

WELCOME TO PROMEO

The success of your students is our priority.

We started Promeo in 2011 to help candidates market themselves more effectively in the recruitment process. Drawing from our own extensive experience as recruiters, we have developed a methodology to develop job applications with more authenticity, impact and success.

The Promeo approach can be successfully applied by all candidates at any point in their career. Our experience shows that especially MBA students looking for a career change benefit from our tools that emphasize skills and motivation over previous experience.

Our range of workshops has been designed to work alongside the service of your careers department.

The **Promeo** Business School Promise

- 1 We always offer an initial trial workshop for free, with attendance of the careers department so you can experience the value we provide.
- 2 We can develop bespoke sessions specifically targeted to the needs of your business school.
- 3 We can also provide an integrated mentoring program that teaches our methodology and supports your candidates throughout the year.

Promeo is proud to work alongside the following business schools.

Cranfield
UNIVERSITY
School of Management



RSM
Erasmus
ERASMUS
UNIVERSITY

 UNIVERSITY OF
CAMBRIDGE
Judge Business School

WHY CHOOSE PROMEO?

Working with the worlds most renowned business schools we offer a range of recruitment workshops designed to make sure your students get the job they really want - and where they will be successful.



We know from first-hand experience what it means to find the next job after the MBA, so we understand the challenges for your students today. After all, many of them are looking to change industries, functions and geographies. Promeo's workshops can help your students present themselves in the best way possible to ensure a successful start after the MBA.

At Promeo we like to do things differently.

- 1.** We bring true insider knowledge to our workshops, based on extensive experience as recruiters and marketing professionals
- 2.** Our methodology follows a simple and powerful framework developed with the consulting toolkit
- 3.** We maximize the learning experience through a combination of role play exercises, discussions and lecture. By putting the participants in the recruiter's shoes we create real AHA moments.

...and we ensure your students leave the workshop one step ahead:

- Using 2 coaches maximizes the individual attention for your students
- We work with your students' real "live" application material so we are taking the first step together

"Tell me and I forget. Teach me and I remember. Involve me and I learn."

Benjamin Franklin

Working with Promeo helps your rankings through the success of your students

Prospective MBA students rely on school rankings to help them in their choice of business school. Promeo can strengthen your rankings by helping students improve their job placement success.



OUR WORKSHOPS

Our structured range of workshops teach candidates how to stand out from the crowd throughout the job application process.



Promeo has coached over 500 MBA students since 2011. By offering 5 unique core workshops specifically designed for MBA students, Promeo provides candidates with the opportunity to learn and develop the key skills and techniques that will ensure they to stand out from the crowd and gain the skills to succeed with confidence in the recruitment market.

The benefits of choosing Promeo workshops

- ✓ **Skill enhancement** in all fundamental aspects of recruitment.
- ✓ Adaptation of **winning interview techniques**.
- ✓ Development of **essential 'storytelling' capabilities** and how to utilise these skills to connect with recruiters emotionally to convey direction and purpose.
- ✓ Understanding of the advantages of **strong interpersonal and emotional skills**.
- ✓ Key skills and techniques involved in producing **effective CV and cover letters**.



How MBA students rated our workshops

Coaching Quality

3.79

OUT OF FOUR



Time Investment

3.78

OUT OF FOUR



Overall Rating

3.58

OUT OF FOUR



If you'd like to know more about how Promeo can help you then there's further information on the following pages or why not visit our website at promeo.net or give us a call on **+47 944 21097**.

Workshop 1

SELF-MARKETING FUNDAMENTALS

5 hours in total



The Promeo self-marketing framework helps you get the job you really want. We will show you what recruiters are looking for in candidates and give you toolkit to present yourself with impact in any setting.

This session provides students with the foundations of our methodology, based around these 3 core principles:

1 Why you're qualified & why you want it - high performing employees are not only highly qualified for the job they are in, but they're also very motivated and therefore give it all they've got. Skill without drive as well as drive without skill leads to failure. We show you how to demonstrate both throughout the application process.

2 Winning the Hearts & Minds - recruiters are human after all, and whilst they will attempt to make their decisions rationally, they are susceptible to emotions. A candidate can use this to their advantage - through interpersonal skills and subtle techniques. We help you to master these techniques and use them to get the role you want.

3 Show, don't tell - It's not enough to claim to have certain skills, the recruiter will be looking for evidence. Whilst some skills can and should be demonstrated to the recruiter, others need to be linked to true business results to become believable.

Please note. This workshop provides the fundamentals that form the basis if most other workshops. We strongly recommend to start any coaching program with this workshop.



“ Inspired & confident! ”



“ Promeo came to coach our MBA class and we were extremely pleased with the results. ”

Elements covered:

- ✓ Recounting achievements through anecdotes
- ✓ Building & telling “the story”
- ✓ Developing a communications strategy for each individual job
- ✓ Implications for CV's and interviews



To find out more visit promeo.net or call **+47 944 21097**

Workshop 2

ADVANCED STORY-BUILDING & STORY-TELLING

3 hours in total

A highly interactive workshop in small format (9-12 participants). During this workshop, students will work on their 90-second elevator pitch and learn how to respond to interview questions with anecdotes that illustrate skills and motivation as well as leave a positive emotional memory with the recruiter.

In part 1 we help participants identify what makes them unique and how to develop their story as a result. We will review their elevator pitch in on-stage exercises and provide each candidate with clear improvement recommendations

In part 2 we will practice how to turn achievements into memorable and engaging anecdotes that serve as the repository for CVs, cover letters and interview answers.

Upon completion, students will have understood the formula for effective 'Storytelling'. They will have constructed their own professional stories and be able confidently implement these in any recruitment setting, enabling them to effectively illustrate skills, achievements and motivation through the use of anecdotes to create positive emotions with recruiters.

