

Career Roadmap: Sarah M.

Senior Controller, 34, Frankfurt area. Created after the Career Kick-off on August 29 (sample date), based on the questionnaire, a review of CV and LinkedIn profile, the career potential test, and the 90-minute session.

This is a sample featuring a fictional person. It shows you, before you book, exactly what you'll hold in your hands after the Kick-off: the structure, depth, and tone are real, only the person is invented. Your roadmap is created individually for you and typically runs 4 to 6 pages.

1 · YOUR SITUATION

You've been a controller at the same industrial company for six years, with a senior title for two, and you've long been doing team-lead work in practice: you own the forecast processes for two plants and onboard new colleagues. Yet nobody gets promoted from your role, which your manager indirectly confirmed in your last annual review. Your 14 applications for team lead positions so far have produced two first-round interviews and twelve rejections, most of them at the screening stage. That's not a qualification problem. Your CV tells your story as the administrator of your own task list instead of as a leader in waiting, and that is exactly what we're going to change.

2 · YOUR STRENGTHS FROM THE HIRING MANAGER'S PERSPECTIVE

- **You already have leadership evidence, you just don't call it that.** Onboarding new colleagues, functionally steering two plant controllers, covering for the team lead during monthly closing: these are precisely the proof points I want to see as a hiring manager for a first leadership role.
- **A system migration as your trump card.** You helped carry the SAP S/4HANA migration in controlling. Nearly every second team lead posting asks for this explicitly, and right now it sits in half a sentence under "Other" in your CV.
- **Numbers plus communication, a rare combination.** Your potential test shows a clear pattern: analytical precision paired with a drive to make things understandable. In interviews this reads as calm confidence, and for controlling leadership roles it's your biggest edge over candidates with a purely technical profile.
- **Industry knowledge that transfers.** Manufacturing with plant controlling transfers to machinery, automotive suppliers, and process industries. You're not searching in one niche, you're searching in three industries at once.

3 · YOUR TARGET PICTURE: PRIORITIZED ROLES WITH MARKET COMMENTARY

PRIORITY	TARGET ROLE	MARKET READ	SALARY RANGE (GROSS/YEAR)
1	Team Lead Controlling Industry/machinery, Rhine-Main	Solid market: currently 15 to 20 open positions within commuting range. Almost all of them ask for forecast ownership, S/4HANA, and first leadership experience, and you can evidence all three.	€78,000 to €88,000
2	Senior Controller with leadership track Corporate or larger Mittelstand	The safety net: far more openings, lower bar. The key is anchoring the leadership perspective in writing during the process (development path, time horizon), otherwise you repeat your current situation.	€72,000 to €80,000
3	Project Lead Controlling Transformation S/4HANA rollouts, process industry	The wildcard: fewer openings but little competition against your profile. Leadership through project ownership instead of line management, a clean stepping stone if priority 1 takes longer.	€75,000 to €85,000

Your current salary (€68,500) is below market for your profile. The ranges above are conservatively derived from current postings and compensation data; we'll set your walk-away number in the salary section of the package.

4 · YOUR POSITIONING: THE COMMON THREAD

"I'm a controller with six years of plant experience who functionally steers a team of two, helped carry an S/4HANA migration in controlling, and is now making the formal step into leadership because I've long been doing the work."

These two sentences are usable word for word: as the core of your LinkedIn About, as your answer to "tell me about yourself," and as the guardrail for every cover letter. Everything that goes into your documents has to serve this thread; everything else gets cut.

WHY THIS ORDER

Priority 1 isn't a wish list, it's the role with the best ratio of market supply, profile fit, and salary jump. Priority 2 keeps your pipeline full and takes the sting out of individual rejections. Priority 3 exploits a market advantage most applicants overlook. You apply to all three in parallel, with differently tailored documents, not with one one-size-fits-all CV.

5 · YOUR GAPS, PRIORITIZED

#	WHAT	WHY IT COSTS YOU INTERVIEWS	HOW WE FIX IT
1	CV tells tasks, not leadership	For team lead roles, recruiters scan for leadership evidence in 30 seconds. Yours is buried in bullet point 4 of 7.	Rebuild the CV from scratch: leadership and project evidence up top, every position with a result and a number.
2	Invisible LinkedIn profile	The headline "Senior Controller at [company]" matches no recruiter search for "Team Lead Controlling." You're simply not being found.	Rebuild headline and About around the target role, skills along recruiter search logic, Open-to-Work visible to recruiters only.
3	Applications without role fit	Your cover letters so far are interchangeable. Anyone who writes job ads themselves spots a form letter instantly.	Master cover letter template with variable blocks per target role: tailoring per application in 20 minutes instead of 2 hours.
4	Interview nerves on leadership questions	Two first rounds, twice stuck on "how would you lead?", because you prepared for technical questions, not leadership scenarios.	Mock interview in real-interview mode with exactly these scenarios, plus prepared example stories in a clear structure.

6 · YOUR SEARCH STRATEGY

CHANNELS AND CADENCE

LinkedIn and StepStone as main channels, saved searches for all three target roles, 10 minutes of review daily. **3 to 5 qualified applications per week** instead of 15 form letters a month: quality beats volume, and your rejection rate so far is a targeting problem, not a qualification problem.

NETWORK LEVER

Your underrated advantage: **two former colleagues now work at target companies** from priority 1. An honest "I'm exploring, how is it over there?" isn't begging, it's how a large share of leadership roles in Germany actually get filled. You'll get a script for it in the package.

Visibility protection: your employer must not notice. Open-to-Work in recruiter-only mode, no public "I'm searching" posts, references only from the offer stage onward.

7 · YOUR NEXT STEPS: THE 30-DAY LIST

Every step carries one of two markers: **YOU DO THIS** means you need nobody for it. **I TAKE THIS ON IN THE PACKAGE** means: doable alone, but faster and at hiring-manager standard with guidance.

- | | | |
|---|---|----------------|
| 1 | Set up saved searches for all 3 target roles
LinkedIn + StepStone, search terms from this roadmap, daily alerts. | YOU DO THIS |
| 2 | Message your 2 network contacts
Short, honest note, no CV attached. The goal is a coffee, not a job. | YOU DO THIS |
| 3 | Rewrite the CV from scratch, leadership-first
Rebuilt along target-role logic, every position with a result and a number, S/4HANA prominent. | I TAKE THIS ON |
| 4 | Rebuild LinkedIn around recruiter search logic
Headline, About with the common thread from page 2, skills, Open-to-Work settings. | I TAKE THIS ON |
| 5 | Create the master cover letter template for 3 target roles
Variable blocks per role, so every application has role fit without starting from zero. | I TAKE THIS ON |
| 6 | Send the first 5 applications with the new documents
You pick the roles, you hit send. In the package, I check each one for fit and keywords first. | YOU DO THIS |
| 7 | Drill leadership questions until they sit
Mock interview with the scenarios from gap 4, with honest feedback from the hiring manager's perspective. | I TAKE THIS ON |
| 8 | Set your walk-away number and target salary
Based on the ranges from page 2, before the first interview asks for it. | YOU DO THIS |

8 · MY RECOMMENDATION

Momentum (2 months) is the right package for you: your documents need the full rebuild (steps 3 to 5), and the two failed first rounds show that guidance through to the interviews is the real bottleneck. Tailwind would be overkill, you have time for the search. Ready to Apply would leave you alone at exactly the point where it last fell apart.

Crediting: Until September 12 (14 days after this roadmap), your €449 from the Kick-off is credited in full toward the package price. If you decide against a package, this roadmap is your working basis, and every step can be done on your own.