

THE  
BOARD  
ROOM

# OUR AIM

# HIGH

## WHO WE ARE

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# LOOKING FOR A NEW PROFESSIONAL CHALLENGE? WANT TO GET BACK TO THE TOP AGAIN QUICKLY AFTER LOSING YOUR POSITION?

If so, then you have come to the right place. The Boardroom is the exclusive career partner of choice for executive managers. We provide expert advice, assistance and guidance to board members, CEOs and senior executives through all stages of their career reorientation. We facilitate the maximization of their potential and carefully hone their professional profile. We act as a catalyst and a “sparring partner” affording them our considerable experience and commitment allied to a unique feel for people and markets.

You know where you want to go? We know how to get you there. Why not arrange an appointment to meet us in person?



**“WHAT GOT YOU INTO  
THIS SITUATION, WILL NOT  
GET YOU INTO YOUR NEW  
POSITION, IT IS TIME TO  
RETHINK YOUR STRATEGY.”**

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**DR. PASCAL SCHEIWILLER**  
Managing Director, The Boardroom Switzerland\*

\*If you would like to meet Pascal Scheiwiller in person, please arrange an appointment by calling +41 58 332 27 50 or by sending an e-mail to [pascal.scheiwiller@theboardroom.ch](mailto:pascal.scheiwiller@theboardroom.ch).

# THREE CHALLENGES

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Yesterday a key player, now on the sidelines: most top executives who lose their jobs are hit hard, finding themselves ill-prepared for the change. The Boardroom cushions the impact of this change and gets you back into the game again quickly. There are, however, three challenges to be overcome on the way back up to the top.

## ANALYSIS

### WHY ME?

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Many senior executives think that this event happens only to them. Wrong! In these times of globalization and constant pressure for change, it can happen to anyone. Generally speaking, top managers have to contend with at least one crisis situation in the course of their career. Roll with the punches: you are allowed to slow down but you should not come to a complete standstill.

## STRATEGY

### HOW DO I MARKET MYSELF?

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As management careers often propel themselves, most top managers have rarely had to actively market themselves before now. This is where The Boardroom comes in, honing your profile and developing a personal marketing strategy for you. Turning your past accomplishments into future success.

## TIMING

### WHEN WILL I BE AT THE TOP AGAIN?

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Some executives underestimate how long they will spend on the sidelines. If you think that you will be back on top within the space of a few weeks, then clearly you are not well equipped for a dry spell lasting several months. We at The Boardroom take the time that you need to find out what you really want. At the same time, we pull out all the stops to help you secure a top position again as soon as possible.

# OUR PROGRAMME

# CLEAR

**“MANAGERS SEEKING TO REORIENTATE THEMSELVES SHOULD BEAR THREE THINGS IN MIND: TAKE THE TIME TO DEFINE YOUR DREAM JOB. SEEK PROFESSIONAL ADVICE – DON’T JUST DISCUSS IT WITH YOUR PARTNER OR YOUR BEST FRIEND. START USING YOUR NETWORK IMMEDIATELY!”**

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**DR. WILHELM VON TROTT**  
Senior Executive Consultant, The Boardroom Germany

# READY FOR TAKE-OFF

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The Boardroom takes executive consulting to a completely new level. With us, you will have your sights set on tightly contested top positions. To turn you into a prime candidate, we adjust your target, hone your profile and ensure that you score winning points with the right decision-makers.

## WELL ESTABLISHED 30 YEARS' EXPERIENCE

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To build high, you need solid groundwork. The Boardroom is based on three decades of experience in advising senior executives. Over 500 top managers have already come to us for expert career advice. Because we know what is needed in executive positions. We know how to get there and how to get right back up to the top again, after the loss of a position.