Please note. For this workshop, familiarity with the concepts and exercises presented during the Self-Marketing Fundamentals workshop is obligatory. A lecture-style session is available on request to accommodate larger groups of students with limited availability of time.



“Thank you for such a focused, value-adding workshop. Very strongly recommended.”

Elements covered:

- ✓ Identifying and surfacing the main achievements of candidates
- ✓ Identifying motivators and objectives
- ✓ Developing and building a relevant stories
- ✓ Telling the story
- ✓ Developing emotional connections



Workshop 3

ADVANCED INTERVIEW PREPARATION

3 hours in total

This workshop provides a detailed understanding of an interviews - motivations and roles of the interviewer, types of interview questions, different interview settings.

The interactive part of the workshop focuses on role play mock interviews with detailed debrief sessions and on stage interviews with the facilitators.

The workshop builds on the principles of self-marketing and provides the complete toolset to construct engaging and memorable answers to the most common types of interview questions. We will practice matching the right anecdote to each interview question using quick drills and put candidates in the interviewer's shoes

As an additional benefit, participants will improve their capabilities as interviewer, a crucial building block to building high-performing teams in a leadership role.

Please note. For this workshop, familiarity with the concepts and exercises presented during the Self-Marketing Fundamentals workshop is obligatory. This workshop will not cover case interview preparation. It can also not be presented in lecture format.

“One secret of success in life is to be ready for an opportunity when it comes along.”

Benjamin Disraeli

Elements covered:

- ✓ Understanding the expectations of the interviewer and preparing for them
- ✓ Different types of interviews and corresponding strategies
- ✓ Preparation process
- ✓ Interview practice & feedback



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Workshop 4

CV's & COVER LETTERS

3 hours in total

This workshop helps students to apply the principles of self-marketing to their application material. Drawing on CV & Cover Letter best practice and insights from leading direct marketing techniques, we bring your students one step closer to the next job.

Drawing from real examples both from our experience and also from the homework prepared by the participants, we will improve the candidates actual CV and Cover Letter in real time - rewriting achievements, creating or improving personal profiles, restructuring layout and focusing the content to the job in question.

Through the “on-stage” critiquing of their real material, participants will learn to answer the most common CV questions themselves rather than relying on textbook knowledge. Also included is an element on optimizing LinkedIn profiles.

After this workshop, candidates will leave with a much improved CV & cover letter, with the tools and skills to review, improve, change and re-invent these key elements throughout their careers.

Please note. For this workshop, familiarity with the concepts and exercises presented during the Self-Marketing Fundamentals workshop is highly recommended but not essential. It can also not be presented in lecture format.

“Analyzing what you haven’t got as well as what you have is a necessary ingredient of a career.”

Orison Swett Marden

Elements covered:

- ✓ Best practices
- ✓ Critique candidate CV's and cover letters
- ✓ Peer to peer feedback
- ✓ Drafting improvements
- ✓ Additional feedback and guidance
- ✓ Enhancing LinkedIn profiles



Workshop 5

ADVANCED CASE INTERVIEWS

3 hours in total

In this workshop, participants will go through a live, real case interview together. After an initial session that establishes the principles of case interviews, the objectives and the roles the interviewer can play, our coach will deconstruct a real case interview in an interactive discussion with the participants.

Based on real experience from over 200 conducted interviews at McKinsey, our coaches provide the type of insight that will give candidates a real step ahead in competing for that ever elusive next job in consulting or investment banking.

Following this workshop the participants will be able to identify the type of case presented and be able to confidently apply the trained techniques to structure and respond to the problem at hand. The participants will also know when to expect a case interview question and what skills the interviewers are looking for.

Please note. This workshop does not require prior attendance of any of the other workshops we offer.

“Terrific trainers,
I am envious!”



Elements covered:

- ✓ Best practice and how this directly helps candidates
- ✓ Interview strategies and techniques
- ✓ Preparation process
- ✓ Interview practice & feedback



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WHO WE ARE

Promeo is Nicolas & Joern - Two former MBA students who decided to use their experience to help candidates present themselves more effectively in the recruitment market.



Nicolas Constantinesco

MBA, University of Chicago, Booth

Nicolas has been devoted to coaching since his days of tutoring math in High School. During his 10-year career as a management consultant, Nicolas continued to pursue his passion in the context of recruiting. Responsible for MBA recruiting in McKinsey's UK & Ireland practice and now building a large team at KPMG, Nicolas has personally conducted over 500 interviews and coached countless candidates through the recruitment process. At Promeo, Nicolas leads our best practice methodology based on his unique 'insider's perspective'.



Joern Roegler

MBA, University of Cambridge, Judge

Following his MBA in 2004, Joern has been inspired by the world of Marketing, particularly the understanding of customer needs and expectations. Working for the HomeServe group, one of the top 10 direct marketing organizations in the UK, he became an expert in the principles of Direct Mail, knowledge that is directly relevant to job applications. Joern operates his own marketing consultancy, advising clients on more effective direct marketing and customer loyalty initiatives. At Promeo, Joern brings marketing best practice and social media expertise to our workshops.



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CLIENT FEEDBACK

After attending our workshops,
this is what our clients had to say...



“ Good to have ex consultants, appeals to a big chunk of the class.” ”



“ Credibility and experience of lecturers ” ”



“ Great trainers, really engaging workshop.” ”



“ I think this workshop should be included on the MBA. ” ”

“ Thanks for the coaching during the hiring process. Because of my performance during the interviews, they tagged the word “Senior” onto the job title and bumped me up a pay grade! ” ”



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e. contact@promeo.net

t. +47 944 21097

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