



2018 Programmes
& Services

Knowledge | Strategies | Opportunities

Who we are



“Luck is where opportunity meets preparation.” - Seneca

key2advance is a coaching and training consultancy founded in 2007. The careers branch provides key knowledge, strategies and opportunities to propel students forward during their transition to the job market. **key2advance career** was created in response to:

- ▶ The competition among qualified graduates for internships and jobs.
- ▶ The growing number of international students aiming to access the hidden job-market.
- ▶ The awareness of what qualified guidance can offer during phases of transition.

Trusting clients:



Brussels School
of International
Studies



Vesalius College
Brussels



Vrije
Universiteit
Brussel

HUMANITY IN
ACTION



UNITED NATIONS
UNIVERSITY
UNU-MERIT



What we offer

The **key2advance career** team trains, coaches and advises students transitioning into the European and international job market. We offer custom packages to our client universities, based on the profiles and needs of their students.



Basic Career Toolkit

Preparing students for the transition into the job market

1. Finding the dream job

The search for the “ideal” job begins with looking at oneself.

This workshop is for anyone who would like to learn more about their strengths, reflect on their passions and learn how to conduct informational interviews. At the end of this guided reflection, participants will have a better foundation for writing their CVs and cover letters. This workshop is recommended to anyone wishing to embark on a successful job-hunt or career change.

2. Perfecting a CV for the International/European Market

A professional CV is the first step towards securing an interview.

Due to a large number of applications and limited job or internship opportunities, employers pay special attention to the candidate's first “marketing tool” - their CV. This workshop is for anyone who would like to polish their CV and give it a competitive edge, whilst still being authentic.

Our team offers tailored versions suitable for BA, MA and PhD students. Participants also learn about the advantages and differences of the chronological and euro-pass CV formats.

3. Writing a strong and convincing cover letter

A cover letter is the first opportunity to impress.

Find out how to draft an effective cover letter that puts you at the top of the pile! Participants leave the workshop having understood mistakes to avoid, how to format professionally and tailor their message to prospective employers. Particular importance is given to the use of verbs, achievement statements and shifting the writer's perceptual position to that of the reader.



Finding a job with international organizations is difficult during early career stages — we are grateful to key2advance for giving our graduates a leg up. The annual career day trainings always get high marks from our students for its usefulness and real-life orientation.

Dr. Lutz F. Krebs

Education Director, M.Sc. Public Policy and Human Development
Maastricht Graduate School of Governance & United Nations University

Basic Career Toolkit

Preparing students for the transition into the job market

4. Preparing for Interviews

The biggest mistake in interviewing is not being fully prepared.

Interviewing for jobs or internships is a skill and hence, can be learned! Preparation makes the difference between receiving an offer and getting rejected. During this workshop participants will receive tips on body language, tone of voice, eye-contact, how to answer difficult questions, negotiate for a salary, and much more.

5. Learning the art of effective networking

Many jobs and internships are on the hidden job market.

In order for candidates to access these opportunities, they need to know the basics of networking. During this workshop, participants will learn the techniques of positive body language, opening lines, ethics of handling contacts, and what to write after you have exchanged business cards.

Example Basic Career Toolkit Day	
Setting:	Small groups, class rooms or lecture hall
Ideal for:	Bachelor, Masters & PhD students
Agenda:	9:00-10:30 Finding the dream job 10:30-11:30 Perfecting a CV for the international/European job market 11:30-12:30 Writing a strong and convincing cover letter [Lunch Break] 13:30-15:00 Preparing for interviews 15:00-16:30 Learning the art of effective networking 16:30-17:00 Closing
Price:	Prices vary depending on number of days and trainers. Please contact us for a quotation: contact@key2advance.com



"key2advance's team supports our services by offering professional and independent guidance to our PhD, MA and BA students. Particularly in the multicultural context of Brussels, key2advance advisors share their expertise and experience with useful insights for job seekers from all origins."

Arthur Skenazi

Head of Career Centre, Vrije Universiteit Brussel



"I have been working with key2advance for several years now, and have been extremely happy with their services. They provide our students with tailor made career workshops and individual guidance sessions. The trainers have a very approachable and lively style that our students appreciate a lot; they are a real added value to our career service."

Aida Mansour

Internship & Careers Officer at Vesalius College

Specialised Career Advice

Some of the best insights for students aiming for careers within international affairs



1. How to get an internship with the European Commission?

This is the most popular internship program in Brussels.

