



**Se reconvertir professionnellement après la crise du  
Covid-19**



# SPEAKERS

## Marie Barbezieux Rousselle

- ✓ Fondatrice de Rainbow Life Coaching
- ✓ Career & Leadership Coach



## Emmanuel Cargill

- ✓ Managing Directeur HR Partners US
- ✓ Conseil en Relations Humaines et Recrutement



# Sommaire

- LA SITUATION ACTUELLE
- QUE RECHERCHENT LES EMPLOYEURS ?
- COMMENT SE RÉINVENTER ?
- RECONVERSION PROFESSIONNELLE

# I. La Situation Actuelle



**Pour certains cette crise est  
l'occasion...**

# Passer du temps en famille



# Se ressourcer



# Développer de nouvelles compétences



**Pour d'autres elle ressemble  
plutôt à ça...**

# Angoisse de la fin du mois



# Grande incertitude sur son avenir



# Quel est l'impact de la pandémie sur l'activité économique

- ✓ USA - 33 millions de chômeurs
- ✓ France - 3,7 millions de demandeurs d'emploi et plus de 10 millions de personnes en chômage partiel

● Chômage

● Licenciement

● Faillite



J.CREW

● Télétravail

● Ecole à la maison



# L'industrie mondiale au ralenti

**Les secteurs les plus touchés par la pandémie sont l'hébergement - restauration, les matériels de transport, le transport, les services aux entreprises, et le raffinage, ainsi que les services aux ménages, le commerce et la construction.**

- ✓ Retail
- ✓ Tourisme
- ✓ Aviation
- ✓ Commerces de proximité
- ✓ Automobile
- ✓ BTP
- ✓ Co-working space

# Les industries épargnées

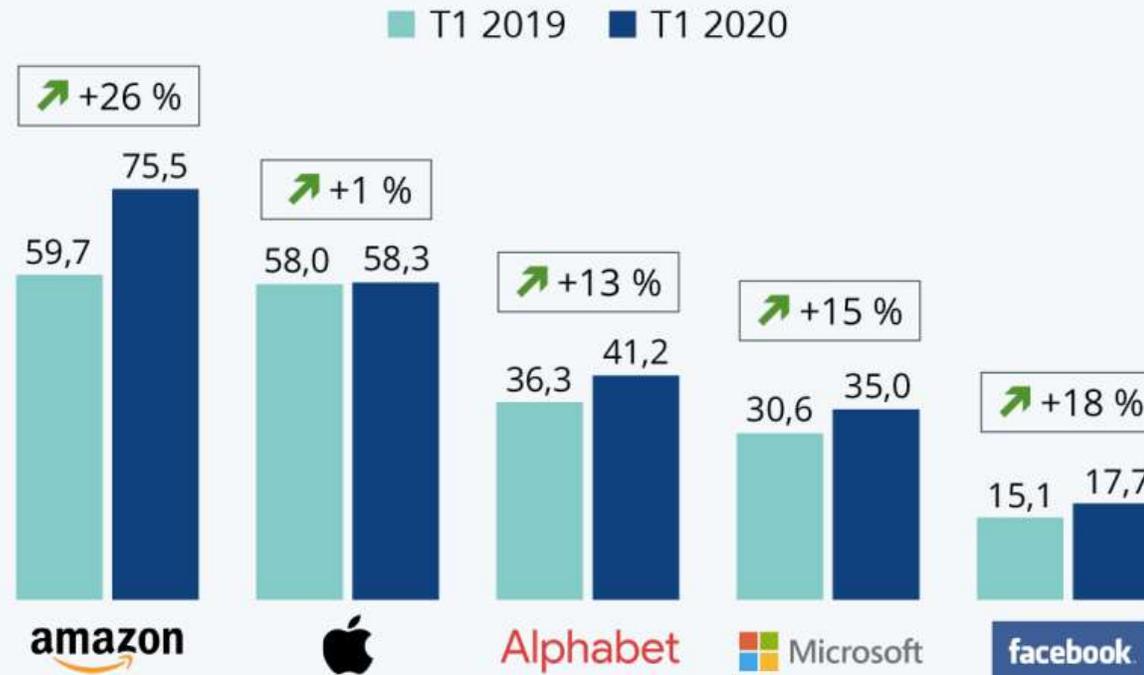
**D'autres secteurs au contraire ont bénéficié de la crise ou sont très peu touchés.**

- ✓ Livraison à domicile
- ✓ L'industrie du divertissement, des jeux, et vidéos
- ✓ Banques
- ✓ Pharma et paramédical
- ✓ Agriculture et agroalimentaire
- ✓ Secteur énergie / Eau / Déchets
- ✓ Cybersécurité
- ✓ Banques Information et Communication
- ✓ Services financiers, immobiliers et non marchands
- ✓ Le E-commerce
- ✓ Education

