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1. PUT A "JOB WANTED" AD IN THE PRESS**┆ Be specific about your skills.**

- ┆ Choose the best-suited media.
- ┆ Have someone else proofread the ad.
- ┆ Keep your message concise.
- ┆ Promote yourself with your work, instead of requesting one.

2. MEET EMPLOYERS VISITING YOUR CAMPUS/SCHOOL**┆ Have relevant questions ready as a lead for selling yourself/making a memorable impression.**

- ┆ Ask (through a 3rd party, e.g. a colleague who is not interested for himself) who the key decision makers are.
- ┆ Find out business growth areas (so that you know which departments/divisions to apply/not apply).
- ┆ Focus on the priorities of the company.
- ┆ Have an organized (gapless) resume and current business cards – bring them with you.
- ┆ Learn about the kind of people these employers hire: skills, personality and culture.
- ┆ Talk about tasks and skills, not job titles.
- ┆ Target **ONLY** the companies that are the most interesting to you; do not waste time.

3. CALL THE TARGETED ORGANIZATION**┆ Establish a friendly phone presence with the secretary of the person you wish to approach (Smile through the phone)**

- ┆ Prepare an academic research paper or an article (which you will submit); use this premise to gain access.
- ┆ Screen the company for schoolmates, friends, friends of friends...
- ┆ Send a "Thank you" message afterwards.

4. VISIT NON-PROFIT/ALUMNI ASSOCIATIONS**┆ Approach alumni to do the PIE (easier acceptance and approachability due to friendliness and a shared/similar background).**

- ┆ Offer free consulting/social labor.
- ┆ Share contacts.
- ┆ Stay in touch with all the career centers of previous schools.
- ┆ Use alumni organizations to invite people from targeted companies (those you are interested in) to come and talk about their field/job/career path at your school.

5. GO TO PROFESSIONAL ASSOCIATIONS, UNIONS, CHAMBERS OF COMMERCE...**┆ Identify and establish contact with targeted sector specialist (of the field identified as potential employer(s); meet in person or leverage through your personal network.**

- ┆ Assist with chamber activities (conferences).

- ┆ Bring your personal business cards (hand out two at a time so that one can circulate, one can be kept by the person you meet).
- ┆ Find a contact to go with you.
- ┆ Find out the key players in the industry.
- ┆ Make strategic contacts, not only the targeted sector specialist (make yourself memorable).
- ┆ Offer/contribute your skills to their needs (articles, lectures, keynotes...).
- ┆ Participate in symposiums, scheduled meetings, events. Take part in events of interest (make yourself visible; ask questions during Q&A sessions, establish contacts).
- ┆ Track all events and the people attending them through websites.

6. SEEK OUT HEAD-HUNTERS

- ┆ **Double check the information they provide.**
 - ┆ Find the headhunter that best fits your industry.
 - ┆ Make an evaluation of their fees.
 - ┆ Make them talk about what skills/experience they know is valuable/needed.
 - ┆ Meet with people that have already used their services.

7. JOIN CLUBS, ASSOCIATIONS, VETERANS

- ┆ **Prioritize your criteria for group selection (e.g. do you want to pick the language, do you want to pick contacts, do you want to pick ideas).**
 - ┆ Be realistic about your time commitments.
 - ┆ Choose some members to use with the PIE method so you can gather information.
 - ┆ Find out where your targeted audience really networks: events/associations (there can be 10-100+ options, but only a few will be most active/relevant for your interests).
 - ┆ Find the network event with the right balance between technical and social aspects/broad focus (in every sector there are generic events and those for the specialists; the former might be easier to infiltrate as a first move).
 - ┆ Know what you will offer to the group.
 - ┆ Keep your networking list updated.
 - ┆ Make sure the group fits your interests.
 - ┆ Pick a group that matches your immediate needs first (different types of events/associations... offer different opportunities).
 - ┆ Take advantage of the available information the association offers.
 - ┆ Try to gather as much information as possible about the current members (so you can list and target the ones you really want to meet).

8. APPROACH COMPETITORS OF TARGETED COMPANY

- ┆ **Analyze the top 2 or 3 competitors' dynamics in the market.**
 - ┆ Apply for a similar job at a competitor and during the interview or corporate introduction, get insight/gather information on the industry dynamics and the competitive scenarios.
 - ┆ Approach alumni working for the competition and ask them details about the industry and, more specifically, on your targeted company.
 - ┆ Approach competitors and let them know that you are compiling a report on the industry trends and some specific companies (including the one you are interested in).
 - ┆ Contact employees who worked for a competing company and interview them.

