

From **Stuck** to Flow.

Your chance to move on.

You have 10+ years of experience. You're good at what you do.

But something's missing — and deep down, you know it.

This programme was built for exactly this moment.

900+

professionals in our
career support community

2

professional
coaches

max. 7

people per
group

STEP 1

Discover Your Youness

What drives you. Your real skills.
Your values beyond the job title.

STEP 2

Rebuild Confidence & Energy

Your confidence isn't gone — it's
buried under years of compromise.

STEP 3

Navigate Your Path

Strategy, network activation and
concrete next steps forward.

"I thought I needed a new job. Turns out I needed clarity. Within 6 weeks I had three conversations that led to a role I didn't even know existed."

— Sarah, 38, Marketing Manager

"The Red Thread framework helped me see my career confusion as an asset. I stopped apologising for my path and started owning it. Job offers followed."

— Alli, 42, Designer

On the next page →

3 exercises to start finding your Red Thread — today.

Your Red Thread is waiting.

How to Get From Stuck to Flow

These three exercises are the opening move of the process we go deep on in the programme. Set aside 15 minutes, find a quiet spot, and be honest with yourself. No one is watching.

1 The Energy Audit

3 minutes · pen & paper

Think back to the last week at work. Answer both questions as specifically as you can:

What task made you check the clock every 10 minutes last week?

When did you last feel most like yourself at work?

*What drains you and what makes you flow — that contrast is your personal compass. In the programme, we call this your **Energy Blueprint**.*

Why this matters: Most people never pause to notice what energises them versus what slowly depletes them. Over the years, we unconsciously take on more of what drains us because it's expected — and less of what lights us up because it feels impractical. The gap between your two answers is where the real work — and the real opportunity — begins.

2 The Positioning Flip

5 minutes · changes everything

Pick one thing you consider a weakness in your career. Use the examples below — then write your own version:

What you tell yourself	What it really means
"I'm too picky."	I have clear standards and know exactly what creates value.
"I've changed industries too many times."	I bring cross-functional perspective that specialists simply don't have.
"I'm not technical enough."	I bridge the gap between technology and people — a rare and needed skill.
"I'm too old to start over."	I bring 10+ years of judgment, pattern recognition and hard-won perspective.

Confidence isn't positive thinking. It's competence — clearly framed. Once you own your story, others will follow your lead.

Why this matters: The story you tell about yourself shapes everything — how you show up in interviews, how you write your CV, how you network. The problem is almost never the facts of your career. It's the frame you put around them. Every so-called flaw is a strength waiting to be repositioned.

3 Your Network — Right Now

3 minutes · you have more than you think

Write down names in each category. Don't filter or overthink — just list:

● Former colleagues you genuinely liked	● Friends-of-friends in industries that interest you
● People from past projects, events or courses	● Anyone who said: "Let me know if I can help"

Count them. That list is your launchpad — and it's larger than you think. In the programme, we turn every name into a real conversation.

Why this matters: Most people think networking means cold outreach to strangers. It doesn't. 80% of opportunities come through people you already know — or people one step removed. The reason you're not activating your network isn't that it's too small. It's that you don't yet have a clear enough story to know what to ask for. Once you have that clarity, this list becomes a genuine launchpad.

Ready for your next step?

If these exercises stirred something in you — that's your signal. Here are three ways we can go deeper together.

★ **Recommended**

THE PROGRAMME

From Stuck to Flow

6 sessions over 7 weeks. The complete Red Thread Framework. Structured group coaching — max. 7 people. Exercises, templates, email support and a resource library included.

€497 **€249**

► [Apply & learn more](#)

1:1 WITH ALEKSANDRA

Leadership & Career Coaching

Individual coaching for leaders and experienced professionals. Online & on-site, in German or English. Leadership clarity, career development, team dynamics.

► [Book a conversation](#)

1:1 WITH NIV

Career Strategy & Networking

Clarity on your direction, your positioning and how to activate your network. Online, in English. Career pivots, personal branding, outreach strategy.

► [Get in touch](#)