

Career Options and Paths in Finance

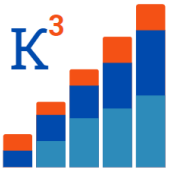
Evgenia Korekhova

4th February, 2023



Evgenia Korekhova

The founder of K³ Consulting,
Partner of Career Centers «Human Technologies» and «Avanta Solutions»



Saint Petersburg State University, Mathematic methods in Economy
Stockholm School of Economics, Business Management

15+ years leading positions in the Corporate World:
Finance, Supply Chain, Loss Analysis, Human Resource Management, Process Optimisation

Developer of business diagnostic model and tracking tool «Business Radar C2GK»

Member of Steering Committee of Career Consulting Association AKKC

Member of the City Methodological Council for Career Guidance

Career Speaker:

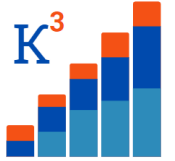
Labor Forum, Leading Universities, GazpromNeft, Skolkovo, Ingria, Technorad

5 000+ hours in career consulting for experts and teenagers

Why are you studying?

**Why are you studying or plan to study
in Higher School of Economics?**

Your Purpose: Now and Then



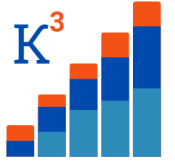
Internship

**Limited in time
Projects**

Full time job

Own business

Work Format



Office

**Production, Labs,
Warehouses,
Supermarkets**

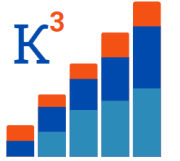
Individual services

Online

Market Trends

Career Types

Job Hunting Strategies



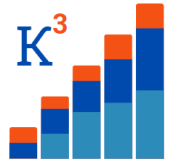
Market Trends

- Uncertain environment
- High speed to react and make decisions
- Online and Offline communications
- Increasing competition at labour market
- Project type of work

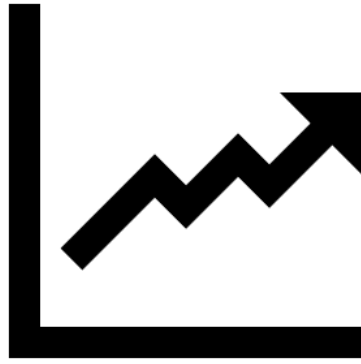
- Employer is looking for Proactivity, Potential, Hard skills and Emotional Intellect
- Younger Leaders
- The age become less important, especially for online format
- Functional change and location change for job description
- Outsourcing & Outplacement