Due to increasing numbers of applications to the bi-annual Blue Book traineeships, being well-informed is key. During this workshop, students will learn about the latest insider knowledge on selection criteria, be shown examples of successful applications, and receive tips on what to do after passing the first round. It also covers how non-EU citizens can apply, what atypical internships are about, and how this can be a stepping stone to other EU-related careers.

2. How to get a job in EU diplomacy?

Diplomacy is the skill of managing international relations.

This workshop provides information on the possible pathways into a diplomatic career as well as the essential skills needed. Based on concrete examples and insights into European diplomatic work, the workshop demonstrates how to start a career in EU diplomacy. The focus will be on the various opportunities within the European External Action Service and its delegations around the world. How to pass the competitions and become a contract agent is also covered.

3. Opportunities at the United Nations and its specialised agencies

Working for the United Nations (UN) is a dream for many students.

The UN provides an opportunity to serve in a dynamic, multicultural environment in a variety of jobs in the support of global causes. This workshop presents different types of job opportunities for graduates to access the UN job market. She also provides students with valuable advice on how to enter the UN system.

4. How to plan for a career in Human Rights?

Careers in the human rights are diverse and competitive.

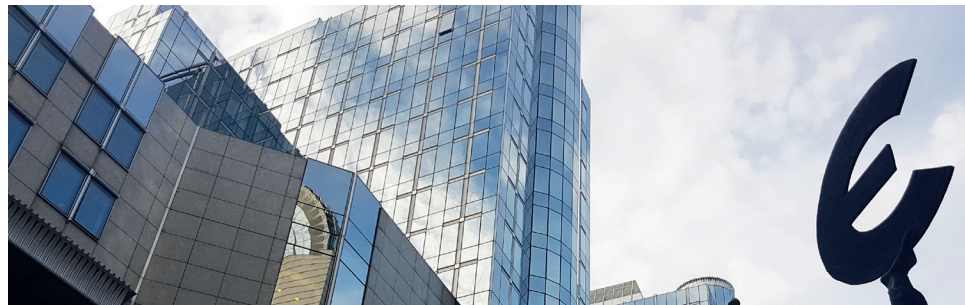
This workshop provides students with a compass to better navigate through the career opportunities in the fields of human rights, humanitarian and development aid. The challenge is knowing what roles are possible, how to match skill set and motivation to available posts, and where this work could take students. The workshop offers an honest and insightful perspective on what's out there, the pros and cons and some ways to get started.

Specialised Career Advice

Some of the best insights for students aiming for careers within international affairs

5. How to get an internship at the European Parliament?

The European Parliament offers several options for traineeships. During this workshop, the focus is on obtaining internships in the offices of Members of the European Parliament through spontaneous applications and networking. Students will leave with a concrete action plan of how and where to look for the right offices. The facilitators have collectively secured over 100 internships with offices of MEPs to students from all over the world.



6. How to get an internship with NATO & SHAPE?

More and more students are enrolling in Conflict & Security programs.

This workshop will open up the eyes of students to what is available, and what to keep in mind when applying for NATO & SHAPE. The workshop introduces various internship programs and entry-level opportunities and provides tips on how to get started. Students leave with a better understanding of the requirements and details regarding visas, compensation, duration and various types of contracts.



"Mona is a wonderful organiser. She has an easy way with a fantastic sense of efficiency. She has always done things on time and does it with great style and elegance."

Pat Cox

Former President of the European Parliament



"Mona led our Parliamentary Internship Program for 8 years with great professionalism and passion. She succeeded in tailoring the program to the ambitions of the participants and contributed immensely to their personal and professional growth. "

Antje Scheidler

International Director of European Programs,
Humanity in Action Deutschland e.V

Employability Skills Workshops

Gaining the competitive edge in trending employability skills

1. From Conflict to Resolution: Nonviolent Communication, by Mona Shair-Wloch

"Every criticism, judgment, diagnosis, and expression of anger is the tragic expression of an unmet need." - Marshall B. Rosenberg

We all find it easy to deliver positive messages to people that we like, but can find it extremely difficult to do the same with negative messages (saying no to something, for example). This gets even more difficult when we have a strained relationship with someone; a boss, colleague or family member. In this workshop, participants will learn how to deliver various messages to anybody at any time, without risking or fearing "break-down" or "conflict".

