

## Coaching

A thought to start with – from my articles:



### Role play – an underestimated concept!

William Shakespeare famously said to a protagonist in his play «As You Like It»: «All the world's a stage, and all men and women merely players...and one man in his time plays many parts... ». Because authenticity is so highly valued today, the concept of the role has fallen somewhat out of sight. A pity – because it offers a solution to many problems. What's more, role awareness and authenticity are not mutually exclusive. ... ([full article](#))

## WHY COACHING?

You are capable of a great deal – and yet still find yourself stuck in certain situations. You have experience, expertise and know your environment well. And still, there are situations that cannot be resolved by simply acquiring more knowledge. The issue is rarely a lack of competence – but a lack of room for manoeuvre.

This is exactly where coaching comes in. We work on specific situations from your day-to-day work, reflect on your perceptions, question behavioural patterns and develop new perspectives.

Better understanding is the starting point – what matters is changed behaviour in everyday practice. In this way, you expand your behavioural repertoire, develop your personality and gain room for manoeuvre where previously you had none.

## WHAT WE WORK ON IN COACHING

The topics arise from your specific situation. The focus is on questions that cannot be resolved through expertise alone. I concentrate on areas in which I have solid experience and which are

closely linked to my other core areas – outplacement, personal and professional assessment, as well as job search and applications:

### *Positioning and self-marketing*

Many people do good work – but it is not sufficiently recognised. The issue is not visibility, but clarity about what should become visible. We work on making your contributions tangible – without you having to «sell» yourself. You learn to communicate your experience in concrete terms and to shape your position within the organisation consciously.

### *Self-confidence*

Self-confidence does not arise from encouragement, but from clarity. Those who know what they are capable of present themselves differently. We work on building this awareness in a targeted way and making it effective in everyday situations.

### *Personal development*

Anyone who wants to develop further must understand their own behaviour. The starting point is your strengths and your limits. Building on this, we develop concrete approaches to expand your behavioural repertoire. Development does not mean becoming someone else – but having more behavioural options.

### *Communication*

Misunderstandings often arise not because too little is said, but because people mean different things. You learn to express your concerns clearly while also better understanding the perspective of your counterpart – so that real understanding can take place.

### *Emotional management*

Emotions are often seen as a disturbance. In practice, they are a precise indicator of what matters to you. The problem is not the emotion

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itself – but how you deal with it. You learn to use emotions deliberately instead of being driven by them.

### *Personal and professional assessment*

Many people know what they want to move away from – but not where to. We clarify your requirements regarding tasks and environment, develop realistic perspectives and define concrete next steps. Clarity arises less from pure reflection than from a structured engagement with your own experience.

Please also see my comments on [personal and professional assessment](#).

## HOW WE WORK

### **Individual session**

If you would like to clarify a specific question or obtain a neutral assessment, a single session may be sufficient. The focus is on a quick, concrete and solution-oriented clarification. The proportion of direct advice is higher. If we have worked together before, many topics can be addressed efficiently on this basis.

### **Coaching process**

Sustainable change rarely happens in a single session. For more complex issues, we work together over several meetings. At the beginning, we clarify the objectives of our collaboration; at the end, we take stock. In between, we work on your topics in a structured way. The duration depends on your specific question.

### **Complimentary initial meeting**

Coaching only works based on a solid working relationship. I therefore offer you a non-binding 30-minute initial meeting. You will get to know my way of working – and then decide whether it suits you. (Not applicable to individual sessions.)

You benefit from over 15 years of experience as a coach – complemented by more than 25 years in career consulting, recruitment and

outplacement. For me, coaching is not an isolated service, but part of a broader understanding of how people develop professionally.

## STRATEGIC CAREER DESIGN

### **Personal development**

Ideally, you build your career on what you do well and enjoy doing. In the personal and professional assessment, you clarify your requirements regarding tasks and environment. This often also reveals areas for personal development. Coaching provides the framework for this.

### **Change within your current environment**

Many people look for solutions too quickly in an external move. In doing so, the internal job market is often underestimated. In many cases, there are more opportunities within the existing environment than are visible at first glance. Coaching helps you to recognise and actively use these opportunities.

