per opportunity.

In addition, the Executive Search Firms channel (directly contacting relevant headhunters / Executive Search Consultants) **regained its share in the ranking of the job search channels, having increased its efficiency to 18%**. It is too soon to predict if that tendency will continue as historically this job search channel had its ups and downs. However, we continuously recommend not to neglect it – it is indeed the slowest one but also **very strategic**. It simply takes time between contacting the headhunter and receiving the ideal job offer. We have seen some of our clients accepting job offers generated by headhunters several years after having cooperated with us. In other words: **it is definitely worth developing and maintaining a network of headhunters.**

To summarize, **taking advantage of all job search channels simultaneously for your job hunting has become even more crucial than ever.**

Side notes:

- **Our returning client rate is still high and remains at the level of 49%.** Reason: career-related services are requested based on need that arises once every 2-8 years.
- In 2023, **73% of our clients approached us for job search support** (the remaining needed support in improving their personal brand / executive identity), while in 2022 it was only 37.5%. In other words: experienced managers and executives are taking control of their job search process in a more strategic and conscious manner.

OVERVIEW

Level	2017	2018	2019	2020	2021	2022	2023	MB, MB -1 Managers (10+ yrs of experience) Professionals
	66%	63%	59%	59%	68%	67%	61%	
	25%	26%	35%	34%	23%	25%	31%	
	9%	11%	6%	7%	9%	8%	8%	
Effect	2017	2018	2019	2020	2021	2022	2023	Found a job Decided not to change Set up a company
	73%	67%	86%	75%	72%	90%	85%	
	15%	26%	11%	16%	22%	6%	6%	
	12%	7%	3%	9%	6%	4%	9%	
Source	2017	2018	2019	2020	2021	2022	2023	Speculative Introduction Networking Executive Search Firms Job Ads
	39%	59%	39%	32%	35%	30%	29%	
	28%	24%	35%	23%	28%	21%	18%	
	23%	13%	8%	19%	12%	13%	18%	
	10%	3%	18%	26%	25%	36%	35%	

LEVEL

61% of our clients are members of a management board (locally or internationally) or report to one. **31%** are experienced managers with at least 10 years of experience.

EFFECT

85% found a satisfying job, 6% decided not to change, usually despite having job offers. **9%** 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 & PROJECTS

94% Europe vs. 6% outside of Europe

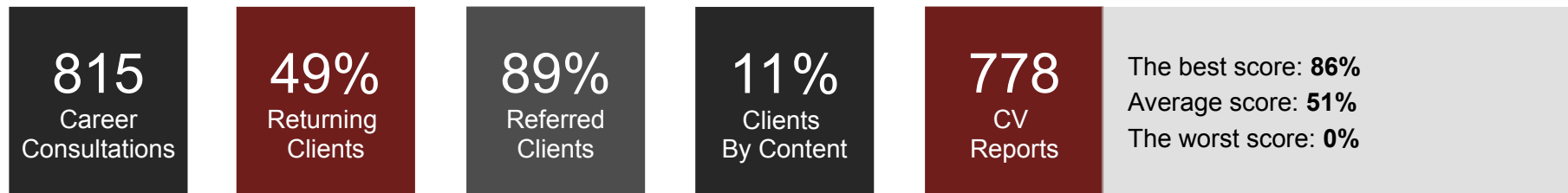
AGE GROUPS

56+	46 to 55	35 to 45	<34
5%	39%	48%	8%

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

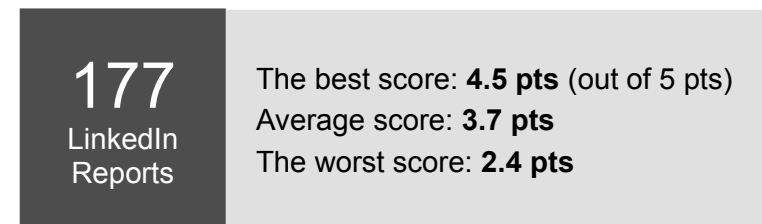
Austria	Egypt	Macedonia	Serbia
Baltic States	France	Mexico	Slovakia
Belgium	Georgia	Netherlands	Slovenia
Bulgaria	Germany	Norway	Turkey
Chile	Hungary	Peru	UK
China	India	Poland	Ukraine
Colombia	Italy	Romania	US

MORE NUMBERS



Another intensive year – compared to 2022:

- 30% more CV Reports
- 3.2% more Career Consultations
- 47.5% more LinkedIn Reports
- **29% more completed tasks** for our clients (**7109 tasks in total!**)



SCOPE OF COOPERATION



79% of our clients delegated or outsourced up to 20 hours to us, e.g. research, CV preparation, interview simulation, general support & advice.