2. The Input and Output of Managing Information: Super Memory and Persuasive Writing, by Jake Slosser

"It is not the amount of knowledge that makes a brain. It is not even the distribution of knowledge. It is the interconnectedness." - James Gleick

We are constantly bombarded with information. While balancing study, work, hobbies, the odd YouTube-black-hole, managing information - namely remembering what we learn and expressing it clearly to others - has never been more difficult or more important. The first part of the workshop covers the technique of the 'Memory Palace', which is an indispensable method to remember complex bits of information in a way that sticks. The second section deals with clear expression and rhetorical tools to improve persuasive writing, be it a cover letter or a dissertation. Using tips from cognitive science, these tools will aid participants in both ends of managing information.

3. Design Thinking in Public Policy Making, by Nils Reubke

"It's not 'us versus them' or even 'us on behalf of them.' For a design thinker it has to be 'us with them'" - Tim Brown, CEO and President of IDEO

Policy makers are often criticised for their ill-fitted policy designs that can at times have adversary effects on those they are meant to help. Increasingly complex societal challenges are in need of innovative and human-centred solutions. 'Design thinking' as a method provides a process that formalises a creative thinking process that places the end-user at centre stage in the policy forming process. This introductory and hands-on workshop provides insight to the 5 steps of design thinking.



Employability skills are those basic skills necessary for getting, keeping, and doing well on a job!

Employability Skills Workshops

Gaining the competitive edge in trending employability skills

4. The Cyberspace - From Self-Defence to Policy Making, by Oliver Wloch

"The only truly secure system is one that is powered off, cast in a block of concrete and sealed in a lead-lined room with armed guards." - Gene Spafford

Phones, tablets, self-driving cars: The cyber realm is permeating ever more areas of our daily lives making it very attractive for criminal and state-sponsored actors. This workshop provides an overview of common attack patterns on users, as well as the dos and don'ts in electronic communication. It dives into current topics such as weakening encryption for criminal prosecution, building backdoors into hard- and software and the dark web. An overview of the current policy debates in the US and Germany will be presented too.

5. Women in Leadership - Helping Women find their Voice, by Catherine Streib

"We hold ourselves back in ways both big and small, by lacking self-confidence, by not raising our hands, and by pulling back when we should be leaning in."
- Sheryl Sandberg

We all learn how to behave in the workplace through both verbal and non-verbal cues, and through past experiences, whether positive or negative. For women, it can be difficult to navigate these experiences, and to find their own voice in leading others. In this workshop, you will get insight on how to become more self-aware, identifying unconscious bias, techniques for self-confidence, how to take a seat at the table, better networking skills, how to make mentoring work for you, and tips to negotiate your way into your next position.

6. Career Storytelling for your Job Hunt, by Martine Alonso Marquis

"You don't have anything if you don't have the stories." - Leslie Marmon Silko

Do you find writing job and internship applications boring and dry? If so, your cover letters likely read robotic and impersonal. In this workshop, you will learn how to tell meaningful stories about yourself to make your applications sound more powerful, genuine and unique. Using storytelling techniques will change the way you perceive a job hunting process, from preparing your CV and writing cover letters, to talking about your life and professional experience at an interview.

7. How to Build your Personal Brand Online? by Karolina Osiak

"Personal branding is all about discovering what makes you special, and then communicating it to the right people, through multiple channels."

- Dan Schawbel

Securing an internship or landing an interview in the competitive marketplace of Brussels may seem an impossible mission. It is tough to stand out when thousands of highly-skilled professionals aspire for a limited number of positions. To increase your chances and get noticed, this workshop is designed to look at different online marketing tools including LinkedIn and Twitter, to market yourself online and reach your potential employers.



Learn from Practitioners

All our trainers have substantive experience in their field.



Certificates of Participation

Participants receive certificates listing the content, hours and names of trainers.

Employability Skills Workshops

Gaining the competitive edge in trending employability skills

8. Basic Presentation Skills

The goal of this session is to understand and practice the most important pillars needed to maximize one's impact when speaking to an audience. At the end of the workshop, participants will have understood their communication style and gained awareness on how to connect with various audiences and leave a lasting impression. The workshop is exercise intensive and covers the importance of structure, voice, body language and presence.

9. Advanced Public Speaking

Often we have the most difficulty understanding and interacting with audiences whose preferences are different to our own. Recognizing these characteristics can help in developing strategies for personal growth and enhanced impact. This workshop encourages participants to practice the delivery of motivational, serious and trust-building speeches. During these advanced sessions, a big emphasis is placed on emotional expressiveness, body language and voice coaching.



"We have over 4000 alumni that come from 50 different countries. The feedback we get, is extremely positive. Participants enjoy the level of professionalism and personal approach. Even the most shy participants succeed in speaking in front of groups."