# Les industries épargnées

## Les géants de la tech esquivent la crise au T1

Évolution du chiffre d'affaires des entreprises sur les trois premiers mois de l'année 2020 vs 2019, en milliards de dollars



Sources : rapports de résultats



# Les leçons des crises précédentes

- 1929
- 11 septembre 2001
- 2008 - faillite de Lehman  
Brother, crise des subprimes

**Disparition des entreprises les plus fragiles, accélération de la R&D, diversification, mode de gestion plus prudent.**

# 2020 - 2022?

**Baisse de la croissance ou décroissance ? Selon des experts, les perspectives de sortie de crise ne sont pas avant 2022...**

- Effondrement des déplacements et échanges internationaux
- Comment réinventer un quotidien incluant la distanciation sociale?

**Les conséquences sont aussi positives :  
Changement de comportements - Baisse de la consommation - Retour au local - Baisse de la pollution**



## II. Que recherchent les employeurs?

# Aide pour votre recherche professionnelle - Sondage

CHOIX DE RÉPONSES	▼	RÉPONSES
▼ Etre mentalement prêt		2,00%
★ ▼ Connaitre les compétences recherchées par les employeurs		42,00%
▼ Remettre à jour mon CV et mon profile		8,00%
▼ Maitriser la démarche pour retrouver un emploi		10,00%
★ ▼ Réussir les interviews		12,00%
▼ Networking		10,00%
▼ Elevator Pitch		4,00%
▼ Autre (merci de préciser)	Réponses	12,00%
<b>TOTAL</b>		

# Résilience

Compétences



Passion

**Dans un contexte très tendu, avec plus de 30 Millions de chômeurs, tous résolus pour retrouver un emploi, et un nombre limité d'offres, les gagnants seront ceux qui sauront mettre à jour leurs compétences et qui montrent de la résilience et de la passion.**

# Compétences

C'est l'ensemble du **Savoir Faire (Hard Skills)** et du **Savoir-Etre (Soft Skills)** qui définit les compétences.

## Savoir Faire Hard Skills



- Expérience acquise
- Savoir technique
- Le “What”



## Savoir Etre Soft Skills



- Attitude
- Personnalité
- Le “How”

# Compétences en Savoir Faire

## Savoir Faire

1. Blockchain
2. Cloud Computing
3. Raisonnement Analytique
4. Intelligence Artificielle
5. Design de l'Expérience Utilisateur (UX Design)
6. Business Analysis
7. Marketing
8. Ventres
9. Scientific Computing
10. Production de Video

Source: LinkedIn Top Hard Skills 2020

# Compétences en Savoir-Etre

## Savoir Etre

1. Créativité
2. Persuasion
3. Collaboration
4. Adaptabilité
5. Intelligence Émotionnelle

Source: LinkedIn Top Soft Skills 2020

# Autres Compétences en Savoir-Etre

## Top 10 fastest-growing soft skills in 2020\*

1. Growth mindset
2. Creativity
3. Focus mastery
4. Innovation
5. Communication skills
6. Storytelling
7. Culture awareness
8. Critical thinking
9. Leadership
10. Emotional intelligence

\*Based on highest consumption growth rates 2018-2019 on Udemy for Business.  
Source: Udemy Data 2020.

## Soft skills like growth mindset, creativity, and communication matter in 2020

When we analyzed the fastest-growing soft skills people are learning at work in 2020, we saw an uptick in learning about topics like growth mindset, creativity, and innovation. It's increasingly important for employees to adopt a growth mindset of continuous learning and be open to change in the workplace. While skills training is key, building an organizational culture and leadership to nurture innovation and creativity is also critical. Finally, employees are leaning into their innately human skills and what robots can't do. Critical thinking, communication, storytelling, and emotional intelligence top the list of fastest-growing soft skills in 2020 in the workplace.

# 64% des sociétés requalifient leurs employés.

## Build vs. buy talent

We're starting to see companies reskill existing employees for new roles. AT&T has retrained 180,000 employees as part of their Future Ready program. Employees can view in-demand roles at the organization and opt to take the required training to prepare themselves for these new roles. Future Ready has helped AT&T minimize external hiring and transitioned employees to new roles on a large scale.<sup>5</sup>

<sup>5</sup> Lauren Weber, "Why Companies Are Failing at Reskilling," Wall Street Journal, April 10, 2016.

## L&D teams are reskilling their workforce

39%

of L&D leaders said current jobs are either being altered or replaced by new technologies like AI and automation.

59%

of L&D leaders reskilled 10-20% of their workforce in the last year.

64%

of organizations have an informal or formal reskilling program.

Source: Udemy Data 2020.

