

OrientaEuro study visit

Brussels, 18.6.25

Roger Cohen, Director





orientaeuro[®]

Putting talents and passions to work

our mission

ABOUT US

We are a multicultural **social enterprise** based in **Brussels**, driven by the mission of **"Putting Talents and Passions to Work®."**

With our highly effective personalised **job coaching**, we have made a significant **impact**, assisting over 7,000 individuals from diverse target groups. This has created a substantial ripple effect extending to their workplaces, families, communities, and society.

We are committed to being a **reliable partner** in co-designing and implementing **transnational projects** in the areas of **employment**, **vocational training**, and **integration**.



WHAT WE DO

We specialise in co-designing and implementing projects in the areas of **employment, vocational training**, and **integration**, focusing primarily on **job coaching** and covering every aspect from A to Z:



Design



Preparation



Outreach



Job Coaching



Aftercare



Partnerships Management



Project Management and Administration

OUR STRENGTHS



Entrepreneurial spirit

Innovation, agility, flexibility and speed of response.



Multilingualism

Outreach and coaching in the beneficiaries' language.



Partners

Prompt development of lasting, win-win partnerships.



Technology

AI-enhanced tools and proprietary CRM.



Impact

Results measurement and assurance.



Outreach

Unconventional, highly effective engagement strategies.



Quality

Continuously refined and standardised client-centred processes.



Coaches

Professional coaches, continuously updated.

ALMP: CLick! (NEET)



Outreach

"Connectors":

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



18-29
@Brussels
NEET situation

Focus on:

Isolated
Ashamed
Insecure



Job Coaching

Individual, personalised:

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

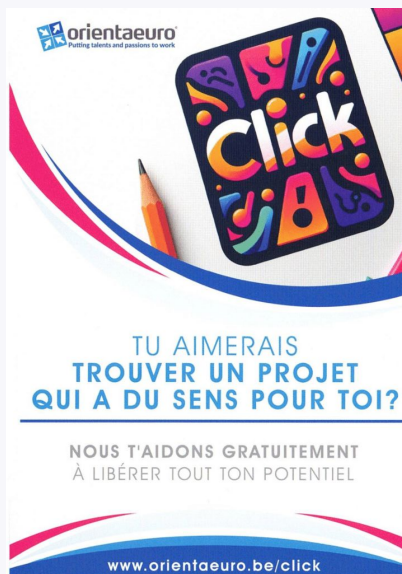
Gradual trust (re)building:

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

ALMP: Click! (NEET)

Gradual trust (re)building:

- Coach → OE → PES → +Institutions



orientaeuro®
Putting talents and passions to work

**TU AIMERAS
TROUVER UN PROJET
QUI A DU SENS POUR TOI?**

**NOUS T'AIDONS GRATUITEMENT
À LIBÉRER TOUT TON POTENTIEL**

www.orientaeuro.be/click



orientaeuro®
Putting talents and passions to work

PLUS BESOIN DE TE DÉBROUILLER SEUL·E:

- Coaching individuel et personnalisé pour t'aider à trouver ta voie.
- Possibilité de faire des **petits projets payants** pour tester différents métiers.
- Interactions au sein d'**entreprises partenaires** pour découvrir l'essence du monde professionnel.

Conditions:

- 1- Avoir entre 18 et 29 ans.
- 2- Avoir au maximum un CESS.
- 3- Vivre dans la région de Bruxelles-Capitale.
- 4- Ne pas être en emploi, en cours d'études ou en formation.

Matthieu, coach:
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matthieubedaiseau@orientaeuro.be

actiris.brussels
Fonds Social Européen
European Social Fund
Europees Sociaal Fonds

 www.orientaeuro.be/click

Let's call **this coach**
that could help you...

Other ongoing ALMP

ARAE

Any age
@Brussels
Register(ed) as job seeker

FR, NL, EN, ES
3 locations + online
6 coaches



50+

50+
@Brussels
Register(ed) as job seeker

FR, NL, EN, ES, PT
3 locations + online
3 coaches



STEP

Any age
@Leuven
Multi-barriered

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

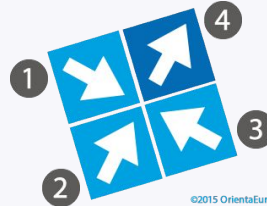




Job Coaching



- **Individual**
- 60-90 minutes
- In person / video
- By **professional coaches**, continuously updated
- **Personalised**: frequency, language, focus, tools



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



Job Coaching

Some tangible outcomes:

- **Insights** about themselves and the job market
- **CV** [enhancement suggestions]
- Customised **cover letters**
- Elevator **pitch**
- **Interview** questions and winning responses
- **Skills gap analysis**
- **Alternative** career paths
- Training and jobs **offer research**
- Systematic and effective job search **approach**
- **Motivation**
- **Self-confidence**



Job Coaching

What if...
we could get
all this in just
a minute?