Jason Worlledge
Executive Director
European Academy of Diplomacy

10. Designing and Delivering successful Training Sessions

Why are training sessions and workshops so important? Consider the consequences of not "getting it right". The content ends up not being accepted, understood, or liked. One would risk the disengagement of participants, a failure to learn, a damaged reputation, and a possible negative effect on career development. There are many ways to engage the audience to make your training sessions more lively, fun and memorable.

11. Facilitation Skills

Anyone who has ever led a structured facilitation, understands the challenge of engaging an audience whilst having them walk out with impactful outcomes. In this session, the aim is to provide effective tools and methods to take a facilitation session to the next level. All participants receive an in-depth handout packed with checklists and worksheets for planning and conducting a facilitated workshop, meeting or conference.



"Our expectations were exceeded and the feedback is tremendous! We are happy to work with Mona, since she has the ability to connect with people from all personal and professional backgrounds."

Simone Rehwinkel
Specialist Personnel Development Germany
Global Talent Management & Leadership Development
ESPRIT

Career Services Plus

Individual coaching, networking skills and internship coordination

Individual Career Sessions

A team of advisors provides guidance on how to prepare for a career in a variety of sectors such as: human rights, international and European law, EU institutions, international NGOs, the United Nations, and communication and public relations agencies. The career advice sessions are designed to help students identify career goals, review application documents and plan their next steps. Students appreciate receiving practical tips and guidance from experts who understand the European and international job market.



Internship coordination

Stemming from our success with multiple universities and pioneering the prestigious internship programme at the European Parliament for Humanity in Action fellows, key2advance designs, coordinates and secures internships for universities wishing to offer their students a professional experience alongside an academic degree. Harnessing our well-established networks in Brussels, a clear understanding of the job and internship market and a passionate team, we guide students through their first steps into the international market.



Networking events

key2advance arranges large and small networking events for universities attended by practitioners from a variety of professional Brussels-based organisations. These events provide students with an opportunity to practice their networking skills, learn about the 'hidden' job market, as well as to meet potential employers in a social setting. For universities outside Belgium, we offer private lectures and organised visits with professionals and experts.



The Team

Meet our multidisciplinary team of career advisors, trainers and experts from the field



Mona Shair-Wloch, M.A.

From corporations to universities, the founder and managing director of key2advance brings her command of personal growth strategies to executives and students alike.



Dr. Martine Alonso Marquis

Martine: a Ph.D. in international relations, formerly a political advisor at the European Parliament, actress, artist, and student advisor. She brings her all around approach to young professionals developing their careers internationally.



Marta Makhoul, M.A.

A professional from the field of international labour, Marta brings a world of expertise on employment skills to students through highly informative workshops and personal sessions.



Jake Slosser, LL.M.

A language aesthete, Jake is currently pursuing his PhD in International Law with a focus in linguistics. He aids students and professionals to find their voice, through personal consultations, workshops, and editing of personal documents.



Karolina Osiak, M.A.

Karolina is passionate about education and personal development. Utilising her background in Economic Psychology, marketing and communication prowess, and life coaching skills, Karolina focuses on creating a positive social impact.



Nils Reubke, M.Sc.

As the managing director of an NGO focused on educational development and innovation, Nils' commitment to human development is peerless. Pairing his professional expertise with his background in public policy, he offers students invaluable skills for their career.



Catherine Streib, M.A.

Catherine brings 17 years of expertise from the private sector in change and project management, as well as her own experience as a female leader. She continually strives to help both men and women develop their self-awareness and leadership skills.



Olaf Gamal Deussen, M.A.

Olaf has worked in and close to the European institutions over the last decade. He has been working for the European External Action Service over the past 5 years as Policy Analyst and as a Climate & Human Rights Diplomat.



Dr. Katharine Derderian

Katherine has a 360-degree view of the humanitarian and human rights sector. Having lived in crises zones with MSF, compiling reports for governments, and advocating for better policies with Amnesty International, she strives to help those who share her hope for a better world.



Oliver Wloch, M.A.: Dipl. Wirt.-Inf.

Oliver is an IT expert who has worked as an Officer in the elite Cyberattack Unit of the German Federal Armed Forces, contributed to the day-to-day IT operations of the German Federal Ministry of Defence and recently founded his own IT services company where he offers workshops on the policy and technical aspects of cyber security.



key2advance *Career*

Get in touch for more information
and a free consultation:

key2advance.com/career
contact@key2advance.com
+ 49 (0)151 207 07 847
+ 49 (0)228 240 119 35

