



CAREER  
ANGELS

CAREER ADVICE & SUPPORT FOR  
EXECUTIVES AROUND THE WORLD.

**2021** confirmed our suspicion of being "**more of 2020**" in terms of a being a difficult and unpredictable job market. On the one hand, the majority of European countries decreased their unemployment rates, but only a handful have seen a return to pre-COVID levels when it comes to demand for candidates that are recruited via platforms like LinkedIn.

For Career Angels, 2021 meant a couple of things:

- **more international**, i.e. more clients **outside of Europe**
- **more trained professionals (spoiler: almost 5,000!)**
- being entrusted with the design and delivery of the **post-graduate degree "Career Advisory"** at one of the leading Business Schools in CEE (see page 6)

**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



**OUR COMMENTARY ON THE 2021 RESULTS**

In last year's Job Hunting Report, we predicted three things:

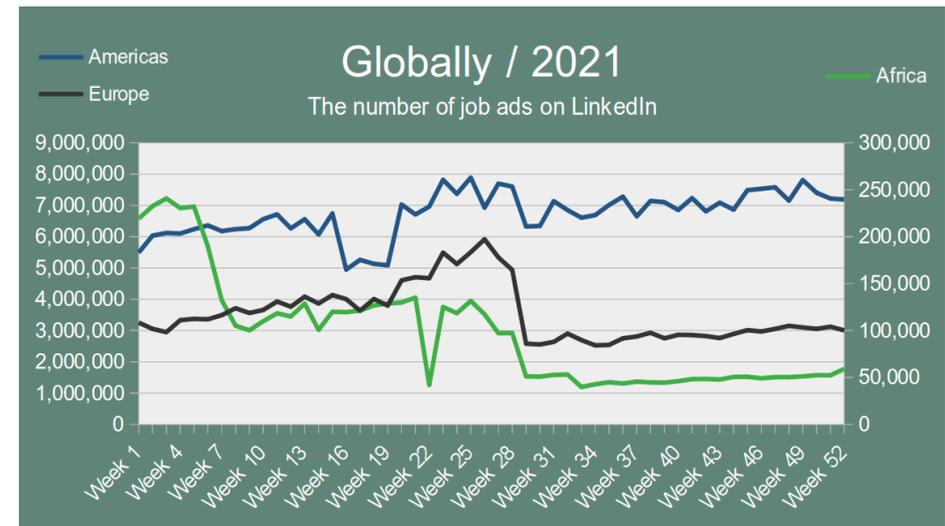
1. "more of the same, under more difficult conditions."
2. "senior managers will have to get comfortable with: accepting interim, consulting, and project work."
3. from a job search efficiency perspective – "the data for 2020 is more likely to predict 2021 rather than the average of the previous 3 years".

And this time (as opposed to last year), we got all of the predictions right!

Ad 1. 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.



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.



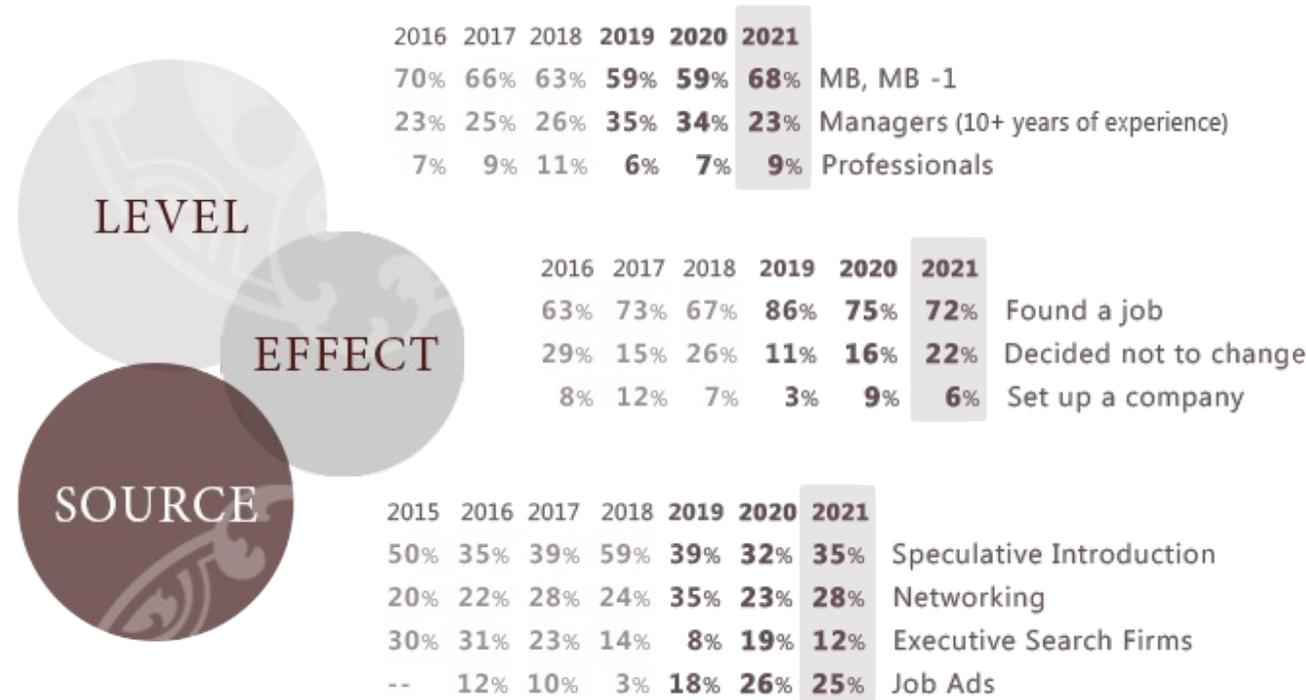
A global perspective with a focus on 2021 only. As you can see – the world “synchronized” at the beginning of the summer with a drop in demand for candidates recruited via LinkedIn across the America, Europe and Africa.