- **Insights** about themselves and the job market
- **CV** [enhancement suggestions]
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Job Coaching

Using **AICCA®**, either **autonomously or guided**, participants quickly obtain **tailored job application materials and career guidance**, including:

- **Insights** about themselves and the job market
- **CV** [enhancement suggestions]
- Customised **cover letters**
- Elevator **pitch**
- **Interview** questions and winning responses
- **Skills gap analysis**
- **Alternative** career paths
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The coaches' saved time is reallocated to more **human added value tasks**

AICCA® - AI Career Coaching Assistant



1 min. video

www.orientaeuro.be/aicca-video-en

Giovane e dinamico, appassionato di cucina e con esperienza nel settore della ristorazione, desidero mettere a disposizione le mie competenze e la mia passione per adattarmi rapidamente in ambiente di lavoro.

- Velocità e precisione nelle operazioni di cucina
- Abilità manuali eccellenti
- Capacità di lavorare sotto pressione
- Esperienza in preparazione di piatti semplici
- Organizzazione e pulizia

Assistente di Cucina - Kebabberia Centrale, Bruxelles
Marzo 2023 - Giugno 2023

- Preparare ingredienti per piatti semplici
- Assistere nel servizio e nel coordinamento della cucina
- Mantenere pulizia e ordine nella zona di lavoro
- Supportare il team durante i momenti di picco
- Contribuire alla preparazione di antipasti freddi
- Aumentare l'efficienza del servizio del X% attraverso un'organizzazione migliorata

Weekends occasionali, 2023

- Lavare piatti e mantenere ordine
- Allestire spazi per eventi

Aperto alla formazione continua e al miglioramento delle competenze nel settore

<https://www.orientaeuro.be/app/aicca/result/4123c7d78274e5642f085585b244f451>

AICCA® - AI Career Coaching Assistant

- Fully operational and with great results
- No infrastructure needed: works on the cloud
- GDPR and Trustworthy-AI from the design
- Mainly to be used with a counsellor/front-line staff, but can be self-guided
- 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
- **Looking forward to make it available to your beneficiaries. Let's talk!**
- **More info and demo request: www.orientaeuro.be/aicca-pes/**

AICCA® - AI Career Coaching Assistant

**AI won't replace humans
but humans with AI
will replace humans without AI.**

Karim R. Lakhani
Harvard Business Review, 4/8/23

IMPACT

Together with hard outcomes such as employment rate, we closely track the incremental progress of individuals further from the labour market.

7.000

people coached

63%

average positive
outcome rate

(started employment,
launched an independent
activity, or began
vocational training.)

% of participants reporting improvements:

Self-knowledge

95.1%

Motivation

91.5%

Self-confidence

87.4%

Knowledge of external reality

77.9%

Thoughtful decision-making

89.4%

Effective implementation

81.1%

OrientaEuro

5.0 ★★★★★ (168) ⓘ
 Coaching center

Impact



The coaching offered by OrientaEuro is very professional. The coaches particularly listen to...
[read more](#)



At first I was skeptical because it's free, but then I couldn't believe how much they were helping me...
[read more](#)



Thank you to the Orienta Euro team for their support throughout my support. Patient, determined,...
[read more](#)



Excellent support in your job search, helping you create your CV, speak and communicate in the...
[read more](#)



Through the sessions I have gotten to know better the European "mentality" regarding the job...
[read more](#)



I was guided by Alexia. She helped me strengthen my strengths, gave me tools to enhance them and to...
[read more](#)



Thanks to the Orienta Euro team. Positive and largely successful support. We give you ideas and...
[read more](#)



I really liked the experience, since my coach takes into account my profile, experiences and...
[read more](#)



Thanks to OrientaEuro I was successful in finding a job in Belgium! The support of my coach...
[read more](#)



Human and effective support, without judgment. Also take the trouble to call directly on the...
[read more](#)



A lot of professionalism, empathy and human quality describe Orienta Euro (Alexia). Personally, ...
[read more](#)



Infinitely grateful to OrientaEuro and to my coach Anne Lise, although my path in Belgium ca...
[read more](#)