- Long Life Learning

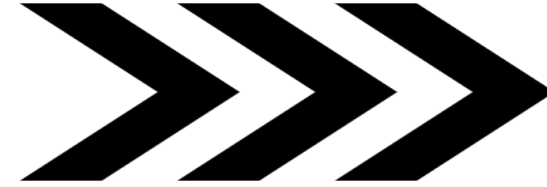
Career Types



Upward career



Horizontal career

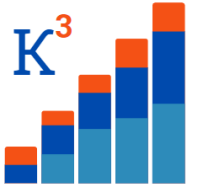


Downward career



Spiral career





Job Hunting Strategies and ...Stress Level

Stress



Proactive
approach

Just-in-
Time

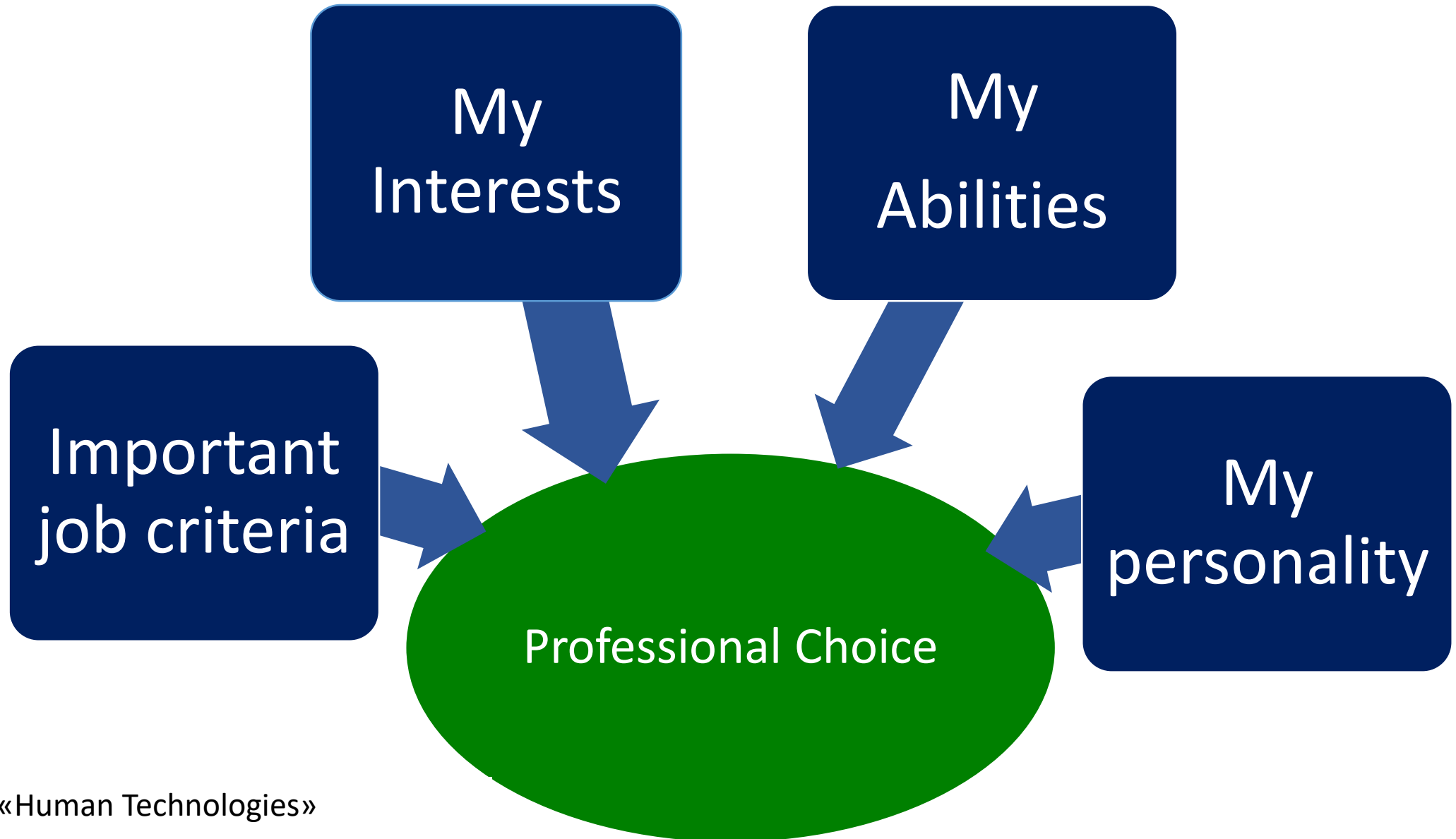
Reactive
approach

... Starting to hunt a position

Magic Formula

Expert Profile & SWOT Analysis

What I want?