Ad 2. Our senior executive clients have indeed received **more interim, consulting, a project-type work. Do they love it? Not necessarily.** At least not all of them. Did they accept those opportunities? Most of them. Some embrace the new career path. For other it's a necessary evil.

Ad 3. The data of 2020 on the efficiency of job search channels was indeed indicative of 2021 with one small difference: our clients generated **less "accepted job offers" via Executive Search firms and more via their own networks.** Overall, it's still recommended to use all four channels.

**What else is worth mentioning?** In 2021, our clients who are board members or report to one have increased from 59% to 68% – and overall 90% of our project work was done in Europe – taking our “outside of Europe” contribution from 8% to 10% – in other words: we've become **even more international!**

OVERVIEW



LEVEL

68% of our clients are members of a management board (locally or internationally) or report to one.

23% are experienced managers with at least 10 years of experience.

EFFECT

72% found a satisfying job, 22% decided not to change, usually despite having job offers. 6% 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

90% Europe vs. 10% outside of Europe

AGE GROUPS

56+	46 to 55	35 to 45	<34
2%	36%	53%	9%

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

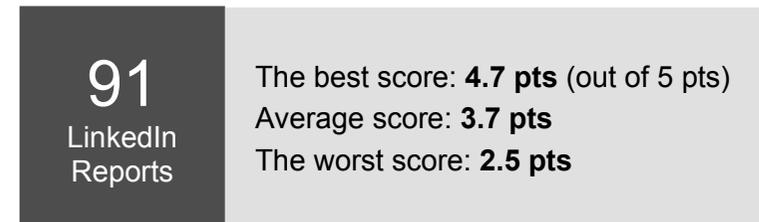
- |               |          |             |          |             |
|---------------|----------|-------------|----------|-------------|
| Australia     | Colombia | India       | Peru     | Slovenia    |
| Austria       | Croatia  | Ireland     | Poland   | Spain       |
| Baltic States | Denmark 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

**MORE NUMBERS**



Another intensive year with:

- 578 prepared CV Reports
- 734 conducted Career Consultations
- **4090 completed tasks** for our clients
- **almost 100 interview simulations**



**SCOPE OF COOPERATION**



**83%** of our clients delegated or outsourced up to 20 hours to us, e.g. research, CV preparation, interview simulation, general support & advice.

**5%** sought support during 20-30 hours. As above, just more.

**8%** **chose to sit back and wait for phone calls.** That means that we did everything, incl. inbox and calendar management. The only thing the clients had to do themselves: attend interviews.

**4%** 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 2021:

- We delivered **a total of 89 lectures / webinars / workshops** and **trained almost 5,000 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 consulted a leading advertising agency with the goal to improve their recruitment efforts – that included: preparing competency profiles, crafting job descriptions that attract the right candidates, and making sure that every single candidate receives a reply and status update!
- We completed numerous outplacement projects for market leaders.
- We supported **DEI – Diversity, Equity and Inclusion – initiatives** like  

#shecan (E.ON conference)	LEAD Network (Leading Executives Advancing Diversity)	Working Moms
PWN (Professional Women's Network)	The EY Women Leadership in Business Foundation	
- And, i.a., these organizations asked us to deliver talks or join panel discussions: Brief.pl, CIONET or the Sectoral Council for Competences of the Marketing Communication Sector.