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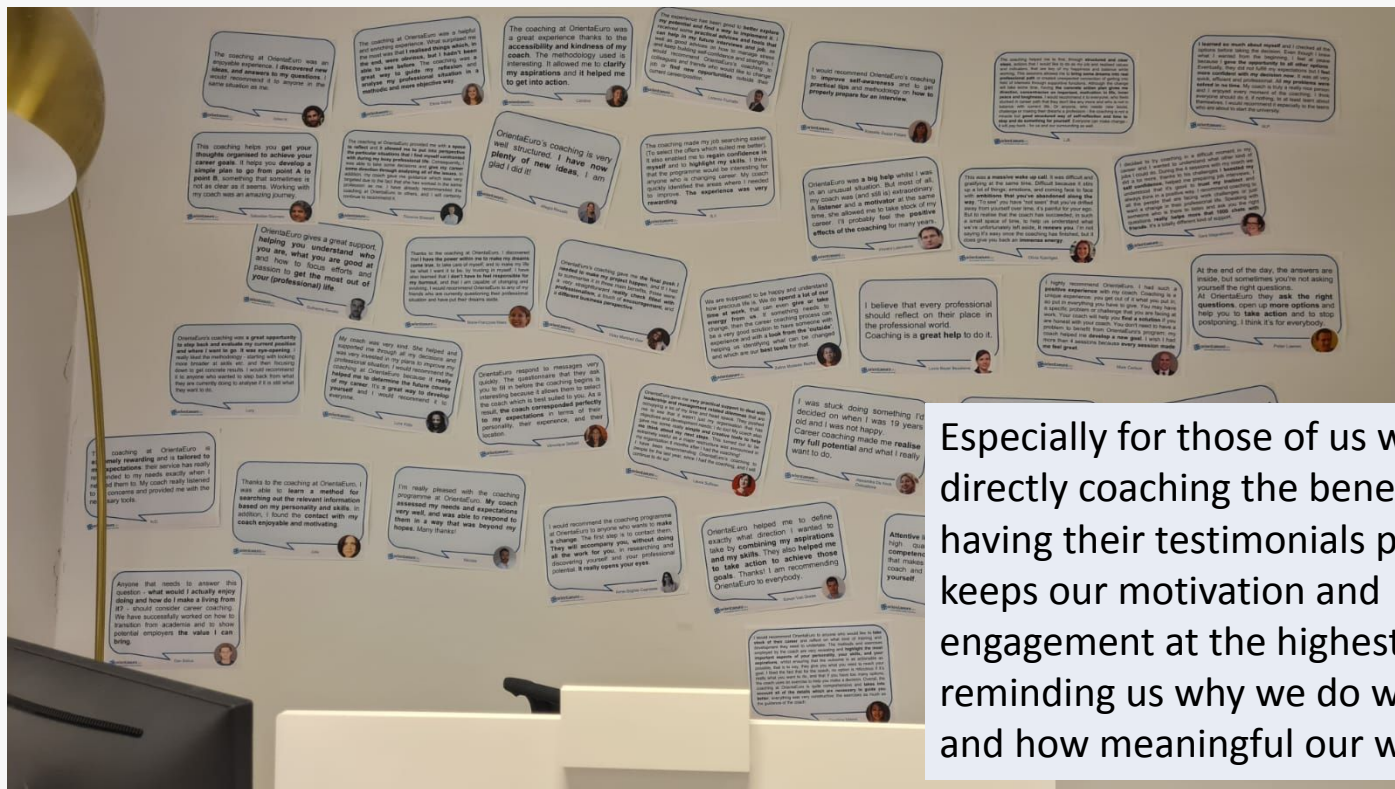


First of all, following the intervention of Mathieu Pfeiffer, I was able to get a place in your...
[read more](#)



Thank you Fernando, through ORIENTAEURO, you gave me all the tools to learn about the work...
[read more](#)

Impact



Especially for those of us who are not directly coaching the beneficiaries, having their testimonials present keeps our motivation and engagement at the highest levels, reminding us why we do what we do and how meaningful our work is!



orientaeuro
Putting talents and passions to work

My
Talents

Professional
Well-being

My
Passions

**Let's work together towards a society
where everyone thrives through
their talents and passions.**

Grazie mille!

Let's work together towards a world
where everyone thrives
by using their talents and passions

Reach out to explore partnership opportunities:

Roger Cohen, founding director

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www.orientaeuro.be

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

ROGER COHEN

ORIENTAEURO