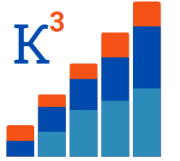


Who am I: Self-Profile

Template to Fill in

Hard Skills	Soft Skills
Experience	Achievements
Opportunities to Grow	Resources

Magic Formula for job hunting



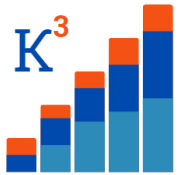
Speciality

+ Industry or sector

+ Job Title

+ Company Type

+ Compensation Level



Magic Formula for job hunting

Speciality

+ Industry or sector

+ Job Title

+ Company Size

+ Compensation Level

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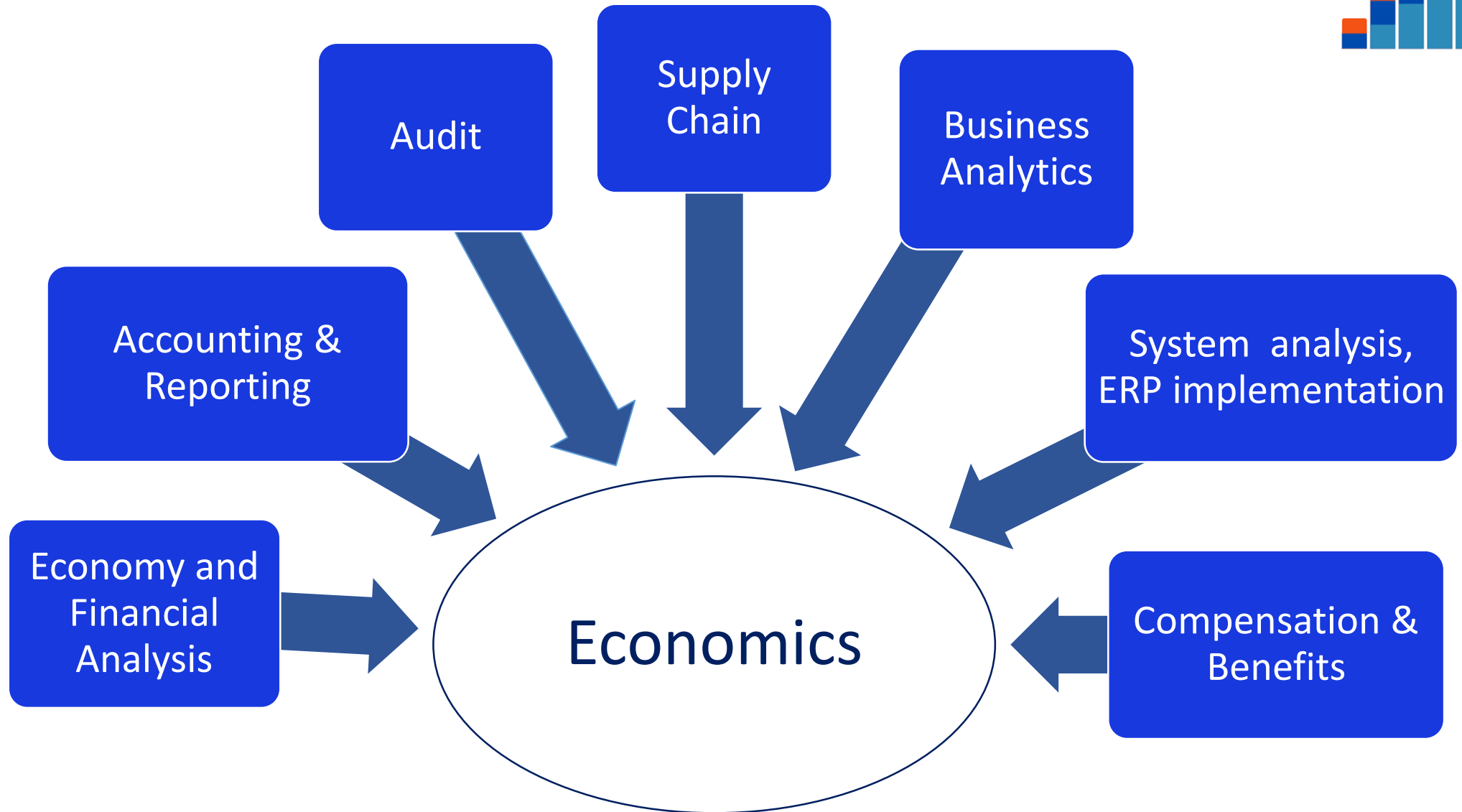
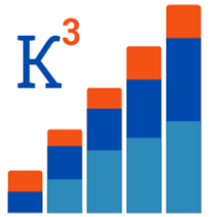
Magic Formula for study

Speciality

+

Industry or sector

Variety of Options



SWOT Analysis: Idea or Task

Template to fill in

Internal focus	Strengths	Weakness
	Opportunities	Threats
External focus		

Job hunting channels

Template

Online

- Job aggregators
- Industry aggregators
- Corporate Sites
- Social Media, Telegram, Yandex Dzen

Job experts

- Recruiting Agencies
- Career Centers
- Mentors and Sponsors
- Conferences, Forums, Project Accelerators, Boiling Points

Personal contacts

- Professional communities
- Networking, business contacts
- Friends, colleagues, family, ex-bosses

Business Radar C2GK

Business Radar C2GK



"Business Radar C2GK" Diagnostics - Company A

Area	Results	Target value
Financial Health	61	85
Operational Efficiency	75	85
Customer Satisfaction	85	85
Customer Attraction	58	85
Strategic Focus	62	85
Employees involvement	68	85
Innovations	86	85
Process Automation	75	85

