

FOR ATHLETES BY ATHLETES

## USP EVALUATION

### RECOGNISE YOUR UNIQUE VALUE

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#### PREP @ HOME

20 MIN

- Online assessment (HSG career profiler) to prepare for your session
- With the help of the HSG career profiler, reflect on your values at work, your skills and interests
- Think about what questions you'd like to ask

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#### ACTION - MEETING

90 MIN

- Work together to define your USP based on your online assessment
- Highlight experience that can be transferred from your career as an elite athlete to your next career
- Adjustment to a wide range of applications

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- Reflection on your five year outlook
  - Gap analysis
  - Identification of your goal (career path) and vision
  - Definition of specific measures

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#### ACTION - MEETING

- Recap
- Detailed planning & implementation of your next steps
- Definition of requirements
- Your requests – our support

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#### ACADEMY COACHES

##### Gerd Winandi-Martin

- Extensive experience in HR and recruitment
- Very good knowledge of the recruitment process and job market
- Masters in Public Policy and Management, University of Constance
- CAS practical advice at Zurich University of Applied Sciences and CAS Digital Leadership & Transformation

##### Patricia Heemskerk

- CSC HSG careers advisor
- Broad experience in career planning in international companies
- Pragmatic and solution-based approach to work

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#### LOCATIONS

##### Athletes Academy

Stauffacherstrasse 45  
8004 Zurich

##### University of St. Gallen

Gatterstrasse 1  
9010 St. Gallen

**Alternative location by arrangement/online (video call)**

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#### CONTACT

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