



CAREER ANGELS

CAREER ADVICE & SUPPORT FOR
EXECUTIVES AROUND THE WORLD.

2020 – a year that was unexpected, dynamic, unpredictable, intense, unprecedented, difficult to navigate, exhausting... **pure VUCA**, but also rewarding, touching and solidary.

Some of our clients found themselves in extraordinarily difficult situations, some leveraged last year to their advantage to advance career-wise. It was definitely **the most uneven year since Career Angels was founded in 2010**.

One thing that is true for everybody: **2020 accelerated trends and decisions**.

And as I write each year: it is a pleasure and an honor to be allowed to work with the European top management.

For us, 2020 was the busiest year ever – during which we improved almost all KPIs!
Kudos to the entire **team** ([click to meet us](#)) without which **“this” would not have been possible**. Thank you for your commitment and continuous effort!



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

Thank you.

Sandra Bichl
Founder



OUR COMMENTARY ON THE 2020 RESULTS: PLANS & EXPECTATIONS VS. REALITY

This is how we **experienced** 2020 and how we, as a company, adapted to on-going changes:

→ **February:** we saw an **unexpected, visible**, but **not drastic** decline in our turnover. In hindsight, we now know that it was our **Italian client base** already **reacting to COVID-19**.

→ **March:** our world came to a **stand-still**. We didn't **issue a single invoice for 15 days** and **lost 70% in sales**. When you are **concerned** about your **own** and your **family's health, safety** and, on top of that, when your professional day-to-day is suddenly **turned upside down** (exchanging your office for an (un)comfortable couch in the living room and your office colleagues for your flatmates who are sometimes related to you)... when these things happen, your last thought is probably, "Oh, I'll update my CV." – especially if you have a (seemingly) **secure, safe** and **paying** job. We immediately prepared a guide called **COVID-19 + Your Career & Job Search**. It is still accurate and more relevant than ever.

→ **April:** with everybody **needing to talk** about what they were **experiencing** and/or **feeling** (from "nothing has changed" to "OMG, this is bad"), we wanted to understand how "**good**" or "**bad**" the **job market actually** and really **was**. We started to **track quantitative** data: official **unemployment rates**, the **number of job ads** published on LinkedIn – that we analyzed and released under "**Market Signals**" (more on page 8). We also realized two things:

1. a lot of companies (both known and unknown)
 - a. **fired people the wrong way** (via pre-recorded Zoom messages or by bringing a box to a Senior VP who had been with the firm for 20 years and telling them to pack up and leave by the end of the day)
 - b. **didn't offer any support to their fired employees**
2. **none** of the known corporates in the career advisory / job search support space did **anything to help**. So, we – a boutique firm – **stepped up:**
 - a. we **crowdfunded outplacement support** via **PayPal** (you can still contribute)
 - b. we **brought together** career coaches and advisors across Europe to **deliver 200+ free sessions** for **affected professionals** who wanted to vent, discuss, talk, understand
 - c. we started a series of **free webinars in English** and **Polish**
 - d. we **shared our know-how** during **22 (!) podcasts, webcasts, live streamings** and **webinars**

→ **May:** thanks to the **overwhelmingly positive feedback** after the first webinars in April, we:

1. did a **second edition** – in total: **32 hours** of **high-quality** and **practical** material for **1000+ participants around the globe** – from the US to Singapore
2. **released the recordings on YouTube** – viewed **more than 5700 times**

→ **June – July – August:** admittedly, the summer months kinda blurred together: lots of work, **many emotional conversations**, a lot of **frustration** from candidates. Lots of **uncertainty** on the market. The plan had been to **lusciously** celebrate our **10-year anniversary** with overflowing bubbles... the reality: trying to do something online. And I do mean *trying* – we didn't have the effect that we hoped for, but it wasn't bad either: 10 people won 10 prizes thanks to sharing their best and worst career advice!



→ **September – October**: we kept being **asked**, if we were super busy... with an **overflow** of **clients**. The truth: **busy – yes**. Super busy – no. Why? Because:

- **A big part of the managers and executives** who had lost their jobs had not been on the job market for usually more than 3-5, sometimes even 10+ years – they **didn't know yet** how much it had changed and that **they might need support**.
- Irrespective of the level of seniority: everybody **spent money more cautiously** – which affected “luxury services” like ours. We had more clients, but smaller projects – if they could do something on their own, they usually would, which is absolutely understandable.
- And, most importantly, our (potential) clients were **still busy** focusing on their jobs: **saving** companies, **crisis management** or in full **change** management and **restructuring** mode.

→ By **November**, it seemed that the market and its players had **settled into** and **accepted** the **new normal** which meant that managers and executives could (finally) focus on themselves – making November the **2nd best month** in terms of **sales** in the **history of Career Angels**. Of course, part of our new clients were professionals who had had a chance to discover that the job market was **drastically different** from when they last looked for a job.