Color coding

85 + points

Stable picture, with potential for further development

from 67 to 84 points

The picture is not so stable, it requires to check and act accordingly

below 67 points

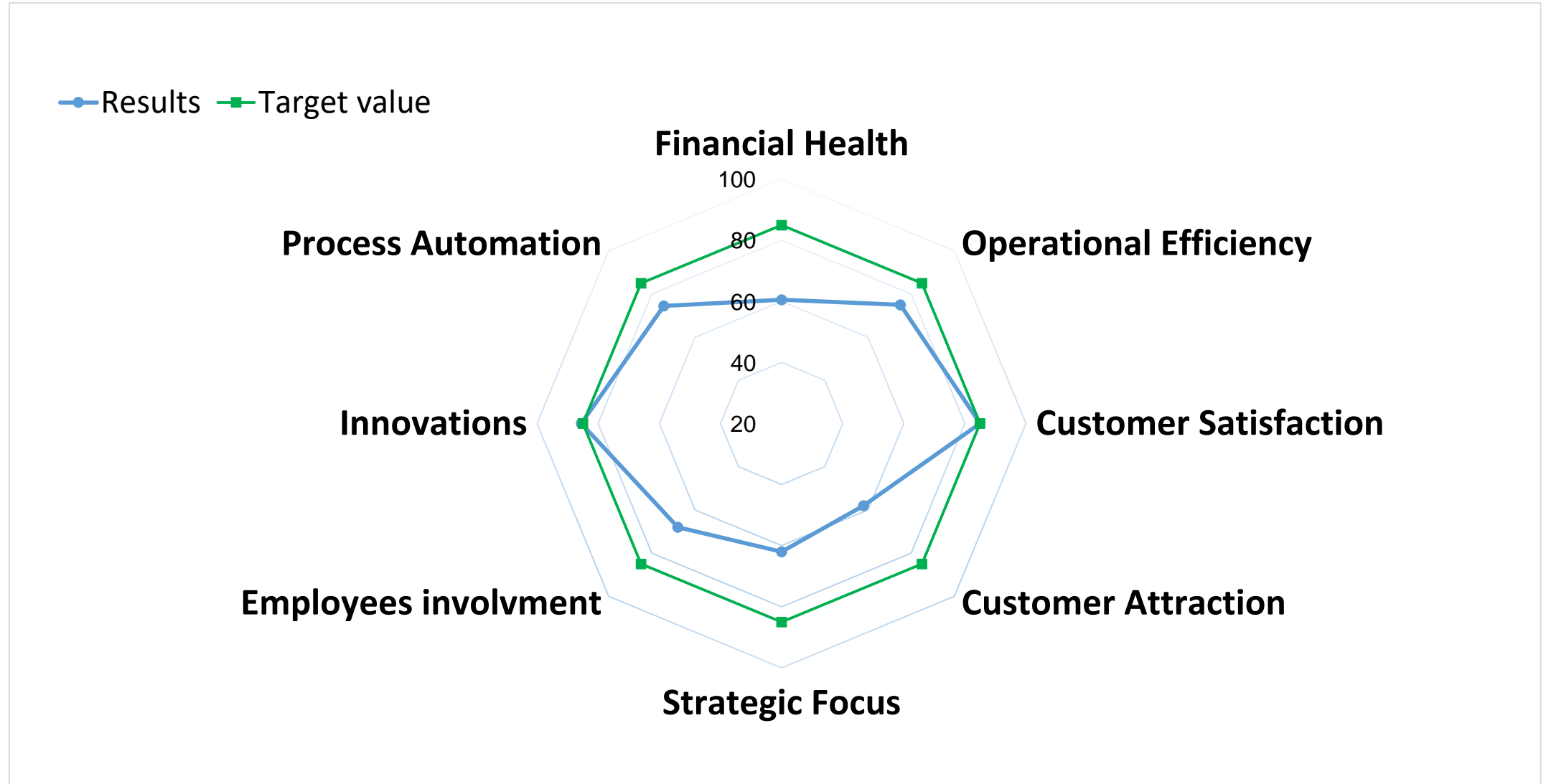
Call for actions

(с) Корехова Е.В., Гумановский М.Г., Герасименко Н.Н., Чуракова И.Ю.

