Job Hunting Strategy

Click here for some LOVE!

Status: 2025

1. Step: Define your goal = Ideal Job Description

Where do you <u>really</u> want to work? What do you want to do?
Is your goal realistic? Is it a standard, medium or difficult undertaking?

Career Clarity
If you are not sure about your goal, spend some time on confirming that you are going into the right direction (see page 4).

To quote Stephen Covey,
"If the ladder is not leaning against the right wall,
every step we take just gets us to the wrong place faster."

2. Step: Position yourself = USP (Unique Selling Proposition)

What makes you stand out on the job market?
Why should <u>you</u> not only be considered for a role, but hired?

Every step of the job search explained - backed by research!
The course is designed as a comprehensive, step-by-step introduction to the strategic planning of your job search, with an understanding of COVID-time market trends.

Check out our course on Udemy.

3. Step: Application Tools

Are your tools (CV, cover email) adapted to the target group: headhunters vs. decision makers?
Do they communicate your USP? Who you are? Are they flawless?

CV for Humans
- first ½ page (= first impression) is key
- does the reader know *unequivocally* what role you are the best fit for?
- add tangible successes & projects

CV for ATS (Applicant Tracking System)
- when uploading your CV to a database (headhunter, company or via a job ad)
- very (!) strict formatting rules. Guide <u>here</u>
- tip: use JobScan.co for optimizing

LinkedIn Profile (← hyperlinked)
- for humans: well-written profile summary
- hack the LinkedIn algorithm:
  - research & add skills prior to applying
  - update Job Seeker preferences

4. Step: Access The hidden & Visible Job Market = Generate Interest & Offers

Networking (22.33%)
Audit your current network & prepare strategies for different segments.
Who else should you be connecting with? Prepare a networking plan.

Direct Approach (31.33%)
Email your potential boss directly in 60-120 well-selected companies (in line with your goal = 1st step).
How to find email addresses: <u>here</u>.

Headhunters (14.33%)
Identify & contact 30-50 headhunters per country that you are actively interested in. Note: countries with a population >30 million are city-driven.

Job Ads (32.00%)
Prior to each application adapt your CV (see ATS). Request to join our LinkedIn group (hyperlink): <u>Hidden Job Market for Experienced Managers in Europe</u>.

(XX%) **= average efficiency of a job hunting channel** in the last 3 years

Efficiency of Job Hunting Channels (= accepted job offers based on client data)

2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Ø (3 yrs)	
48%	50%	35%	39%	59%	39%	32%	35%	30%	29%	26%	28.33%	Direct Approach
26%	20%	22%	28%	24%	35%	23%	28%	21%	18%	19%	19.33%	Networking
26%	30%	31%	23%	14%	8%	19%	12%	13%	18%	16%	15.67%	Headhunters
--	--	12%	10%	3%	18%	26%	25%	36%	35%	39%	36.67%	Job Ads

KPIs

$$\frac{\text{\# of reactions or interviews}}{\text{\# of effectively contacted (min. 60)}} = \begin{matrix}\textbf{RR} = 30\text{-}50\% \\ \text{or} \\ \textbf{IVR} = 5\text{-}10\%\end{matrix}$$

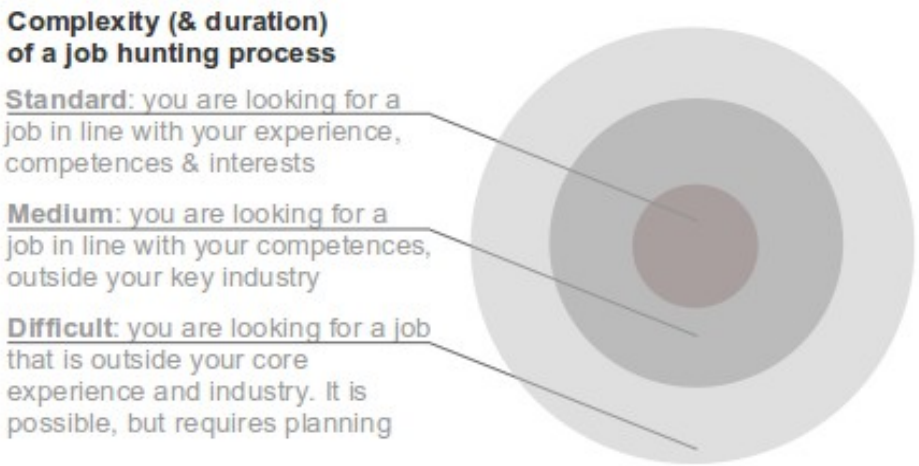
If your KPIs are lower, review the entire process: quality of your goal, positioning, mistakes in CV, not enough contacted people or the wrong ones?

Tip: Treat the job hunting process like a project: establish a time line and milestones. Track your progress and calculate your KPIs, so you know if you are on the right track or not. Record your contact history. Ask your Career Angel to give you access to a template!

Timing

The length of your job search process will depend on the following two aspects:

How easy / realistic your job search goal is:



How systematic & intensive your own activity is:

Operating under the assumption that you:

- are looking for a job in line with your competencies
- activate all four job hunting channels parallel:
  - 30-50 headhunters per city / country
  - networking
  - 60-120 companies (depending on market & seniority)
  - job ads,

your job search timing will most likely look like this:
First 2-3 weeks: preparation of Steps 1, 2 and 3
4th week: start of emailing & contacting
5th week: follow-up messages
6th week: first round interviews are completed (incl. screening calls)
→ decide whether more activity is necessary (extend list of companies, etc.)
7th-9th week: silence or low activity; send out LinkedIn contact requests
10th week onward: 2nd, 3rd -round interviews

Resources we recommend

Career Angels on Udemy | Career Angels' channel on YouTube | Career Angels on LinkedIn | HR & Outplacement services

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.

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.

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.

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.

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.**

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.

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

If you are interested in receiving an offer or more information, please send an email to **Contact@CareerAngels.eu**.
Please note that this model can also be applied throughout an entire organization for better candidate, role and culture fitting.