

## Understanding Search Strategies and Their Effectiveness

### Networking & Interviewing

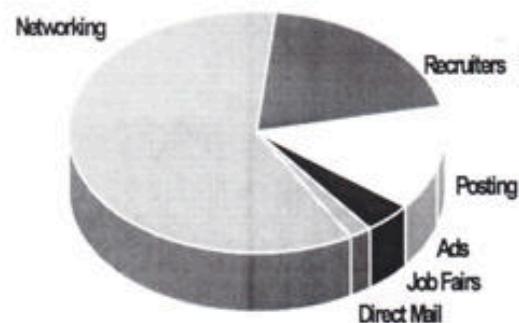
#### Allocate Your Time and Resources to Achieve Maximum Results

**Networking.** Every survey on how people find jobs lists networking as the most effective method for finding a new position. If you are not investing at least 50% of your time on networking and related activities, you are not allocating your resources appropriately. This is likely to have an adverse impact on the length and quality of your search.

- Surveys consistently find that 60-80% of all jobs are found through networking.
- Networking is such an important topic that it is covered separately.

**Recruiters and Agencies.** This category covers a wide range of employment specialists; from temporary agencies, to contingency recruiters, to retained search firms. Recruiters, used properly, can be very effective in helping you get into companies. About 20% of jobs are found through recruiters.

- The leading resource for finding recruiters that might be helpful to you is Kennedy Information. Their website is [www.KennedyInfo.com](http://www.KennedyInfo.com). You can search for recruiters by specialty, industry, salary range and more. Build a list of 400-500 recruiters that match your criteria.
- Another good way to find recruiters is to study Internet job postings and identify recruiters who post jobs you like. If they have one job you like, it is quite possible that they have more. Send your résumé.



**Résumé Posting.** This method is more effective and much less time consuming than ad response.

- Post your résumé on five to 10 job boards. The two leading career websites are [www.Monster.com](http://www.Monster.com) and [www.CareerBuilder.com](http://www.CareerBuilder.com). The one you must be on now is [www.Linkedin.com](http://www.Linkedin.com). There are hundreds of other sites available. Find others that are targeted to your industry or function.
- Employers and recruiters use this extensively. If you come up as a match in a search and they contact you, your chances of winning an interview are much greater than if you respond to one of their ads.
- To maximize this method, update your profile every week. Search results are sorted by relevance and date, with the most recently updated at the top of the table. Make sure yours is near the top of the list.

**Ad Response.** This includes both printed and online openings. Online postings are easy to respond to, but keep in mind that when they sort through the hundreds of responses, they are looking for a perfect fit.

- This is a low payoff activity, so allocate your time and spend no more than three hours per week.
- When you find a good fit, a more effective approach is to network your way to the decision maker.

**Job Fairs.** These may be somewhat effective for low to mid-level jobs. Employers are less and less satisfied with this strategy. It is expensive and time consuming and they are not getting good results, so they are shifting their focus to recruiters and the Internet.

- Scan job fair ads for target company names. Even if the positions they are hiring for don't match your background, go anyway. The people there can help you reach the right people in the organization.

**Direct Mail.** "Kids, don't try this at home." It doesn't work. This refers to blindly sending your résumé to dozens (or hundreds) of CEOs, HR directors and other managers in the hope that your materials will impress them so much that they will suddenly pick up the phone and offer you your ideal position.

*Search me, O God, and know my heart; test me and know my anxious thoughts.  
See if there is any offensive way in me, and lead me in the way of everlasting. — Psalm 139:23 & 24*