**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 has further developed as well as strengthened. We've delivered **dedicated interactive, online lectures, bootcamps, coaching programs for e.g.:**

AMBA – Association of MBAs (UK)  
Kozminski University (PL)  
Mannheim Business School (DE)

MIP Graduate School of Business (IT)  
Swiss Business School (CH)  
Vlerick Business School (BE)

Warsaw School of Technology Business School (PL)  
WU Executive Academy (AT)  
York St John University (UK)

**Our pledge for 2022: to support even more G/E/MBA students and alumni than ever before!**

## CAREER ADVISORY

In 2021, Career Angels delivered the fourth 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. And we see it as the **predecessor to what followed!**

In May, the **Kozminski University** invited us to submit a proposal for a **post-graduate degree** – which we did. We defended the design of the program and **“Managing the Development and Change of Career Paths – Career Advisory”** was born! Though that was not enough – it still had to withstand the “commercial” test – in other words: would it find students?

Fast-forward: **we officially started the first edition in November 2021** and have been documenting our progress ever since – 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



## About the Kozminski University

The Kozminski University is a business-oriented higher education institution offering a broad range of education programs, holding full academic rights, and considered to be **the best business school in Central and Eastern Europe according to the “Financial Times” ranking.**

It also prides itself in having obtained three prestigious international accreditations:

**AACSB, EQUIS and AMBA, held by only 100 business schools worldwide.**

Read more about the post-graduate degree.

## The Career Consultant Course

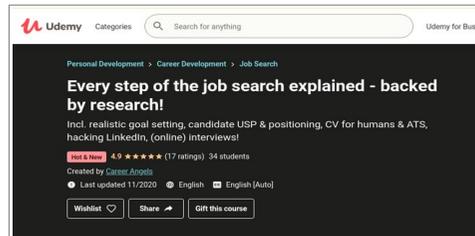
**Educating the next generation** of professional Career Consultants is not something we take lightly! We are pleased to share our knowledge to **improve the quality of services on the market.**

**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.

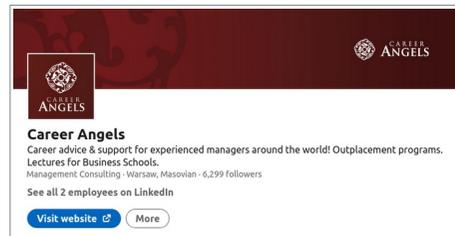
Read more about the Career Consultant Course.

## 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 new & old partners like [Exparang](#), [ShareHire](#) or [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!



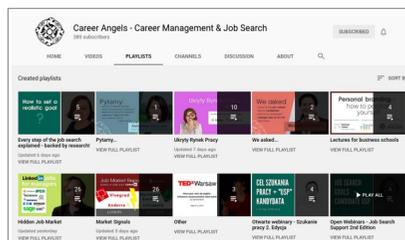
**Follow our LinkedIn Page** “Career Angels” for daily posts around: career management, job search, job market, inspirations, **HR trends** – always practical and wherever possible backed by research, data and/or real cases.



**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.

And then, of course, you can find more content “on the Internet” thanks to numerous requests that our team members received in 2021 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:

- an interview with Ewa Pałowska about **Job Crafting** for My Company Polska
- “How to work with **introverts**” for Zwierciadło – one of the leading Polish magazines
- “**Changing careers**” for the podcast “Reach for More” by Malwina Faliszewska
- “How to **fight for a pay raise**” for Wysokie Obcasy – another leading Polish magazine
- “**The careers of MBA graduates**” – for WUT Business School published via Pracuj.pl
- “**AI on the job market**” for Anita Błaszczak at the economic daily Rzeczpospolita
- “**Present yourself well – small inconsistencies can damage your personal brand**” and three dedicated articles for the **Focus Coaching Magazine** (published by Burda)

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

**The art of interpreting signals** (precursors of trends) is – and always has been – important in navigating financial markets and economies. If you are an experienced manager or executive who wants to manage their career and/or job search processes wisely, or if you are an HR leader trying to find the best recruitment and/or employer branding strategy, look at the signals of the job market which are **inseparably embedded in the VUCA landscape of today's world**.

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

On top of the monthly reports & Live sessions as well as daily updates (click “Follow” on our [LinkedIn page “Market Signals”](#)), we also prepare and publish Special Reports:

- [Global Job Market Summary of 2021](#)
- [DACH, Visegrad, Italy & Belgium](#)
- [LinkedIn job ads vs unemployment rates in Europe](#)

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**  
by Career Angels  
Full Report - Week 02

**Winners of the week**  
Visegrad Group  
Czechia

**Losers of the week**  
Southern Europe  
Italy

**Global Job Market**  
Summary of 2021

**Market Signals**  
by Career Angels

CAREER ANGELS

### Market Signals

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

Management Consulting · 1,329 followers

## 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?**

**64%** of the respondents would answer both questions (almost) **identically**, whereas **36%** 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](mailto:Bichl.Sandra@CareerAngels.eu).

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

