

# JOB HUNTING STRATEGY

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## 1. STEP: IDEAL JOB DESCRIPTION

Where do I really want to work?  
What do I want to do?

## 2. STEP: S FROM "SWOT" (STRENGTHS)

What makes me stand out?  
What makes me unique on the job market?

## 3. STEP: ADAPT YOUR PROFILE / CV

What is important to those who will be reading my application / profile?  
Do I need another language version? How's my cover email?

## 4. STEP: APPLICATION =

Who should I send my CV to?  
How many CVs do I have to send?

## GENERATING JOB OFFERS



## TIPS

Treat the job hunting process like a project:  
establish a time line and milestones.  
Track your progress! Here's an example. Ask  
your Career Angel to give you access to it!

## STATS (OF ACCEPTED JOB OFFERS BASED ON CLIENT DATA)

|                          | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |                          |
|--------------------------|------|------|------|------|------|------|------|--------------------------|
| Speculative Introduction | 54%  | 79%  | 48%  | 50%  | 35%  | 39%  | 59%  | Speculative Introduction |
| Networking               | 28%  | 14%  | 26%  | 20%  | 22%  | 28%  | 24%  | Networking               |
| Executive Search Firms   | 18%  | 7%   | 26%  | 30%  | 31%  | 23%  | 14%  | Executive Search Firms   |
| Job Ads                  | --   | --   | --   | --   | 12%  | 10%  | 3%   | Job Ads                  |

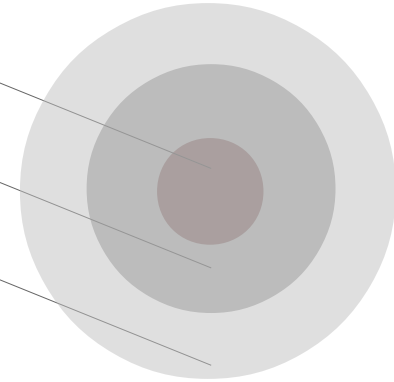
| Company | Website | First name | Last name | Position | E-mail Address | Link to profile | Contact History |
|---------|---------|------------|-----------|----------|----------------|-----------------|-----------------|
|         |         |            |           |          |                |                 |                 |
|         |         |            |           |          |                |                 |                 |
|         |         |            |           |          |                |                 |                 |

## Complexity (& duration) of a job hunting process

**Standard:** you are looking for a job in line with your experience, competences & interests

**Medium:** you are looking for a job in line with your competences, outside your key industry

**Difficult:** you are looking for a job that is outside your core experience and industry. It is possible, but requires planning



## Online Presence Key Support Role

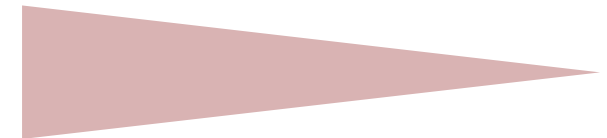
Most people who will receive an application from you will google you and check your e.g. LinkedIn – right away or before the interview. What will they find? Are your CV and profile coherent? Is it professional? Does it have mistakes? Is the picture appropriate?

Will you get a second chance for a first impression?

## Generating Job Offers Statistics

**Standard:**

Every 30/60/90 applications (perfect CV, well-written cover email, right decision maker) should generate a response rate of 50% out of which 50% of the answers will probably be negative, the other 50% (rather) positive. You should receive 2-3 interview invitations per every 30 contacts and, assuming that you've well-prepared, ideally 1-2 job offers.



## Medium & Difficult:

Talk to your Career Angel to evaluate your chances and discuss how you'd have to modify the numbers to generate job offers. Big changes will require more patience and persistence. Be prepared!

## Everything you need to know about managing your career

What influences how we manage our careers?  
Why do we **choose one offer over another**?  
Is it really bad to stay **12 years at the same company**?  
Should we denounce people who change **jobs frequently**?  
What about buying into the **rat race**?  
Does it make you happy to climb the **corporate ladder**?

You really prefer **atmosphere & people** over money & prestige?  
They call you **immature for not choosing** a serious path?  
Your main driver is **self-development**?  
Do you catch yourself thinking, "**I hate managing people!**"?  
I'm 42 years old. **It's too late to change** anything.  
Frustration kicks in when there's **too much routine**?

Answer the following two questions honestly:

**How would you define a successful career?**

If everything was possible, **how would your most satisfying and fulfilling career path look like?**

**36%** of the respondents would answer both questions (almost) **identically**, whereas **64%** would give two slightly or completely **different answers**. This information comes from Decision Dynamics, a company that has been collecting and analyzing data on i.a. people's careers for over 40 years. **What else does the research tell us?**

- 1) There's a "**brain-level**" and a "**heart-level**" response
- 2) There are **common patterns**

**Decision Dynamics' Career Model** consists of four main Career Concepts or views of an ideal career:



**The Expert** Career Concept is the most stable and historically dominant view of a successful career as being a **lifelong commitment to a profession** with which one identifies. Success means to be the best, i.e. the expert in one's area.

By now you should have realized that everybody's definition of a successful career is equally wrong as it's right. There simply is no one right answer. **Different things make different people happy.**



**The Linear** Career Concept is instead focused on **rapid movement upward** the "corporate ladder". Success is measured in the level one has reached, which can be translated in responsibility, power and influence.

We really, really hope that you are not among the 64%, but if there's a slight chance that you are, talk to a certified Career Angel.



**The Spiral** Career Concept is a less traditional view where one rather discovers one's career through **periodic (5-10 years) lateral changes of occupational fields**. Success means frequent opportunities to widen one's competence base and get new experiences.

You'll receive:

- an online questionnaire
- a report showing the differences between the career path you've chosen and the one that motivates you the most
- a comprehensive feedforward session that you'll leave with concrete next steps



**The Transitory** Career Concept is the **most change-oriented** and least conventional view, even to the extent that many consider it as not even a career. The more different and frequent the changes, the better.

If you are interested in receiving an offer or more information, please contact [Bichl.Sandra@CareerAngels.eu](mailto:Bichl.Sandra@CareerAngels.eu).

Please note that this model can also be applied throughout an entire organization for better candidate, role and culture fitting.