Модель «бизнес-радар C2GK» как инструмент комплексной диагностики бизнеса

// Менеджмент сегодня.—2021. — No2.—С.90–102. URL: <https://grebennikon.ru/article-g2sm.html>

Business Radar C2GK Results – Company A



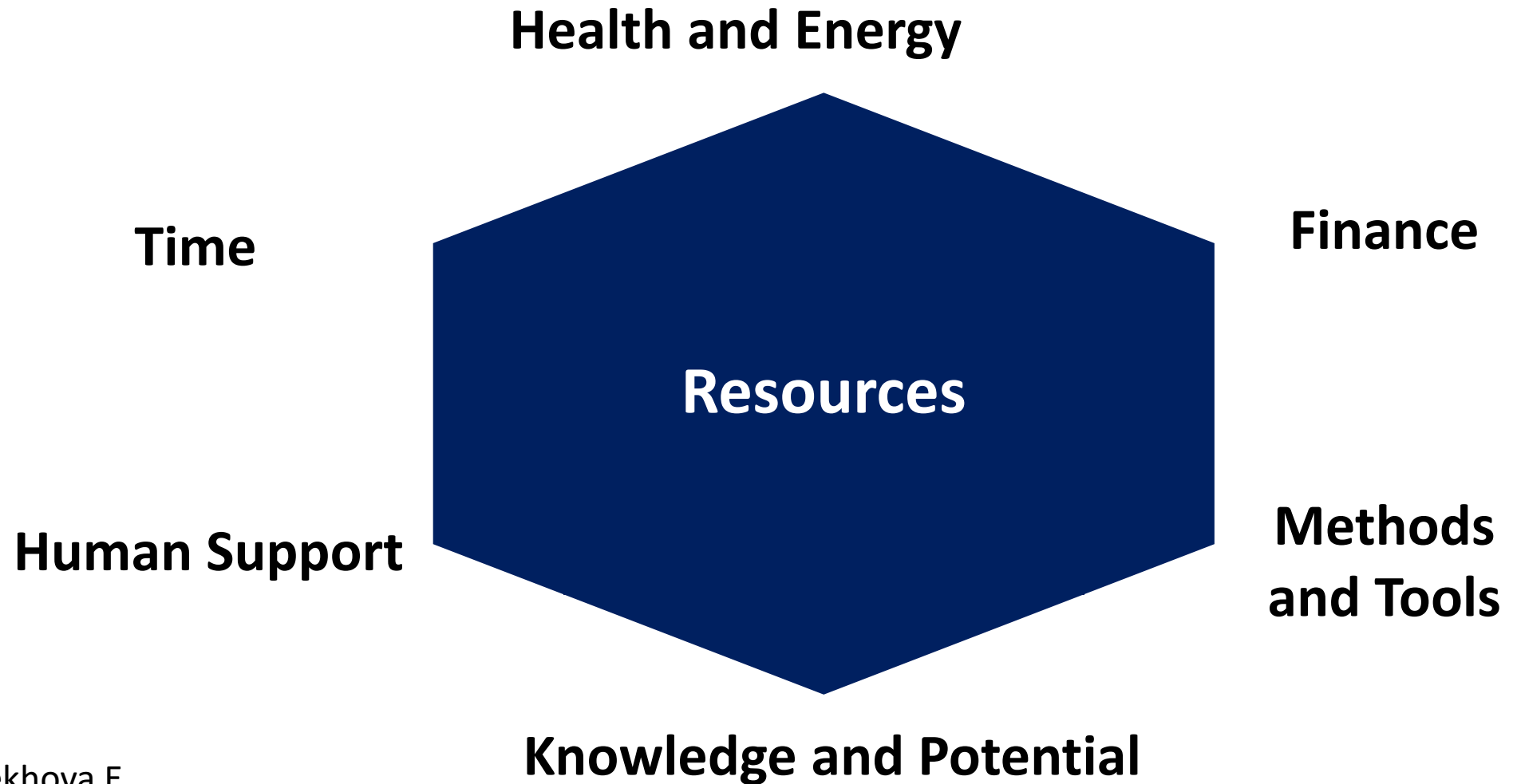
The Reasons for Master Degree Study

Resources Polyhedron

The reasons for Master Degree Study

1. Deeper knowledge on the base of bachelor study
2. Chance to extend professional knowledge and practice to nearby areas
3. Much wider (and higher) career opportunities, including managing positions
4. Different level of compensations and benefits (C&B)
5. Open doors for MBA and Academic Degree
6. Business networking
7. Personal networking
8. The Prestige

Resource Polyhedron



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Thank You



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<https://proforientator-k3.ru/>

