

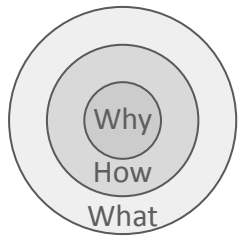
*“Effectiveness of ALMP in fragile  
socio-economic and post-conflict context”*

# OriantaEuro presentation

Brussels, 27.6.24

Roger Cohen

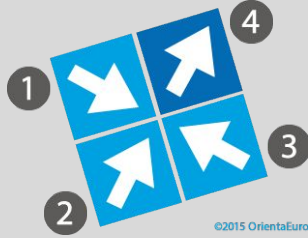




Why?

We envision a society where everyone thrives through their talents and passions

How?



- 1- Self-knowledge
- 2- External reality
- 3- Decision making
- 4- Effective implementation

What?

Active Labour Market Programmes  
+ AICCA<sup>®</sup>



# Our Strengths



**Entrepreneurial spirit**



**Multilingualism**



**Partners**



**Technology**



**Impact**



**Outreach**



**Quality**



**Coaches**

More info: [www.orientaeuro.be](http://www.orientaeuro.be)

# What we do

## Active Labour Market Programmes, from A to Z



More info: [www.orientaeuro.be](http://www.orientaeuro.be)

# ALMP: CLick! (NEET)

## “Connectors”:

- Community health centres
- Youth health services
- Youth centres
- Centres for unaccompanied minors
- ...



18-29  
@Brussels  
NEET situation

## Focus on:

Isolated  
Ashamed  
Insecure

## Individual, personalised:

- ≠ Languages
- ≠ Places
- ≠ Moments
- ≠ Ways
- ≠ Content
- [Psychological pro support]

## Gradual trust (re)building:

- Coach  OE  PES  +Institutions
- [Jobbing]
  - [Partnering employers]
  - +Employers

# ALMP: Trabajo en Bélgica 2020-2023

## “Connectors”:

- 14 LatAm embassies and consulates
- Civil integration agencies
- Associations
- Radio programmes
- Migrants facebook groups
- ...



Any age  
 @Brussels  
**“Non-active”**  
**Latin American origins**

- Unknown to the PES
- Unaware of the PES
  - Multi-barriered
- Economic urgency
  - Lack of FR or NL
  - Lack of network

## Individual, personalised:

- Fully in Spanish or Portuguese
- By coaches who lived that too
- Coach fulfill several roles:
  - Guidance
  - Hope-giver
  - Role model
  - SPOC ⇒ other services
- [Psychological pro support]

## 2024+

### Self-funded:

- MOOC
- Group coaching sessions, online
- Full access without conditions
- Erasmus+ ⇒ France

## Other ongoing ALMP

### ARAE

Any age

@Brussels

Register(ed) as job seeker

FR, NL, EN, ES, PT  
3 locations + online  
6 coaches  
Special role (CR)



### 50+

50+

@Brussels

Register(ed) as job seeker

FR, NL, EN, ES, PT  
3 locations + online  
3 coaches (50+)



### STEP

50+

@Leuven

Multi-barriered

11 “local” partners  
1 coach from OrientaEuro  
in 10 possible languages...



## Our Strengths



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# AICCA<sup>®</sup>

## Artificial Intelligence Career Coaching Assistant<sup>®</sup>



[1 min. video in EN](#)



[1 min. video in FR](#)

- Fully operational and with great results
- Crafted with the expertise of having coached individually more than 7000 people
- Inputs and outputs available in 50 different languages
- Platform now in EN, FR or NL but we can translate it to any language you need it
- Can be bought and used by anyone through [orientaeuro.be/ai](https://orientaeuro.be/ai)
- We are willing

[www.orientaeuro.be/aicca](https://www.orientaeuro.be/aicca)

# AICCA<sup>®</sup>

## Artificial Intelligence Career Coaching Assistant<sup>®</sup>

- Fully operational and with great results
- Can be used self-guided or with a counsellor / front-line staff by their side
- Significant gain in efficiency and augmented added value (some results couldn't be obtained with traditional methods)
- Crafted with the expertise of having coached individually more than 7000 people
- Inputs and outputs available in 50 different languages
- Platform now in EN, FR or NL but we can translate it to any language you need it
- Can be privately acquired and used by anyone through [orientaeuro.be/ai](https://orientaeuro.be/ai)
- Looking forward to make it available to your beneficiaries. Let's talk!
- More info and demo request: [www.orientaeuro.be/aicca/](https://www.orientaeuro.be/aicca/)