# Des Ressources



**De nombreuses formation on-line existent, avec plusieurs qui offrent des cours gratuits.....**

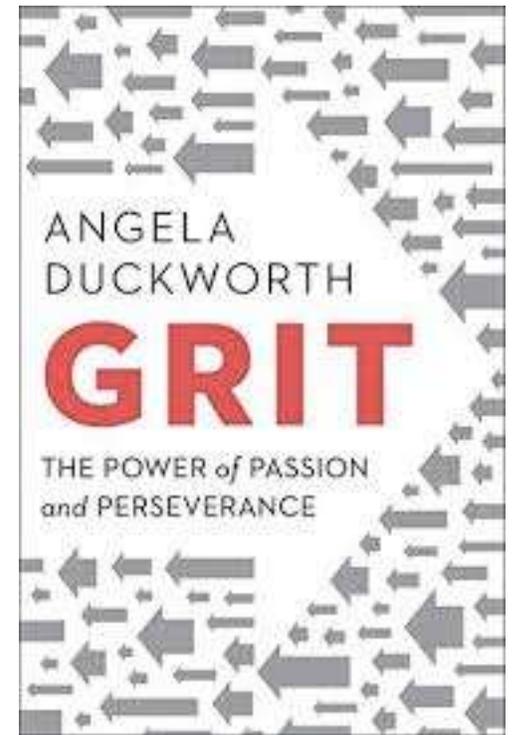
# Résilience

Compétences

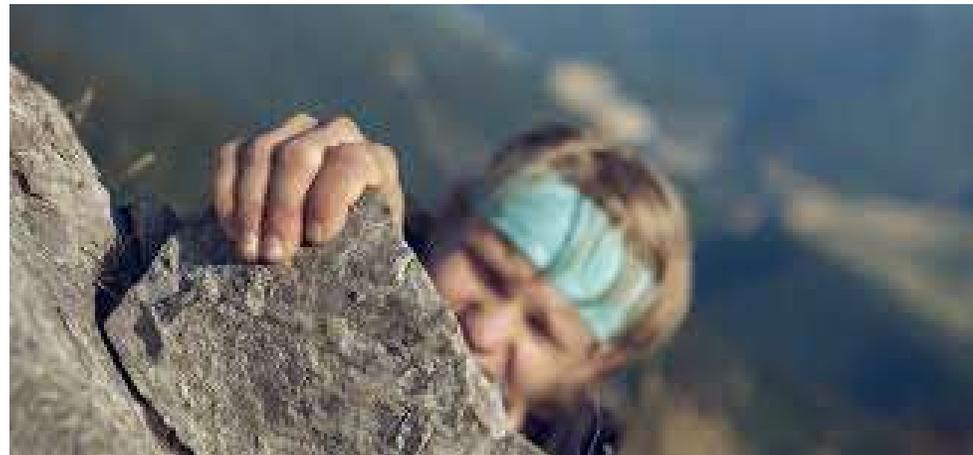


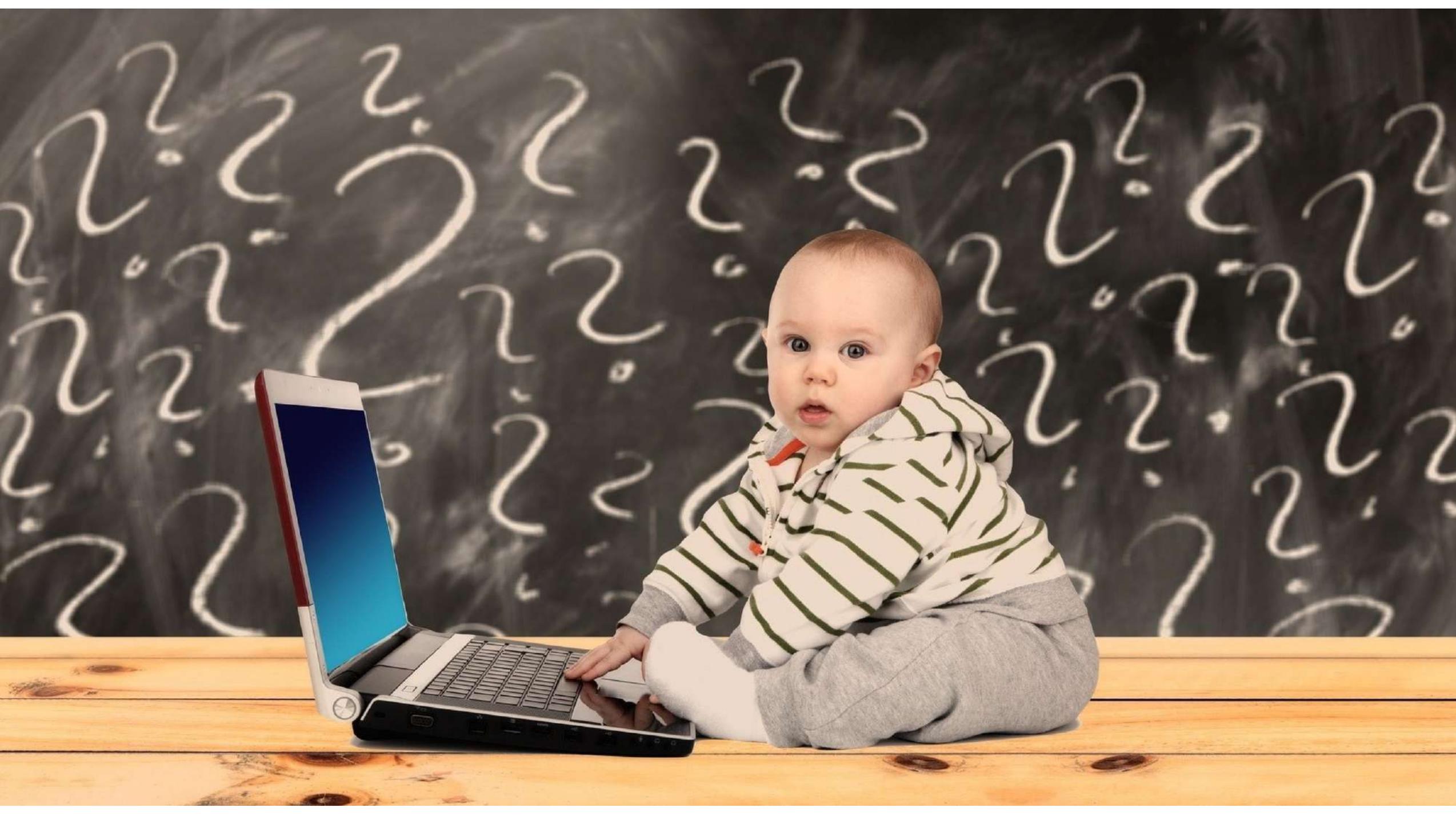
Passion

# Persévérance et Passion sur le long terme



<https://www.youtube.com/watch?v=42-hh-iMJJI>

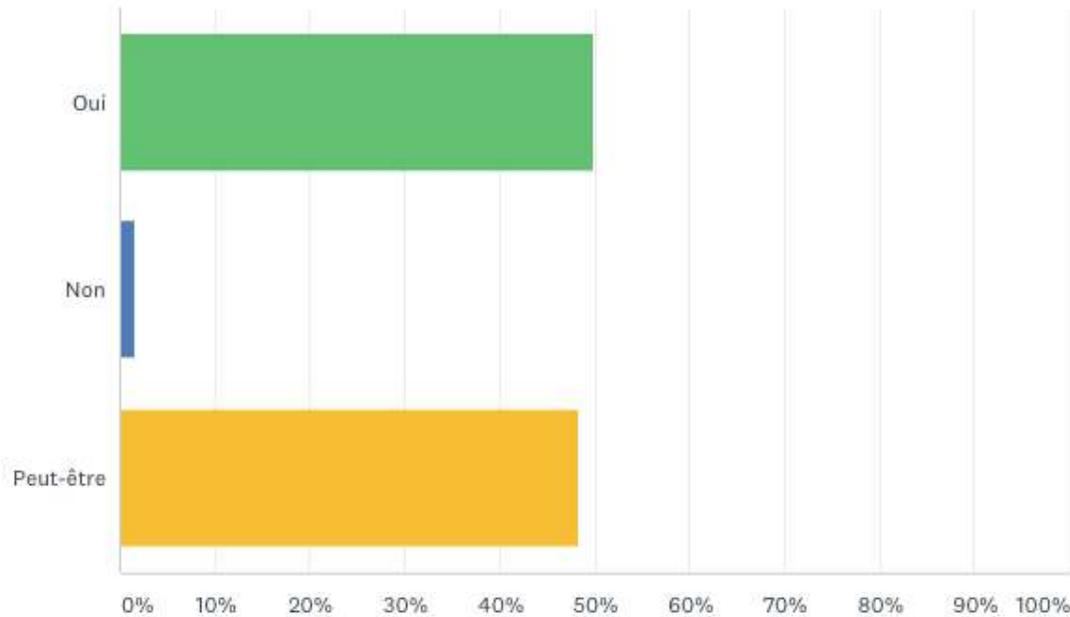




# Les leçons des crises précédentes

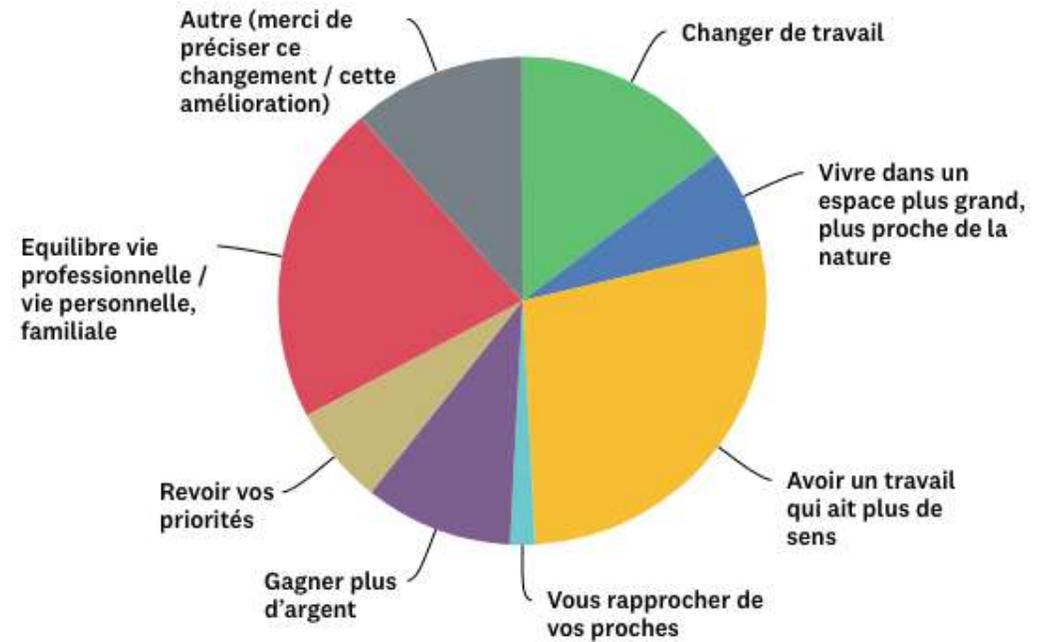
Pensez-vous à changer de carrière ou vous reconvertir ?

Answered: 60 Skipped: 2