→ **December** was all about:

- project delivery: **CVs, outplacement services, interview** simulations, preparing **strategies**, delivering **research**
- finalizing our **new website**, incl. our **training catalog** that can be found also [here](#)
- offering the **ATS CV Report**; if you would like to know more about CVs and ATS, [here is the most up to date info](#)
- learning how to navigate **Udemy** (we now have the [highest rated course](#) in our category!)

More about 2020: and now that we've **closed the year**, we've **looked at the collected data!** You'll find the results below and on the following pages. As compared to 2019 the **inquires for our service increased**:

- **twice** as many from the **media and publishing** industry
- **more than twice** as many from the **luxury** sector
- **bit more than twice** as many from **production / industry**
- **almost three** times as many from the **leisure and hotel** sectors

The most important and notable change is the **influence of technology on the job market, especially for experienced managers and executives**. In that respect we got one prediction from back in April right, and one wrong – from the candidate's perspective:

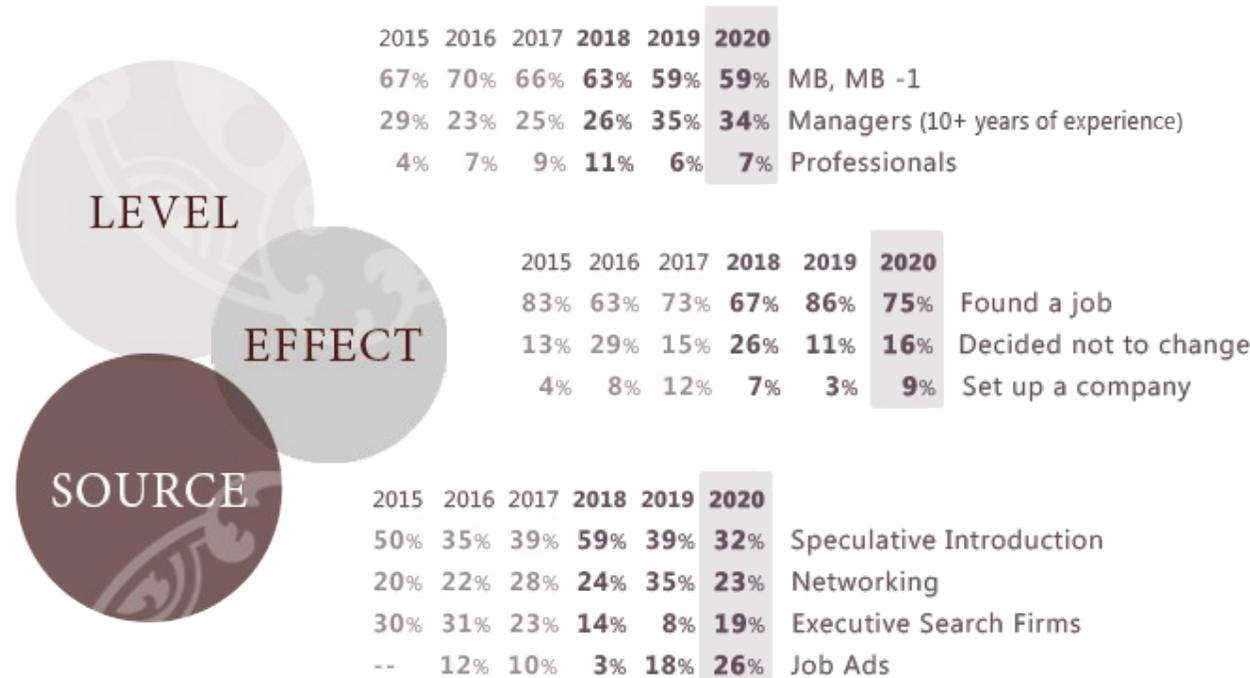
- correct prediction: it would be **paramount** to use **all four job hunting channels**. Thus far, candidates could get away with focusing on the 2 most important ones. **Not anymore**. See below.
- wrong prediction: we estimated the “Executive Search” channel to **stay low** in terms of efficiency (around 5-10%). Ultimately, the “headhunter channel” was responsible for **19% of accepted job offers**.

OUTLOOK TO 2021?

In short: more of the same, under **more difficult conditions**. Looking at our market analysis – **unemployment is up** in almost all European countries and **the number of job ads on LinkedIn has decreased** in the majority of countries.

One trend that started approx. 3-4 years ago and that senior managers will have to get comfortable with: **accepting interim, consulting, and project work**.

OVERVIEW



LEVEL

59% of our clients are members of a management board (locally or internationally) or report to one.

