

Manuela Forno presents:

# CROSSROADS - PROFESSIONAL CAREER GUIDANCE

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PROFESSIONAL GUIDANCE  
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[www.crossroads.ch](http://www.crossroads.ch)

## *Meeting people at a crossroad and helping them to move on to their next professional journey*

WHY WOULD YOU CHOOSE **CROSSROADS** AS YOUR PREFERRED CAREER GUIDANCE CENTER ?

### **A personal and human approach**

Unlike standard career assessment centers, **Crossroads** ensures its proximity to its customers by limiting its number of coachees. A max. of 10 persons are coached by one consultant, so as to maintain a high level of dedication to each of our customers.

### **Innovative and diversified assessment tools**

We are certified and accredited for a wide variety of assessment tools (HBDI, MBTI, Pulsions) so as to respond appropriately to each specific case, solve individual blocks, and reveal unique talents and potential of the individuals. For more information, please refer to our website.

### **Modular approach**

We are flexible to adopt the best possible approach for each individual, by adapting our sessions to the exact needs of the person as well as of the company. Costs are based on the best appropriate number of sessions (CHF 750.- for a 1.5 to 2 hour session), usually varying between 6 to 10 sessions.



*“It has been a pleasure to work with Manuela and I really appreciated her approach and professionalism. Manuela identified my high potential and she provided me options to better use it in order to be more attractive and also to attract interesting people for long term and successful cooperation.”*



*Sowing the seeds...*



*Manuela Forno*

### Concrete experience and results

**Crossroads** has always been working in the Geneva and, more extensively, Swiss area. This confers an optimal knowledge of the Swiss labor market, a solid understanding of local working practice and an extensive network of HR professionals within the region. Since 2002, more than 95 % of our customers have found a job in line with their career aspirations.

### Reputation and credentials

Since 2002, the reputation of **Crossroads** has been built gradually, preferring to work on an ear-to-mouth basis, so as to constantly ensure the level of satisfaction of its customers.

**Crossroads** is proud today to do approx. 40 successful career assessments each year, working with individuals of all horizons and companies of different sizes.

### **WHO IS CROSSROADS ?**

Manuela Forno has a concrete 15 year long experience in Human Resources, acquired within large-sized multinationals (SGS, Hewlett Packard, Capital International), and more specifically in terms of training, recruiting, management coaching, mediation, conflict resolution and career assessment.

In 2002, she founds her own company - **CROSSROADS** / Professional Guidance-specialized in career assessment, talent development and professional orientation.

Manuela Forno has also been working for several Swiss and international universities as a career counselor.

She is regularly publishing HR articles in various Swiss publications, such as Success & Career, Master, Bachelor.

For more information, please refer to our website [www.crossroads.ch](http://www.crossroads.ch), where you can find our credentials and feedbacks from our customers.

*FOR MORE  
INFORMATION,  
DO NOT HESITATE  
TO CONTACT*

**CROSSROADS**

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# An example of a Transition Program

## FIRST STAGE: THE EMPLOYEE HAS JUST BEEN NOTICED

### DIALOGUE AND ASSESSMENT

- Emotional diagnosis of the situation 1 session
  - Why do I experience this situation ?
  - Understand and accept the change
- 
- What is my share of responsibility and how can I adjust ? 1 session
  - Where do I want to go from there ? Analyze and validate the various possible options
- 
- If required and necessary, 2 additional sessions could be provided to release the pressure endured during this transition period* Up to 2 ad hoc sessions

## SECOND STAGE: THE EMPLOYEE IS READY TO BUILD HIS/HER FUTURE

### ASSESSMENT AND COACHING

- Understand the nature of my experience acquired so far, validation of my skills 1 session
- 
- Understand the natural personal preferences and include them in my possible professional options 1 session
- 
- Clarify my positioning and build a personal marketing plan and network 1 session

### COACHING AND RECRUITMENT

- Understand my behavioural / environment preferences 1 session and appropriate Test
- 
- Elaborate a winning resume and motivation letters 1 session
- 
- Get prepared for interviews 1 session
- 
- If required, 2 additional sessions could be provided to ensure a proper follow-up and adjustment regarding job hunting* Up to 2 ad hoc sessions

## An example of a Career Assessment Program

### DIALOGUE AND ASSESSMENT

- |   |                                |
|---|--------------------------------|
| • Understand the nature of my professional experience acquired so far, validation of my skills, definition of my key values | 1 session                      |
| • Understand the natural personal preferences and include them in my possible professional options                          | 1 session                      |
| • Understand my behavioural / environment preferences   | 1 session and appropriate Test |
| • Identify my next possible steps in my professional endeavours   | 1 session<br>Tree of Life Test |

### COACHING

- |   |           |
|---|-----------|
| • Elaborate a clear marketing plan: positioning and objective | 1 session |
| • Elaborate a winning resume and motivation letters           | 1 session |
| • Elaborate a successful network                              | 1 session |
| • If necessary, get prepared for interviews                   | 1 session |