# Our Strengths



**Entrepreneurial spirit**



**Multilingualism**



**Partners**



**Technology**



**Impact**



**Outreach**



**Quality**



**Coaches**

More info: [www.orientaeuro.be](http://www.orientaeuro.be)

## Impact

**7.000+** people  
personally coached  
so far

## Quality evaluation about your ARAE Job Coaching at OrientaEuro

\* Answer required

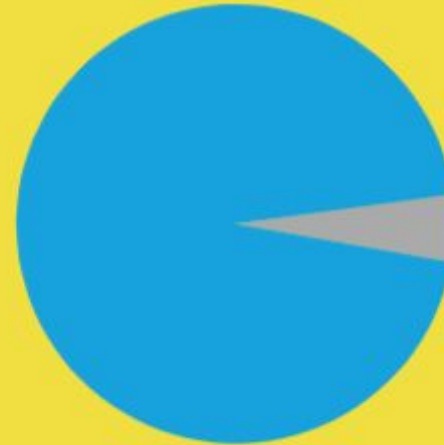
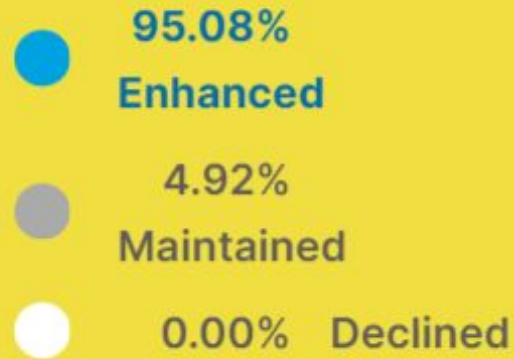
How did the coaching impact you, in terms of...

	Got worse	Remained unchanged	Improved
...your SELF-AWARENESS (eg on your strengths and weaknesses, your motivating factors, your priorities, your values, ...): *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...your knowledge about the EXTERNAL REALITY (eg on the labor market and the recruitment process): *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...your DECISION MAKING *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... your PREPARATION AND TOOLS (eg preparation/improvement of your CV and/or Cover letter, preparation for job interviews...)*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...your IMPLEMENTATION (eg more and/or better research, applications, networking...)*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...your MOTIVATION: *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...your SELF-CONFIDENCE: *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- We ask the beneficiaries themselves to assess how the coaching has impacted them.
- They measure the change, instead of asking the questions at the beginning and the end (because in the beginning they don't know what they don't know...)