2% 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.

9% 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 2023:

- We delivered **a total of 145 lectures / webinars / workshops** and **trained more than 11 200 professionals** (including G/E/MBA students and alumni from the schools and institutions listed below). **We'd say that's pretty impressive for a company that's not a training company!**
- We completed several outplacement projects for market leaders
- We were invited to speak at various **companies / initiatives / conferences** like

Siemens Women Network	The Vocational Education Forum Europass and Euroguidance	Colliers Poland
ACCA (partnership)	Leading Women by EY Fundacja Liderów Biznesu	SkillSprint
- We continued our **initiatives to support professionals** in their career journey. That includes our **CSR project – a program for 5 managers** (selected among 34) with **15+ years of experience** who had been struggling with job search for at least 9 months. One of them had been **unemployed for more than 4 years!** The results: two participants found jobs while the program was still running, and another two took part in several recruitment processes! One participant was excluded from the program for continuously ghosting us.

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
Contact@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.:**

Warsaw School of Technology Business School (PL)
POLIMI Graduate School of Management (IT)
Swiss Business School (CH)

Vlerick Business School (BE)
WU Executive Academy (AT)
Kozminski University (PL)

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 2023, Career Angels delivered 7th & 8th edition of the open-format **Career Consultant Course** – with participants from Career Service Centers, seasoned career coaches, HR professionals. In addition, we organized **2 customized in-house** sessions for a **major global bank** & a leading Polish **recruitment firm**. So far, a total of **144 participants** have benefited from our courses.

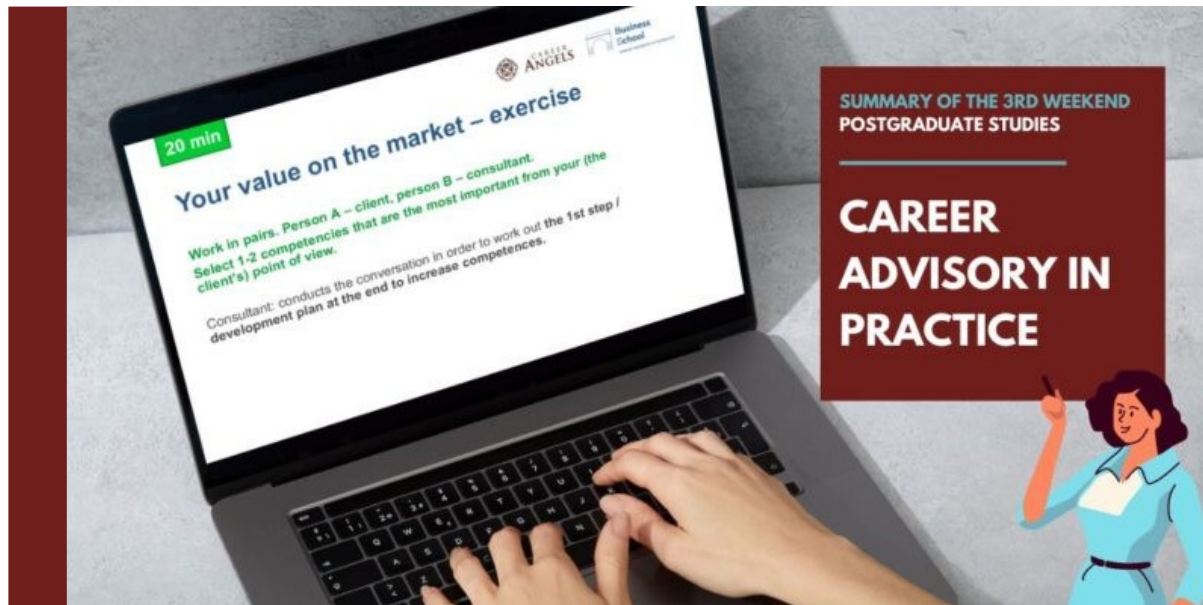
We also revamped our post-graduate studies by introducing the “**Career Advisory in Practice**” program at the **Warsaw University of Technology Business School**, which features a modern **modular format** for a more flexible and **personalized learning experience**.