Quel est le plus gros changement que vous souhaitez accomplir suite...

Answered: 61 Skipped: 1



# Ce que la crise a changé pour vous

Quelles sont les qualités et compétences que le confinement et la crise ont révélé sur vous ?



# Les outils pour évaluer et développer vos compétences

## ● Bilan de compétences

Intitulé du poste	Activités exercées	Fonction occupée	Date de début	Date de fin

## ● Tests et outils de développement personnel et professionnel

## ● Déterminer vos compétences transférables

- ✓ Que réussissez vous le mieux
- ✓ Qu'aimez vous le plus dans vos fonctions actuelles ?
- ✓ Quelles difficultés rencontrez-vous ? Comment pensez-vous les surmonter ?

# Etre réaliste

## Le succès de votre reconversion professionnelle repose sur 3 piliers essentiels :

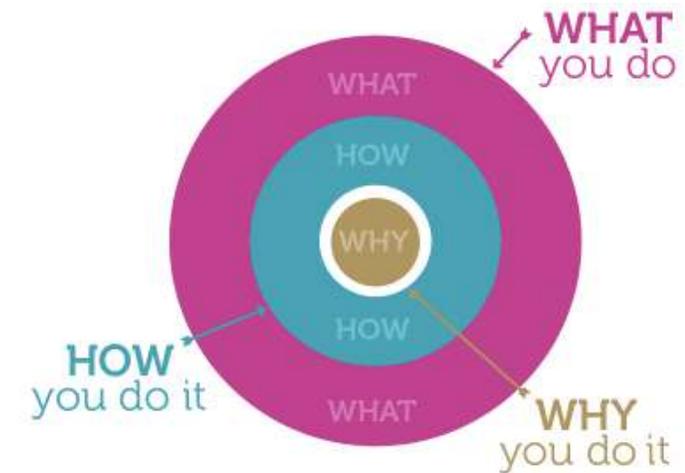
- **Votre tempérament**
- **Vos motivations**
- **Votre projet professionnel**

- ✓ Quelle est votre **tolérance au risque** ?
- ✓ Quelles sont vos contraintes (financières, familiales) ?
- ✓ Pouvez-vous vous permettre cette reconversion ? Avez-vous le choix ?
- ✓ Quelles sont vos **forces** ?
- ✓ Quels sont vos **objectifs professionnels** ? A court terme / moyen et long terme