34% are experienced managers with at least 10 years of experience.

EFFECT

75% found a satisfying job, 16% 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

92% Europe vs. 8% outside of Europe

AGE GROUPS

56+	46 to 55	35 to 45	<34
5%	32%	54%	9%

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

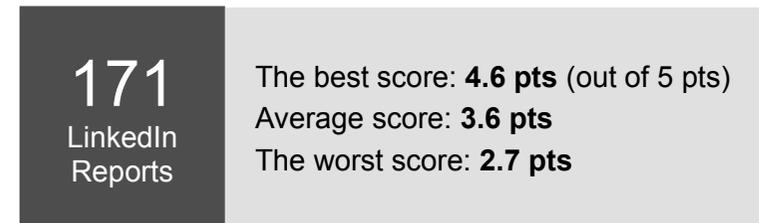
- Australia
- Austria
- Baltic States
- Belgium
- Brazil
- Canada
- Chile
- Colombia
- Croatia
- Denmark
- France
- Germany
- Greece
- Hungary
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- Ireland
- Italy
- Luxembourg
- Mexico
- Netherlands
- Norway
- Peru
- Poland
- Portugal
- Romania
- Russia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

MORE NUMBERS



It was by far the busiest year in our company history:

- 1320 prepared CV Reports.
- 837 conducted Career Consultations – 112 more than in 2019!
- **4828 completed tasks** for our clients – 1333 more than in 2019!
- **more than 120 interview simulations.**



SCOPE OF COOPERATION



75% of our clients delegated or outsourced up to 20 hours to us, e.g. research, CV preparation, interview simulation, general support & advice.

7% sought support during 20-30 hours. As above, just more.

13% **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.

5% decided to look for a job through the Independent Job Hunter Program.

FOR YOUR COMPANY

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

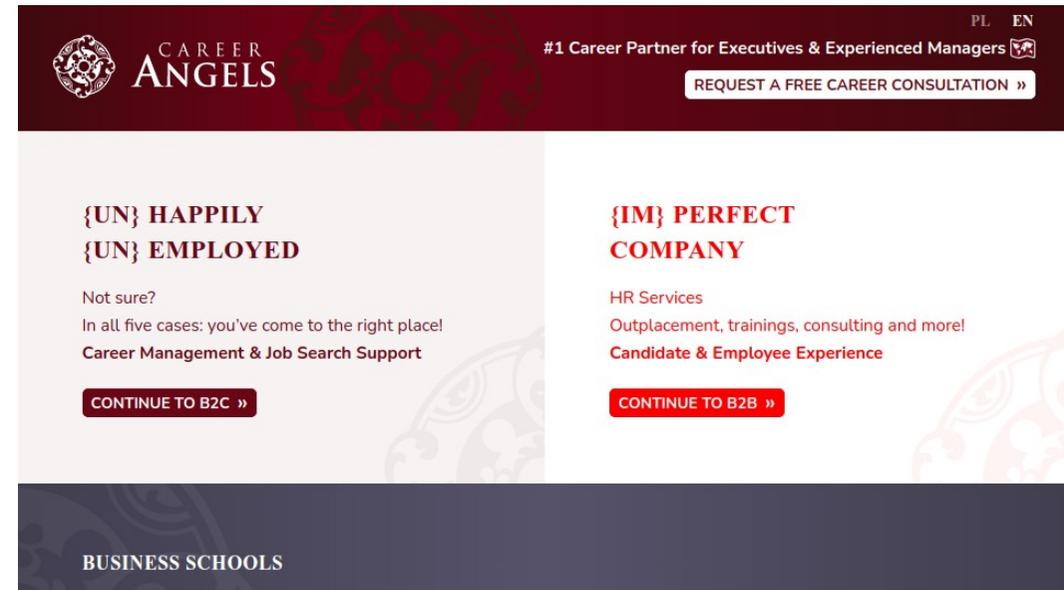
- We started offering **outplacement services** only after our former clients asked us for them for their employees they had to let go.
- Our cooperation with **Business Schools** started thanks to one of them reaching out to us in 2014. Now, we cooperate with renown and globally ranked schools based in **Vienna, Milan, Brussels, Zurich, Warsaw, Mannheim...** just to mention a few!
- We started training HR departments or coaching board members only once we were asked to do that thanks to our former individual clients. In 2020, we delivered **a total of 73 lectures / webinars / workshops and trained 3500+ professionals**. For a company that's not a training company, I'd say that's pretty good!

In 2020, we launched our [new website](#) to reflect the above development.