## HIGH-PROFILE YOUR MARKETING STRATEGY

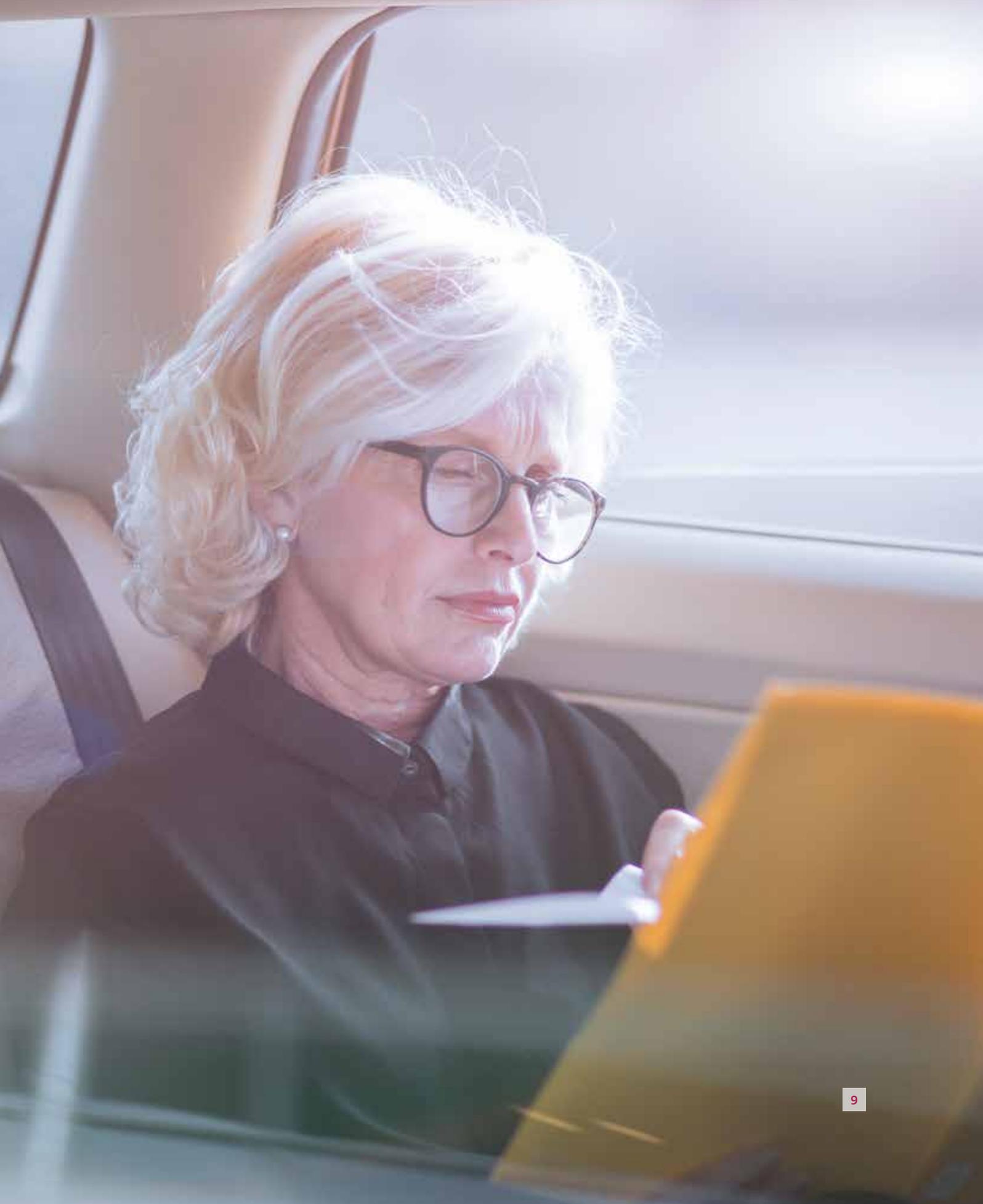
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We develop a high-profile marketing strategy that focuses on your unique selling points and the personal benefits that you have to offer. We keep a close eye on changes in the market and keep tabs on the hidden job market. This way, we identify the right contacts for you in the right sectors. Using authentic simulations, we prepare you for important interviews, thus giving you the crucial edge on other candidates.

## EXCLUSIVE OUR CONTACTS

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The Boardroom is reserved for providing career advice to top executives. With a wide range of national and international contacts at decision-making level, our network is every bit as exclusive. We help you to build up your own solid network and put you in contact with "sparring partners" who know exactly how to open new doors for you.



# EXECUTIVE TO EXECUTIVE

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## SENIOR EXECUTIVES ARE VERY DEMANDING.

This being the case, The Boardroom will only put highly experienced resources with executive backgrounds and experience on your case. They all have first-hand experience of the challenges that an executive position entails. In your career project at von Rundstedt, you are supported by a dedicated team of different experts and roles.

**SPONSOR** – to control process, quality and goal achievement

**EXECUTIVE COACH** – being the main adviser to support you in the project from A to Z

**HEADHUNTER** – to provide market information, reality checks and inputs for your market strategy and communication

**NETWORK CONSULTANT** – to systematically develop and expand your executive network in order to connect with key people

**EXECUTIVE MENTOR** – to introduce you to selective executive networks and to open doors to key people

**EXECUTIVE ASSISTANT** – to support in all administrative tasks thereby allowing you to focus on the relevant undertakings

All of these advisers are at your disposal, as and when you require. As not only expertise and experience but also chemistry within the team is key for your success, we work together with you to choose the best team set-up relevantly suited to your qualifications, experience, goals and – above all – to your personality.

# OUR NETWORK

# STRONG

**“IN MOST CASES,  
PROFESSIONAL NETWORKS  
ARE BOTH OVER- AND  
UNDERESTIMATED AT THE  
SAME TIME.”**

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**DR. URS LANDOLF**  
Executive Mentor, The Boardroom Switzerland