## PRACTICAL DETAILS

### **Location**

Mühlebachstrasse 43 in Zurich (near Stadelhofen station) or online via MS Teams.

### **Duration**

Depending on your topics.

### **Session length**

60 or 90 minutes

### **Scope**

- Complimentary 30-minute initial meeting (except for individual sessions)
- Coaching sessions including preparation and follow-up
- Exercises for independent work, depending on the topic

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### Tip

Coaching is not only a personal investment, but often also in your employer's interest. It is therefore worth clarifying whether your line manager or HR department will contribute to the costs.

Further information can be found in my [coaching services for companies](#).

### Terms and conditions

### Business policy

## YOUR NEXT STEP

Sometimes a single session is enough to get things moving again – and to see a way forward. Sometimes it takes more. Whatever your situation: the first step is a conversation.

In a complimentary 30-minute initial meeting, you will get to know my way of working – and then decide whether this form of collaboration suits you.

**Phone +41 (0)76 223 97 88** or via E-Mail, WhatsApp or Threema.



## ARTICLES ON COACHING

- [Keep your eyes on your goals, not your opponents](#)
- [The blessing of bad experiences](#)
- [Diversity? Yes, but for real!](#)
- [If it can't be solved, it is not a problem](#)

You can find further articles on my website covering the following topics: [coaching](#), [outplacement/newplacement](#), [personal and professional assessment/personal branding](#), [job search/applications](#), [job interviews/self-marketing](#), and [communication](#).

Subscribe to my weekly newsletter «Der 2-Minuten-Karriere-Impuls» on LinkedIn. The English version of each article is linked in the introductory text.



# PETER NÄF

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### ABOUT ME



Peter Näf

Master of Arts University of Zurich  
Executive Master of HR Management

[Professional career](#)

[Motivation](#)

[How I work](#)

Business card:



### Professional experience

- Since 2008 working as a self-employed career coach
- 11 years as a head hunter and partner with a personnel consulting company in Zurich; consulting and placement of professionals above all in the financial industry; handling direct search mandates for companies in the banking and insurance industry
- 4 years as an assistant to the management and head of administration with a portfolio management company
- 3 years as a partner of a company and shop for import and sale of Asian art and craft
- 1 year as an assistant in auditing

### Education

- Master of Arts University of Zurich (Economy)
- Coaching diploma, ias Institute for Applied Social Sciences, Bad Ragaz
- Executive Master of HR Management, University of Applied Sciences, Olten

### Languages

- German
- English

### My company

#### COMMERCIAL REGISTER

PETER NÄF karrierecoaching is an individual company (Company no.: [CHE-114.254.808](#)).

#### VALUE ADDED TAX

VAT no.: [CHE-114.254.808 MWST](#)

#### RETIREMENT INSURANCE (AHV)

SVA Sozialversicherungsanstalt Kanton Zürich  
([Confirmation of self-employment 20.03.2026](#))

## MAP

My office is situated at Mühlebachstrasse 43, 5 minutes walking distance from railway station Stadelhofen. The main entrance is located next to Café Mühlebach at the junction of Mühlebachstrasse and Kreuzstrasse.

The entrance is open from 7am to 6pm. Please come up with the elevator to the 4th floor and ring the bell there. In case the entrance is already closed, please call me via your mobile phone and I will come and meet you.

Public transport	
Line	Stop
S-Bahn 3, 5, 6, 7, 9, 11, 12, 15, 16 (3 min. drive from main station)	Railway station Stadelhofen
Tram 11 (from main station)	Kreuzstrasse
Bus 31 (from main station)	Kreuzplatz
S18 (Forchbahn)	Kreuzplatz

Walking	
Starting point	Walking distance
Railway station Stadelhofen	5 minutes
Tram stop Kreuzstrasse (Tram 11)	3 minutes
Bus stop Kreuzplatz (Bus 31)	3 minutes

Car	
Car park	Walking distance
<u>Neumünster</u> Zollikerstrasse 1	4 minutes
<u>Feldegg</u> Riesbachstrasse 7	5 minutes
<u>Utoquai</u> Färberstrasse 6	6 minutes
<u>Opéra</u> Schillerstrasse 5	7 minutes

There are some public, fee-paying parking lots in front of the building and in the nearby area.

