



Want us to kickstart your career in Danish business life?

Potential in Action is a course for graduates that will open your doors to the private sector. The course entails 12 weeks of teamwork on a business case in a company, but Potential in Action is much more than that. An eye-opener, educational journey and motivational boost — you will never get a better chance to discover your talent.

POTENTIAL IN ACTION

Experience a Danish company and discover your talent and career path

Potential in Action helps university graduates identify the places in Danish business life where they exhibit real talent and can contribute to value creation. You get the chance to do 12 weeks of targeted project work for a company, solving a strategically important business case together with a team and building relevant insight, experience and network.

Since we started the course in 2011, we have developed an entire universe of resources to benefit your job search simultaneously. The most important one is personal career sparring with experienced consultants, who are experts in the Danish business world.

WHAT YOU GAIN AS A PARTICIPANT

- » Work experience from a specific Danish company on your CV
- » Commercial insight and knowledge of relevant areas in Danish business life
- » Exploration of your core talent and the best use of your competences
- » Definition of your value proposition to an employer and reasons for hiring you
- » A larger professional network and tactics for using it
- » Increased self-knowledge through personality tests and personal coaching
- » Tools for project management and coordination in a team
- » Optimisation of your CV, application letters, LinkedIn and job interview technique
- » A personal onboarding plan which you can use to successfully start in a new job

WHAT A COURSE LOOKS LIKE

INTRO: 2 weeks of instruction in tools for business development, teamwork and project management

CASE: 9 weeks of team-based project work in a company with a concluding presentation of the results

OUTRO: 1 week of follow-up on the case work in relation to continued job search and career strategy

+ a weekly day off for job search and dedicated career sparring from experienced consultants — during the course and 3 months after!



ABOUT ENROLLMENT

Potential in Action is a much requested course and our local divisions usually start up new teams and cases 4-10 times a year.

If you want to be considered as a participant, there are a few requirements to be met. You have to:

- Hold an academic degree from a Danish university
- Be unemployed and registered at a job centre

The final list of participants is compiled together with the relevant job centres and there are generally good opportunities for participation. We also have experience with enrolling PBAs — just contact us to hear more if you are interested in the course.

Challenging and business critical cases with real strategic relevance

The core of Potential in Action is 12 weeks of work on a business case for a Danish company, 9 of these weeks you work at their office. The case work takes place in an interdisciplinary team of 5 graduates and together you will solve your task and present your results.

A case is always a challenging and strategically important project with direct importance for the company. It often aims at business development and can involve market analysis, competitors analysis, communication strategy, branding or similar activities.

EXAMPLES OF CASES



Alfa Laval wanted improved insight into target groups and channels for attracting new employees. The team did an extensive survey and delivered a Business Report for Employer Branding and Retention with personas and channels for recruitment.



Improvento had the user experience of their IT solutions future-proofed through an extensive investigation of their system. Building on a GAP analysis, the team made concrete suggestions as to how visual and functional elements should be optimised.



System Cleaners needed clarification of the future within the business of institutional kitchens. Based on different analyses, the team made recommendations as to whether they should go for the market, sell the product or start a new business.



IKEA experienced a high employee turnover rate. The team did in-depth analyses across functions such as HR and sales as well as full-time and part-time contracts. They then presented specific solutions to reducing the employee turnover rate.



Tatiana Kristensen,
Cand.ling.merc. in Corporate Communication

"For me, it was great to get back in action — to solve an interesting case for a specific company. I also benefitted a lot from the personal career sparring. As a result, I rediscovered my motivation and was able to head directly for the right job. And I changed my CV and application letters to reflect my strengths properly."



Casper Anton Stenberg-Nielsen
Cand.mag. in Religious Studies

"I will definitely recommend Potential in Action to other graduates, including graduates from the humanities. I thought we belonged in NGOs, public administration or the educational system, and that I would drown in Excel files, suits and long reports in a private company. That was not the case! On the contrary, I quickly settled in and the course has been invaluable for my competency clarification and job search."

Find more case examples and statements from participants with different backgrounds online.



Potential in Action isn't just another job search course. The project gives real insight into one's relevant competences and their use in a company – and for me that meant that I landed a job quickly and used what I had learned to onboard efficiently. I will definitely recommend Potential in Action as early in your job search as possible so that you can take full action with your preferred companies from day one.

Rasmus Sand Sørensen
B.Eng. Chemical Technology

Want to join us next course start?

We hold non-obligatory information meetings about the next course start where you have the chance to hear more about the course, your options and upcoming cases.

You sign up for an information meeting at www.potentialinaction.dk or through your job centre – you can also write or call us to get more information or ask questions.

We look forward to working with you!

CONTACT US

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Potential in Action is a part of Tange Gruppen which also features Add Value, INAC Denmark and KarriereCoach. Read about the group's expertise and network at www.tangegruppen.dk.