# Ouvrir le champ des possibles

## Quelles sont les caractéristiques de ceux qui réussissent ?

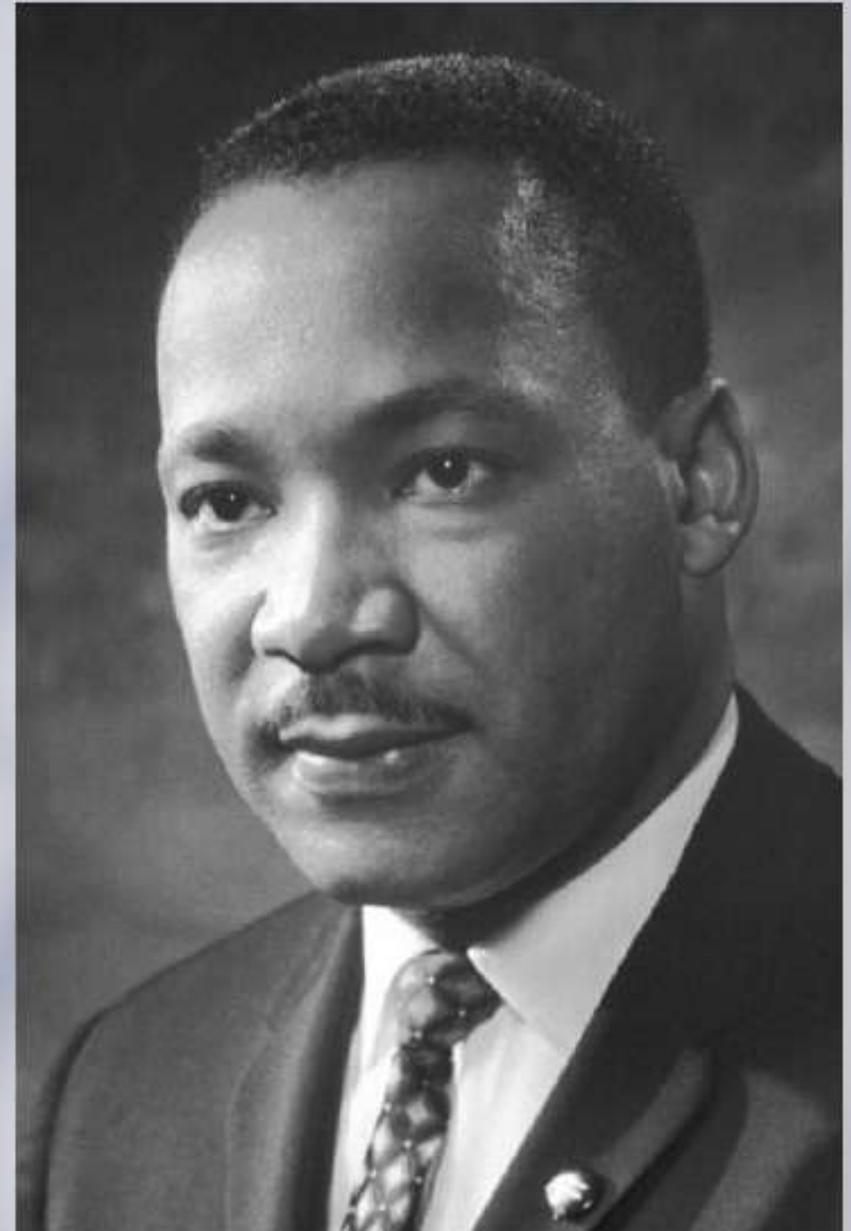
- 10% entrepreneur rule
- Motivation / introspection => Your Why
- Elargissez - brainstormez - rêvez
- Lancez vous et faites le premier pas !
- Test & learn



thegoldengoose.com.au  
The Golden Circle, Simon Sinek, Start With Why

**“I HAVE A DREAM  
THAT ONE DAY  
THIS NATION WILL RISE UP  
AND LIVE OUT  
THE TRUE MEANING  
OF IT’S CREED -  
WE HOLD THESE TRUTHS  
TO BE SELF-EVIDENT:  
THAT ALL MEN  
ARE CREATED EQUAL.”**

*Martin Luther King Jr.*



# IV. Reconversion Professionnelle



# Éléments nécessaires pour une bonne recherche

- ✓ Mental – être prêt !
- ✓ Plan de recherche
- ✓ CV et Profile LinkedIn à jour
- ✓ Networking
- ✓ Les entretiens

# Les Jobs aux USA qui connaissent la plus forte croissance.....

<b>1</b>	<b>Artificial Intelligence Specialist</b>
<b>2</b>	<b>Robotics Engineer</b>
<b>3</b>	<b>Data Scientist</b>
<b>4</b>	<b>Full Stack Engineer</b>
<b>5</b>	<b>Site Reliability Engineer</b>
<b>6</b>	<b>Customer Success Specialist</b>
<b>7</b>	<b>Sales Development Rep</b>
<b>8</b>	<b>Data Engineer</b>
<b>9</b>	<b>Behavioral Health Technician</b>
<b>10</b>	<b>Cyber Security Specialist</b>

Source: LinkedIn Emerging Jobs in the US April 2020

MARKETING

Sales Management | Field Execution

Experienced field sales professional with strong foundation in executing brand strategies. Highly proficient in cross-functional collaboration and leadership toward delivery of business goals.

