

We asked

- **changes** that are here to stay?
 - **lessons from CV-19?**
 - adjusting to the **new normal?**
 - **best & worst career advice?**
- and more!



Ingrid answered

Management Consultant / Design Thinking at Gerstbach.at

Foto: Budiono Nyguen

We asked: what changes are here to stay?

Looking *only* at data is definitely not enough. At Career Angels, we also speak with C-level executives, HR Directors, Management Consultants – you'll find our weekly **quantitative & qualitative** reports on [Market Signals](#). Some of them allow us to **publish these conversations & their insights for our audience!**

This interview features: **Ingrid Gerstbach**, [<https://www.linkedin.com/in/ingridgerstbach/>] **Management Consultant** at [Gerstbach Design Thinking](https://gerstbach.at/) [<https://gerstbach.at/>]. More about her below.

We asked Ingrid 3 questions, incl. **what changes caused by CV-19 are here to stay** and how to **adjust to the new normal**. Here are her answers:

[\[Read more\]](#)

Career Angels: In your role as Management Consultant, you get to observe many companies, processes and corporate cultures. Which changes that were (partly) “forced upon” many companies due to CV-19 are here to stay? Do you see **new trends emerging**? Which?

Ingrid: **The future is already here.** CV-19 has only been an acceleration of long-overdue changes in the digitized world. What many “New Work” experts have been propagating for years is actually **viable**. Companies and leaders have learned plenty in the recent months. Now, they are challenged to **combine the lessons learned during the pandemic with their existing culture**. One challenge is that a good “offline” leader is not a good “online” leader too. The leaders have to face **a shift from control to trust**. **Agile working is the new way of working** which means that companies have to understand what agility really means and how it is done. Leaders have to **redefine their management style**. They need to **create new frameworks** for the employees that gives them, on the one hand, **flexibility** and **freedom** in their own working style and on the other hand, they have to **set up new rules and objectives**.

Career Angels: Many people have and still will lose their jobs; some of them have been with **one single employer for more than 10 years**. Being laid off now leaves many of them completely unprepared – not only in terms of looking for a job, but also being able to **adjust smoothly to the new reality**. What tips would you have for them in terms of adjusting to the new normal while looking for a job?

Ingrid: The CV-19 pandemic has affected everybody's lives on a scale that most of us **have never thought of before**. We all have to **adjust to this new way of life**. There are many different kinds of challenges. One such challenge some of us have to face is **how to get a job in the new reality**. This is hard in times of uncertainties. But nevertheless, many of the steps of getting a job in the new normality are the same as before:

- **Familiarize yourself with the organization you are applying to**, but keep in mind that things might be different for them too. CV-19 has changed many aspects of day-to-day work. Not only our personal life has changed, there are also challenges companies are facing. Think about how these changes have been impacted by the pandemic. **Take a look at the news**. **Search for insights and trends** that are relevant to certain companies. That will help you understand the companies and **impress your potential employers**.

- **Think about your own goals:** what do you want to achieve? It is hard to **think long-term** at the moment, but it is really helpful. Are you looking for a role to tide you over or do you want to change? Thinking about your long-term goals helps you find the job that is relevant to you.
- **Prepare yourself and refresh your CV.** Think about your skills and how they match a specific company. Do not forget to include skills important in this pandemic, like **self-organization**, experience with **remote working** and various **online tools**.

Career Angels: What's the **best and worst career advice** you have ever received? Please add some context.

Ingrid: The best career advice was from a friend. He told me that **we should allow ourselves to fail** sometimes. It is better to learn from failure and to get better with every try than to try to be perfect. **Success doesn't come overnight.** There are many steps towards your vision and the path is not that straight or easy as it seems to be. So **don't be too hard on yourself.** Start climbing and strive for **constant improvement.** Remember: **being too perfect is boring.**

The worst career advice was from a colleague. He told me to "**follow my dreams and everything will follow**". I was very skeptical because **life always interjects.** Sometimes you have to do work you don't want to do - but it has to be done. Your dreams can get you through worse days, but **you should do your work and not just dream.** Sometimes our imagination is much more vivid and wonderful than the reality could ever be. **Be in the moment and live your life.**

A bit more about Ingrid:

Ingrid Gerstbach, [<https://www.linkedin.com/in/ingridgerstbach/>] **Management Consultant** at Gerstbach Design Thinking [<https://gerstbach.at/>] and Ingrid Gerstbach – Design Thinking. [www.ingridgerstbach.com]

"When businesses face changes or need to solve wicked problems, it is not uncommon to act quickly without communicating a lot. People feel insecure and need some help from an outsider. My great passion is **bringing people, ideas and inspiration together to make the world a better place.** I am never ever satisfied with the status quo. My belief is that **there is always a better way to integrate work.** This motivates me to share my thoughts with others through writing, speaking and workshop facilitation. I help my clients, which include **SMEs and corporations**, to **cultivate authentic communities** and to **foster innovation.** There is no silver bullet when it comes to methodology. Therefore, I use **Design Thinking** which is human centered: I seek to understand the stakeholder, challenge assumptions and redefine problems to identify **alternative strategies and solutions.** My educational background includes economics, educational sciences and psychology in Vienna."

---- previous screens / interviews:

 **We asked: future of the job market? Changes due to CV-19?**
October 5, 2020 | CareerAngels | Our Updates



We asked

- future of the **job market?**
- tips for **candidates?**
- advice for employers?
- **changes due to CV-19** and more!

Ricarda answered
Head of HR & General Services at FCA Capital Suisse

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This recording features: **Ricarda Betzing** is currently Head of HR & General Services at **FCA Capital Suisse** (the Swiss outlet of the Fiat Chrysler Automobiles banking & leasing body). More about her below.

 **We asked: how do you weather your personal tsunami?**
October 12, 2020 | CareerAngels | Our Updates



We asked

- **personal tsunami?**
- = losing very well-paid job
- **learnings?**
- = **you are not your job title**
- = show what you have to offer
- and more!

Alessandro answered
Area Sales Manager Eastern Europe at Contraload

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This recording features: **Alessandro Torresani**, Area Sales Manager Eastern Europe at **Contraload**. More about him below.