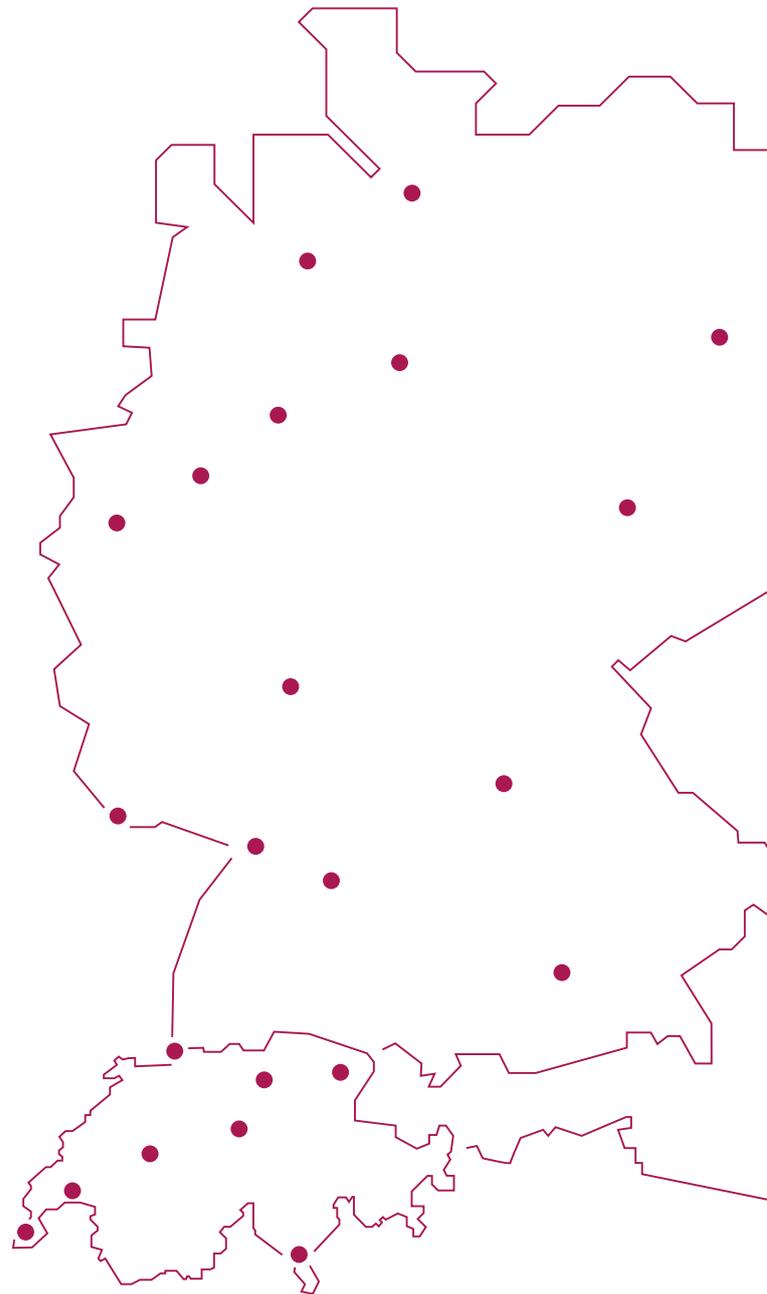
# NETWORK WITH IMPACT

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The air is thin at the top. So it is all the more important to make contact with people who breathe the same air as you. The Boardroom offers you a unique network of sector insiders and top decision-makers. A network that has evolved over three decades. Founded on openness, discretion and trust.

Particularly in times of crisis, top managers often learn the hard way just how quickly existing alliances can crumble: after only half a year, closely knit networks have shrunk visibly. Leaving the sobering realization that old “friends” cared more about your professional position than they did about you as a person.

The Boardroom separates the wheat from the chaff: we help you to activate and expand your own network strategically. We identify new “sparring partners,” multipliers and the right personal advisers for you. We transform loose ties into tight relationships.





# MAKING CONTACTS

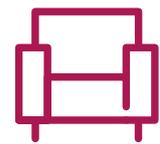
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The Boardroom allows you to meet the people who count. At regular nationwide network events, you can forge new contacts and interact with top decision-makers. Meeting people, connecting and working in executive networks is key for your career success. Moreover, in all likelihood, you will meet the very person who knows someone who is looking for a professional just like you. Therefore, von Rundstedt facilitates different group and network platforms in addition to the activities of your project team.

## EXECUTIVE LOUNGE

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Benefits for life: our Executive Lounge consists of over 600 selected network partners – alumni, personnel advisers, management consultants, sector insiders, company representatives and lawyers. Our Executive Lounge Event takes place once a year – a red-letter date for your diary.



## EXECUTIVE WORKSHOPS

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In workshops with external experts, you will learn how to work together effectively with personal advisers and headhunters. You will learn how to position yourself as your own brand and how to create an effective elevator pitch. By means of authentic simulations, you can prepare for key interviews. These workshops are open to Executives only.



## EXECUTIVE REFLECTING GROUP

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In the executive reflecting group, you meet with peers on a regular basis to exchange experiences, discuss key questions and help each other with relevant network contacts. The format of this group is rather open and self-determined. However, the group is facilitated by an executive coach.



## MAP OF CONTACTS

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Based on your profile, we prepare an individual map of contacts for you. This contains your own personal contacts as well as selected national and international contacts from our network. Your Network Consultant coordinates all activities and your Executive Coach prepares you for the conversations you have initiated.