CORE SKILLS AND COMPETENCES

Field Strategy • B2B Relationship Management • Promotion Strategy • KPIs • Events Planning & Management • Channel Marketing • Coaching • Mentoring • Budget Management • Microsoft Word, Excel & PowerPoint • ProDiver • Topaz • Salesforce.com

PROFESSIONAL EXPERIENCE & SELECTED ACCOMPLISHMENTS

SOUTHERN WINE & SPIRITS: New York, NY 2016–Present
Portfolio Manager | Chivas Regal Regional Brand Champion

Performed dual role with major spirits distributor, with responsibility for portfolio sales in Brooklyn, Queens, and Staten Island, and as brand champion in driving affinity and programs for Chivas Regal in New York metropolitan area. In Chivas Regal role, led field marketing, sales, and field representative training for brand.

- Grew general market sales within market 17% within one year via execution of marketing campaigns, staff training, and product promotions.
Increased sales of Chivas Regal 14% within New York-area target accounts.
Increased distribution of Chivas Regal by 75 Point of Distribution (+20%)

DELICATO FAMILY VINEYARDS: New York, NY 2013–2016
District Manager

Sales manager for NYC and Long Island for large California winery

- Realized 3% increase in sales on Long Island through events, incentives, and relationship management.
Boosted sales to bars, restaurants, and nightclubs in Manhattan 4% within 125 target accounts.

NONPROFIT LEADERSHIP EXPERIENCE

MAKE-A-WISH FOUNDATION: New York, NY 2013–Present
Board Member, New Leadership Council | Co-Chair, Toast to Wishes Fundraiser | Wish-Granting Volunteer

EDUCATION

CORNELL UNIVERSITY – JOHNSON SCHOOL OF MANAGEMENT: Certificate in Marketing Strategy 2016
Curriculum on brand equity and management, consumer adoption, strategic planning, and brand execution.

ASHFORD UNIVERSITY: Bachelor of Arts in Psychology (GPA 3.8) 2013

CV pour 5 -10 ans d'experience

Listing des compétences

Pour chaque poste, quantifier vos résultats

[Google L. Book "Accomplished [X] as measured by [Y] by doing [Z]".

## Jeanne Carteverte

917. 123 45 67 (mobile)

Jeanne.Carteverte@yahoo.com

www.linkedin.com/in/jeanne.carteverte

### Executive Profile

Highly effective business leader with extensive experience at a Fortune 50 Food and Beverage company successfully driving strategy, managing P&L's, developing brand portfolios and building high performing teams. Passionate and authentic people leader with outstanding general management, marketing and sales capabilities who succeeds by setting the agenda, bringing others along and doing it the right way.

- ❖ **Long-term Strategic Planning** – Demonstrated development of business and channel growth strategies in \$1B operating division and \$50MM joint venture yielding increased corporate investment in G&A, A&M and capital.
- ❖ **Marketing Strategy and Brand Development** – Proven track record of breakthrough pipeline innovation, acquisition evaluation and brand marketing initiatives that drive revenue, profit and record share growth.
- ❖ **Strategic Selling and Business Development** – Experienced in Joint Business Planning, Business Development strategy and investment approaches, and Customer Relationship Management.
- ❖ **Matrix Organization Management and Change Management** – Highly empathic leader recognized for effective coaching and development, consensus building, communicating for results, organization savvy and influence leadership.

### Experience

#### Very Large CO, New York Headquarters, Canada Division and Northeast Region

2000 – 2019

##### VP Strategy & Business Development, Foodservice Division

(2015 - 2019)

- Led division-wide growth strategy for beverage and foods portfolios, customers and channels for \$1B Foodservice division with focus on customer, portfolio and channel imperatives
  - Plans achieved +5 pt. net revenue swing on business 2016-2017 to return to positive growth
  - Secured +\$50MM in strategic investment dollars to implement 3-year plans
  - Led creation of first ever global growth strategy aligning on \$500MM, 5-year opportunity
- Led business development strategy and 20-person national sales team
  - Built analytical approach to national new business targets to influence Very Large CO investment
  - Increased G&A by over 20% to pursue 50K strategic beverage accounts

##### VP & Chief Customer Officer, Foodservice Division

(2000 – 2015)

- Managed 200-person team responsible for national customer sales across all foodservice channels
- Oversaw strategic selling approach that leveraged marketing, culinary, category management, innovation and go-to-market flexibility to drive competitive advantage

# CV pour une personne senior

Ajouter un profil --  
résumé de votre  
expérience et  
compétences.

Pour chaque poste,  
quantifier vos  
résultats!

**Jean Carteverte**  
New York, NY 100222  
Cell: + 1 (917) 123-4567  
[jeancarteverte@yahoo.com](mailto:jeancarteverte@yahoo.com)  
French Citizen, Green Card

## “Target List”

### **SUMMARY**

Jean Carteverte is an Executive with proven team management and sales acumen. His background includes 9 years in sales roles in the wines and spirits market in the USA. Jean brings the capability to manage a sales team, building annual sales plans from the ground up and coaching the team to deliver on sales targets.

