

On 09.06.2023, Nordic Minds GmbH hosted an engaging and insightful workshop titled "Working in the Nordics" for students of the Hochschule Stralsund. The event aimed to provide students with valuable knowledge and practical tips on various aspects of working and applying for jobs & internships in the Nordic countries. The workshop featured renowned experts in Executive Search Christian Fuchs and Marcus Honkanen, who shared their expertise on the Nordic work culture, effective application strategies, LinkedIn usage, leadership issues, and CV structuring.

The workshop commenced with an introduction by the hosts from Nordic Minds GmbH, introducing the company, actual talent trends and emphasizing the importance of understanding the unique work environment and cultural nuances prevalent in the Nordic countries. Students were encouraged to actively participate and learn from industry experts, fostering a collaborative atmosphere that valued their contributions and perspectives. It was an opportunity for engagement and knowledge exchange, enriching the experience for all involved.

Understanding the Nordic Work Culture:

Christian Fuchs, an esteemed cultural consultant, assumed the virtual podium and delved into the distinct working cultures of Denmark, Sweden, Norway, Finland, and Germany. He expertly highlighted the differences in hierarchy, dress code, formality, and communication prevalent in each country. Fuchs emphasized the importance of understanding these nuances when navigating the professional landscape in the Nordic countries and Germany. Attendees gained valuable insights into the variations in work culture across these regions, enabling them to adapt and thrive in their respective environments.

Effective Job Application Strategies:

Fuchs and Honkanen provided the students with a comprehensive step-by-step approach to successfully applying for jobs in the Nordics. He emphasized the importance of defining an application strategy and making a plan, seeking recommendations or being recommended, crafting tailored CVs and cover letters,

actively applying and following up, preparing for interviews, performing well during interviews and trial days, maintaining professionalism throughout the process, and obtaining certificates and letters of recommendation. The speakers' guidance equipped participants with valuable insights and practical tips to navigate the recruiting process effectively and increase their chances of securing desired positions in the Nordic job market.

Leveraging LinkedIn for Professional Success:

LinkedIn, the professional networking platform, was a focal point of the workshop. Marcus Honkanen dived into the effective use of LinkedIn for job searching and networking in the Nordic region. He highlighted the significance of creating a compelling profile, engaging in relevant groups, and actively connecting with industry professionals. Attendees learned more about the importance how to leverage LinkedIn's features to enhance their professional visibility and establish meaningful connections.

Leadership Issues in the Nordics:

The workshop also featured a thought-provoking discussion on leadership issues, facilitated by both Marcus Honkanen and Christian Fuchs. During the session, the speakers engaged in a vibrant dialogue with the students, about the representation of women in leadership positions, particularly in the context of the Nordics. The students actively participated, sharing their perspectives and experiences, contributing to a rich and diverse conversation. The discussion shed light on the ongoing efforts to empower women and foster gender-balanced leadership in the Nordics, inspiring the students to advocate for equality and inclusivity in their future careers.

CV Scanning:

During the last part of the workshop both speakers, generously shared valuable tricks and tips to enhance attendees' CVs and improve their chances of success. They guided participants on how to optimize their resumes, offering practical advice on structuring CVs, incorporating relevant keywords, and formatting. Attendees gained invaluable

insights into the nuances of CV scanning, enabling them to make their applications stand out and progress through the initial screening process effectively.

Conclusion:

To sum up, the "Working in the Nordics" workshop hosted by Nordic Minds GmbH, featuring speakers Christian Fuchs and Marcus Honkanen, provided attendees with invaluable insights. From understanding the unique work cultures in the Nordic countries to practical application strategies, the workshop covered essential topics such as LinkedIn usage, leadership issues, and CV scanning. The engaging discussions, including one on women in leadership positions in the Nordics, sparked meaningful conversations among participants. Nordic Minds GmbH's commitment to empowering professionals in the Nordic job market was evident throughout the workshop. Attendees left the event well-prepared and inspired to embark on their career journeys in the Nordic region, making the workshop a resounding success.

The students and Hochschule Stralsund are grateful for the enriching workshop, recognizing the valuable knowledge and insights shared by the speakers.