



Barbara Jakob

Barbara Jakob founded peoplefocus GmbH together with Gérard Brinkhoff in 2010. Prior to that, she worked for several years as the office manager of an international outplacement firm in Zurich, in addition to her responsibilities in business development and as senior consultant in a management consultancy.

She has many years of experience in business coaching and change management and has provided support in change processes to several organizations over longer periods of time. She has led numerous seminars on communication and personality development. She has been licensed as an MBTI trainer (Myers Briggs Type Indicator) since 1992, as well as in MDA (Matrix of Development of Attitude), FSL and FSS profiles (Future Skills for Leadership and Future Skills for Sales).

In summer 2008 Barbara Jakob received a Master of Science degree in Coaching and Mentoring from Sheffield Hallam University in England; she wrote her thesis on "The Role of Coaching in Outplacement Programs". She is a founding member of the European Mentoring and Coaching Council Switzerland and was its first president until end of 2008.

Barbara Jakob has a great deal of experience in the field of outplacement. She has supported companies through restructuring and personnel cutbacks and has run "Culture Investment Workshops" for "Survivors". She coaches people in change situations with great dedication and commitment and in recent years has helped several hundred persons on their way to a new job.

In 1983 Barbara Jakob founded the nonprofit organization “Breakfast Meetings for Women“, which today conducts meetings with thousands of participants and hundreds of volunteers in over 300 cities throughout Europe. She is a highly sought-after speaker both nationally and internationally at the Breakfast Meetings as well as Marketing Clubs, Forums for Women Entrepreneurs, etc. She speaks on many topics ranging from stress and anger management (control your anger before it controls you!) to letting go or a frequently requested topic “Men are different, so are women”, which was created in collaboration with her husband.

She has authored many books on life management and the work-life balance, such as, “The Second Career –Career Planning for the Second Half of Life” and “Winning by Letting Go –Experience a New Professional and Personal Freedom”, published in Orell Füssli Verlag.

Barbara Jakob is from eastern Switzerland and attended a 3-year business school in St. Gallen as her initial training. She has been married for many years and has three grown children and three grandchildren.

Barbara Jakob speaks German and has very good English language skills.

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