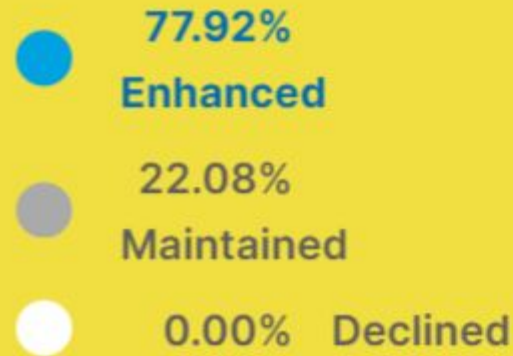
## Impact

### Self- knowledge



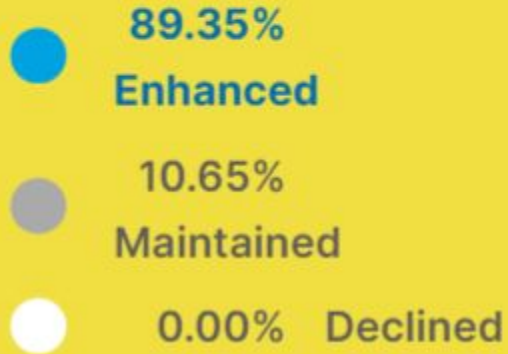
## Impact

### Knowledge of external reality



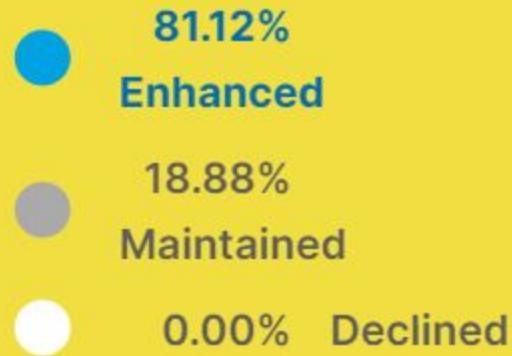
## Impact

### Thoughtful decision- making



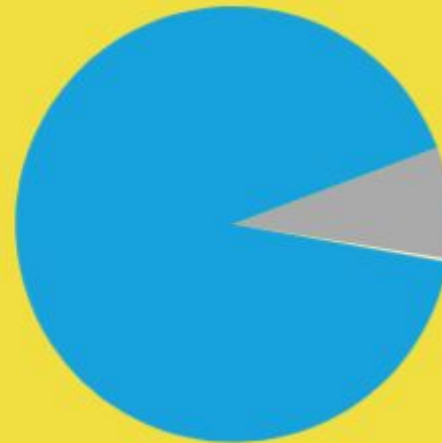
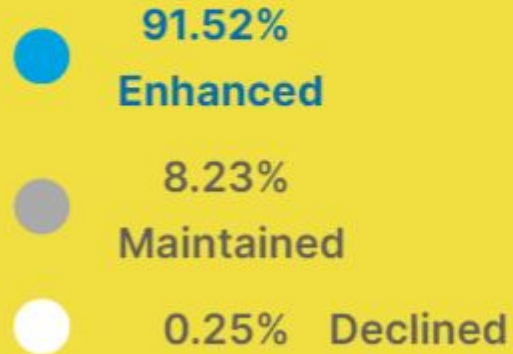
## Impact

### Effective implementation



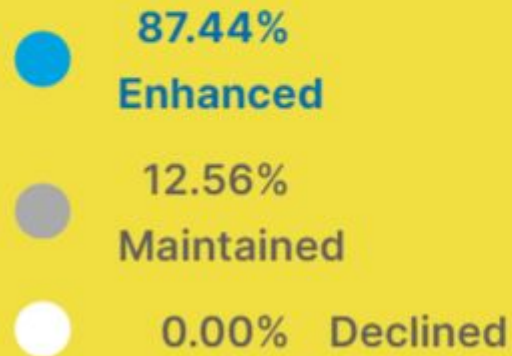
# Impact

## Motivation



## Impact

### Self-confidence



## Impact

*"My coach guided me according to my expectations and did not push me to take directions that did not suit me. It is indeed thanks to coaching that I found a job... and in a short amount of time."*

Djalila



## Impact



*"The dedication of my coaches helped me to target my skills and present them in a strong CV, as well as to maintain my motivation during my job search. Thanks to OrientaEuro, I managed to return to the workforce."*

Carlos

**OrientaEuro**

 5.0 ★★★★★ (168) ⓘ  
 Coaching center

# Impact


**Carine Nsoudou**  
 ★★★★★  
 Dec 2023

The coaching offered by OrientaEuro is very professional. The coaches particularly listen to...

[read more](#)


**Lucas da silva**  
 ★★★★★  
 Dec 2023

At first I was skeptical because it's free, but then I couldn't believe how much they were helping me...

[read more](#)


**Maxime Kouhail**  
 ★★★★★  
 Dec 2023

Thank you to the Orienta Euro team for their support throughout my support. Patient, determined,...

[read more](#)


**Jonathan Molina**  
 ★★★★★  
 Dec 2023

Excellent support in your job search, helping you create your CV, speak and communicate in the...

[read more](#)


**Victor Bocanegra**  
 ★★★★★  
 Dec 2023

Through the sessions I have gotten to know better the European "mentality" regarding the job...

[read more](#)


**Paula Castro Olmanst**  
 ★★★★★  
 Dec 2023

I was guided by Alexia. She helped me strengthen my strengths, gave me tools to enhance them and to...