What you'll find under the B2B section:

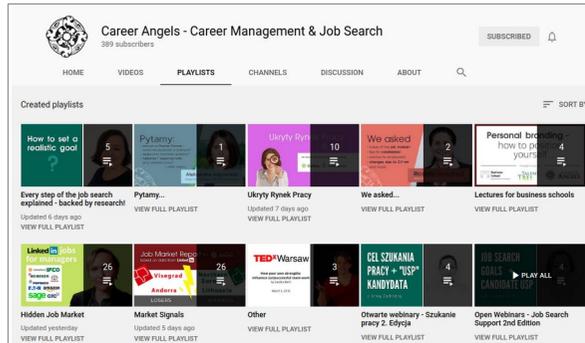
- [A page dedicated to Outplacement Services](#)
- [All of our services, incl. a catalog of our Training Topics](#)

We also started producing dedicated B2B-relevant content (the graphics are hyperlinked) – [you'll find more on our blog](#):

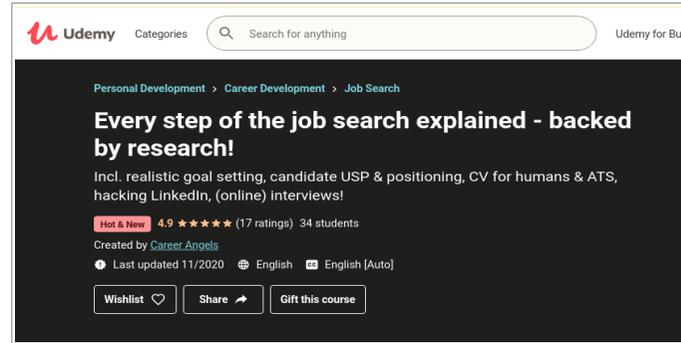


RESOURCES FOR EXPERIENCED MANAGERS AND EXECUTIVES

Here you'll find resources that can support executives at every stage of their career management. Simply click on the boxes!



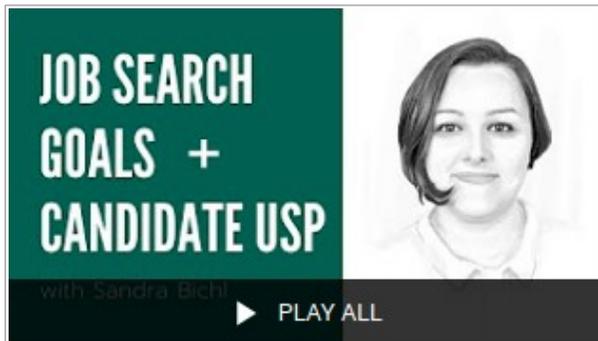
Subscribe to our YouTube channel called “Career Angels – Career Management & Job Search” for high-quality content, incl. weekly updates on the (hidden) job market or recordings of practical webinars.



If you 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! (highest rated in its category!) Over 14 hours of content, as well as, downloadable resources!



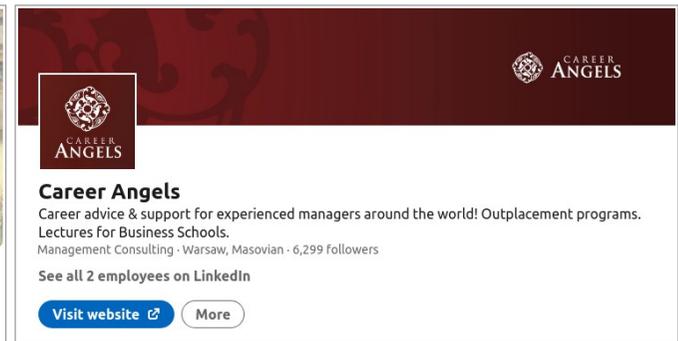
Every week, we publish difficult to find job ad gems or opportunities directly from headhunters or employers. **Request to join our group** on LinkedIn called “Hidden Job Market for Experienced Managers in Europe”!



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.



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!



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.

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, 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 18 European countries since Week 13 of 2020 – extended to 36 and ultimately 38 countries since Week 15 and 17 respectively – this allows us to measure a KPI that gives **quite a good feel of the overall trend on the job market.**

Because of how we work when supporting our clients, we have a very unique “glimpse” into how **over 5000 Executive Search companies and almost 20000 decision makers** react (not what they declare in theory) – the majority of which being located in Europe. Our interviews with CEOs, HR Directors, investors, board members, candidates and headhunters that we know personally complement the quantitative data with detailed and personal statements.

We analyze the collected figures & insights and observe if and what kind of trends there are to leverage them into better career management & more effective job search methods.

On top of the weekly reports and daily updates from Monday through Saturday (click “Follow” on our [LinkedIn page “Market Signals”](#)), we also prepare and publish Special Reports:

- [Africa TOP 10](#)
- [The Americas](#)
- [The TOP 20 Economies](#)

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?**

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.

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