As a team leader, Jean has demonstrated his ability to create a collaborative and open environment where the combination of a clear vision, strong values and a passion for people enabled him to develop high performing teams focused on delivering their objectives.

### **PROFESSIONAL OBJECTIVES**

Sales Executive role in medium to large size companies in the food and beverage, hospitality or luxury industries.

### **TARGET COMPANIES**

Food and Beverage	Alcoholic Beverage	Hospitality	Luxury
Danone	Pemy Cointreau	Hilton	Ferrari
Chobani	Moet Hennessy	Starwood	Tiffany
Lactalis	William Grants	Accor	Richemont
Mondelez	Edrington	Loews Hotels	LVMH
Nestle	Heineken	Marriott	Kering
Pepsico	Pernod Ricard		Longchamps
Savencia	Campari		Burberry
Bridor	Bacardi		Coach
Fever Tree			Rolex

(in light blue companies where I need an introduction)

2nd 

**Biopharmaceuticals, Commercial Strategy & Operations,  
Seeking New Opportunities**

New York, New York, United States | Pharmaceuticals

Previous positions  
Associate Director, Strategy and Operations, Patient Access at  
Market Access and Public Affairs Senior Manager at

Education  
EBS Universität für Wirtschaft und Recht, Master of Science (M.Sc.),  
Management

[Send InMail](#)

Contact Info Edit Public Profile

## LinkedIn Profile

“Seeking Opportunities”  
dans le job title

Skills?

Demandez des  
recommendations

Changez le profile setting  
dans la section Profile

# Networking

A large crowd of people in business attire networking at an event. The scene is filled with individuals in suits and professional dress, engaged in conversations and holding drinks. The background shows a dark wall with some red lettering.

- ✓ # 1 driver for new jobs (75% of jobs)
- ✓ introductions or e-introductions
- ✓ Attend events
- ✓ Target list
- ✓ Your Ask.

# Preparing for the Interview



Find job

- ✓ Descriptif de poste.
- ✓ Compagnie & Culture.
- ✓ Votre “Elevator Pitch”
- ✓ Interview vidéo
- ✓ Questions typiques

- 
- A woman with long dark hair, wearing a grey blazer over a white top, is seated at a table in an office setting. She is smiling and gesturing with her right hand towards the left. In the foreground, the back of a person's head and shoulder in a blue suit is visible, suggesting an interview or meeting. The background shows office windows with blinds.
- ✓ Renseignez-vous sur les interviewers.
  - ✓ Préparez vos questions.
  - ✓ Répétez.
  - ✓ Jour J.
  - ✓ Thank You Note

# Conseils pour le Travail en Remote

## Home Set Up

- ✓ Adoptez un horaire
- ✓ Espace de travail dédié

## Outils

- ✓ Système vidéo comme Skype, Zoom, FaceTime, ou WhatsApp.
- ✓ Utilisez les mêmes BP que pour les réunions on site.
- ✓ Pour la gestion de projets, Slack, MS Teams
- ✓ Pour le basic team work, système de stockage (Google Drive, One Drive, Dropbox).

## Nouvelle culture de société

- ✓ Communications fréquentes (échange, besoin émotionnel, éducation).

## Information et documents pour votre recherche

- ✓ Liste des top cabinets de recrutement
- ✓ Job tracker
- ✓ Top 10 questions les plus fréquentes

Ecrivez moi : [ecargill@hrpartners-us.com](mailto:ecargill@hrpartners-us.com)

*« Ne vous découragez pas c'est souvent la dernière clef du trousseau qui ouvre la porte. »*

Zig Ziglar



Prêt à faire le grand saut?

**Marie Barbezieux Rousselle** est Career & Leadership coach, spécialisée en transition professionnelle. Elle est la fondatrice de Rainbow Life Coaching, LLC et accompagne des expatriés francophones et des américains dans leur recherche d'emploi.

Coach professionnelle certifiée ACC, formation américaine (IPEC) en 2018, Masters' Degree en Management des Ressources Humaines à Audencia Business School.

[marie@rainbow-lifecoaching.com](mailto:marie@rainbow-lifecoaching.com) | +1 (347) 484-7940 [www.linkedin.com/company/rainbow-life-coaching/](http://www.linkedin.com/company/rainbow-life-coaching/)



**Emmanuel Cargill** est Recruteur et Conseil en Relations Humaines. Il a fondé HR Partners US en 2015 et accompagne les sociétés qui s'implantent et se développent aux USA. Il assiste aussi les cadres en transition.

MBA, Certification HR (SHRM- SPC), CCE, Board FACC

[ecargill@hrpartners-us.com](mailto:ecargill@hrpartners-us.com) | +1 917 520 6750 <https://www.linkedin.com/in/emmanuelcargill/>

# Q & A