[read more](#)


**Imen Ab**  
 ★★★★★  
 Dec 2023

Thanks to the Orienta Euro team. Positive and largely successful support. We give you ideas and...

[read more](#)


**jhannys perez**  
 ★★★★★  
 Dec 2023

I really liked the experience, since my coach takes into account my profile, experiences and...

[read more](#)


**María Alejandra Culman Forero**  
 ★★★★★  
 Dec 2023

Thanks to OrientaEuro I was successful in finding a job in Belgium! The support of my coach...

[read more](#)


**Bernard Joiris**  
 ★★★★★  
 Dec 2023

Human and effective support, without judgment. Also take the trouble to call directly on the...

[read more](#)


**Aracelli Espinoza**  
 ★★★★★  
 Dec 2023

A lot of professionalism, empathy and human quality describe Orienta Euro (Alexia). Personally, ...

[read more](#)


**Laura Muñoz**  
 ★★★★★  
 Dec 2023

Infinitely grateful to OrientaEuro and to my coach Anne Lise, although my path in Belgium ca...

[read more](#)


**Gabriela Rodriguez**  
 ★★★★★  
 Dec 2023

When I arrived at OrientaEuro I had the need to return to doing what I liked but I didn't know where to...

[read more](#)


**Gilard Marie**  
 ★★★★★  
 Dec 2023

First of all, following the intervention of Mathieu Pfeiffer, I was able to get a place in your...

[read more](#)


**Jorge Van den dooren**  
 ★★★★★  
 Dec 2023

Thank you Fernando, through ORIENTAEURO, you gave me all the tools to learn about the work...

[read more](#)

# Impact

#	Total																													
¿Cuál es el impacto que tuvo hasta ahora nuestro coaching en cuanto a...	-	+	+	-	+	+	-	+	+	-	+	+	-	+	+	-	+	+												
1) ...tu AUTOCONOCIMIENTO? (tus talentos y pasiones, las condiciones de trabajo en las cuales te sientes más a gusto y productivo/a, tus valores y prioridades...)	0%	12.01%	87.99%	0%	7.69%	92.31%	0%	0%	100%	0%	12.5%	87.5%	0%	10.17%	89.83%			3.13%	96											
2) ...tu DEFINICION DE META/S PROFESIONAL/ES al menos para el corto y mediano plazo? (tipo de empleo, sector/es y puesto/s bien identificados)	0%	13.65%	86.35%	0%	7.69%	92.31%	0%	0%	100%	0%	12.5%	87.5%	0%	10.17%	89.83%			6.25%	93											
3) ...tus HERRAMIENTAS PRACTICAS (CV y cartas de motivación) adaptadas al puesto al cual postulas?	0%	9.7%	90.3%	0%	3.85%	96.15%	0%	0%	100%	0%	6.25%	93.75%	0%	3.39%	96.61%	0%	6.45%	93.55%	0%	12.79%	87.21%	0%	15%	85%	0%	9.09%	90.91%	0%	7.81%	92
4) ...tu BUSQUEDA Y ANALISIS DE AVISOS DE EMPLEO en función a tus propios criterios y metas?	0%	15.3%	84.7%	0%	11.54%	88.46%	0%	0%	100%	0%	8.33%	91.67%	0%	10.17%	89.83%	0%	16.13%	83.87%	0%	20.93%	79.07%	0%	14.17%	85.83%	0%	18.18%	81.82%	0%	9.38%	90
5) ...tu POSTULACION ESPONTANEA (saber identificar posibles empleadores y puestos y cómo encararlos)?	0%	27.47%	72.53%	0%	23.08%	76.92%	0%	50%	50%	0%	26.04%	73.96%	0%	33.9%	66.1%	0%	22.58%	77.42%	0%	37.21%	62.79%	0%	19.17%	80.83%	0%	27.27%	72.73%	0%	20.31%	79

We benchmark the results of each coach and ask the best performers in each dimension to share their best practices with the rest.



# Thank you for your visit!

Reach out to explore partnership opportunities:

Roger Cohen, founding director

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[linkedin.com/company/orientaeuro/](https://www.linkedin.com/company/orientaeuro/)