We started 1st edition in November 2023. 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: Tests, tests and more tests

The third 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.](#)

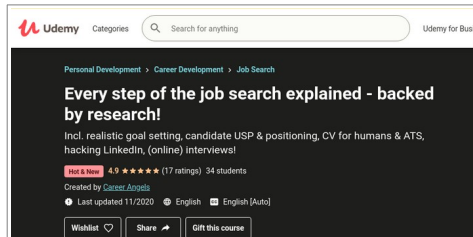
Career & Job Search Coaching & Advisory – peers sharing know-how.

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:**

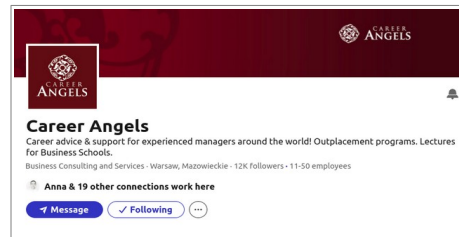
[Group: “Career & Job Search Coaching & Advisory”](#)

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 UdeMy course:** Every step of the job search explained – backed by research! Over 14 hours of content, as well as, downloadable resources!



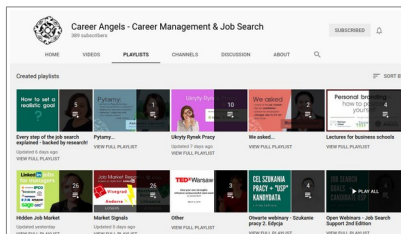
Follow our LinkedIn Page “Career Angels” for daily posts around: career management, job search, job market, inspirations, **HR trends** – always practical and wherever possible backed by research, data and/or real cases.



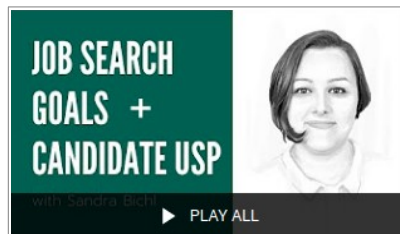
Facebook is one of the places where you'll **find us!** Content that we publish only there: diaries kept by recently recruited team members who transparently share their first days, weeks & months with us – both their highlights & frustrations!



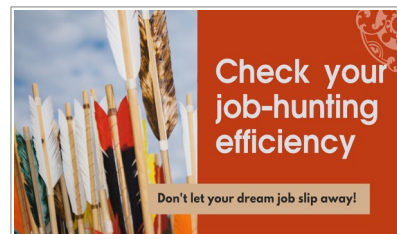
Every week, we publish difficult to find job ad gems or opportunities directly from headhunters or employers. **Request to join our group** on LinkedIn called “Hidden Job Market for Experienced Managers in Europe”!



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.



Answer 9 short questions on our **Job Hunting Efficiency** page to receive a **quantitative analysis** of your job search efforts – with **built-in tips** and **recommendations** on what and how to improve.



How to uncover the **secrets of successful job search strategies**? How to prepare for a **well-deserved promotion**? How to make a lasting positive impression and lay the groundwork for a **smooth exit**? We are excited to announce our upcoming series of e-books designed to **guide you through your professional journey**. Each e-book will provide you with valuable **advice, practical tips, and real-world insights and exercises** to help you at every stage of your career. Whether you are a seasoned professional or just starting out, these resources will serve as your compass as you navigate the complex business landscape. **Prepare for a journey of growth, development, and success with our career-focused e-books.**

And then, of course, there's more content floating around “the internet”, thanks to numerous requests our team members received in 2023. Whether it's **interviews, articles**, or co-authoring opportunities for **book chapters and blog posts**, it's not only a great feeling to be wanted but also a proof that the market **recognizes and values our expertise**. A couple of examples:

- several collaborations with Ewa Pałowska: “**In a different rhythm**” and “Promotion. How to get it and break the career deadlock?” for My Company Polska, “**How to stay motivated when looking for a job**” for Forbes
- “**Career management strategies**” interview for Warsaw University of Technology Business School
- “**Career risk management**” article for the “Kompedium HR” publication by Pracuj.pl
- co-authoring a chapter “**From linear career planning to diverse career development**” in “Mapping manager development: current and upcoming trends” book by Piotr Olaf Żylicz

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!

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!**



Market Signals

Collecting & analyzing market signals (precursors of trends) for better decisions in HR, career management & job search!

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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 Contact@CareerAngels.eu.

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