9. VISIT SCHOOLS, COLLEGES, TRAINING CENTERS

┆ Outside Institution

- ┆ Participate in targeted events at selected schools (identify student clubs in the targeted schools and build rapport).
- ┆ Attend Exchange program/Executive development program and workshops.

┆ Own Institution

- ┆ Give a talk or get invited as guest speaker for your areas of interest/expertise.
- ┆
- ┆ Join focused clubs in your school (Entrepreneurship, Private Equity, Investment Management...).

┆ Faculty

- ┆ Understand the relevant faculty's research interests and if it matches your interest, then propose mutually beneficial projects:
 - A. Provide/gather data for certain impactful activities,
 - B. Write papers and other collateral materials,
 - C. Provide support on key initiatives,
 - D. Organize events.
- ┆ Identify key persons in training centers.
- ┆ Participate in seminars to enrich your knowledge.
- ┆ Reach out to professors teaching the subjects you are interested in.
- ┆ Research the alumni database and talk to alumni.

10. GO TO EXHIBITIONS, TRADE FAIRS, SYMPOSIUMS, MEETINGS

┆ Approach your targeted companies at these events for information.

- ┆ Compare company goals, values and concerns.
- ┆ Contact people that are inside the field in order to learn the main issues, discuss some solutions and gather information that could be useful in your interviews.
- ┆ Identify clients and suppliers to know their point of view.
- ┆ Talk to the host and gather the contact information of major participants and key players.

11. APPROACH SUPPLIERS OR CUSTOMERS OF CURRENT EMPLOYER

┆ Find someone in your organization that works with the suppliers already and ask about their experience.

- ┆ Ask customers their satisfaction level with the company's product/service portfolio.
- ┆ Ask suppliers how responsible the company is/has been regarding contracts, compensation & commitments.
- ┆ Ask suppliers in which way the company could improve its service level.
- ┆ Ask suppliers which person or employee they would suggest for setting up a meeting (ask contact person if you can use their name).
- ┆ Draw from your experience to devise solutions/ideas for issues and approach the suppliers/customers.
- ┆ Perform a background check on the supplier or customer with information you have gathered.
- ┆ Understand their problems, issues, skills sets and strategic moves.

12. USE THE INTERNET

- ▀ **Conduct adequate follow-up during the process, using alternative means like telephone, mail or personal interviews. Do not stop after submitting cover letter, CV, resume or application online.**
 - ▀ Identify relevant head hunters/agencies/available positions and send your CVs/Cover letters.
 - ▀ Keep a record of the actions taken, in order to keep track of the sources used.
 - ▀ Leverage information available (contacts and company).
 - ▀ Make sure that your online information on different web sites is consistent.
 - ▀ Organize your search using “back planning”, by visualizing your main goal, and then dividing it into the necessary steps to reach the goal and then taking action.
 - ▀ Update your online info (LinkedIn, Viadeo, Facebook and job sites).
 - ▀ Use the School's portal.
 - ▀ Visit corporate web sites for more information about: jobs, vocabulary, projects and activities.

13. SEND AN UNSOLICITED LETTER/EMAIL TO TARGETED ORGANIZATION

- ▀ **Find the right person in the targeted organization.**
 - ▀ Ask for a meeting and not for a job. Write as if you were a consultant... without saying it...since you are not...for the time being...
 - ▀ Be specific about what you're asking for (e.g. a meeting, a referral...).
 - ▀ Chose the “least worst recipient” namely: your future Boss, or the Number One, or the major shareholder, or the right ambassador (internal or external).
 - ▀ Don't ask for a job or send your CV, but do reference your skills and experience.
 - ▀ Erase anything in your letter that “smells” of job hunting. Do not include a résumé (CV).
 - ▀ Look for bridges, especially personal connections.
 - ▀ Make sure you respect the “R.O.D. “principle; contact the right Recipient, make a sound Offer/Proposal and make sure the Design of your document is correct.
 - ▀ Research and reference specific needs of the targeted organisation.
 - ▀ Write a “YOU – ME – WE” letter starting by talking about them (which is the “YOU” part), then talk about what you have achieved which will be of interest to them (which is the “ME”part), and eventually move to “WE” (which is how you and the company might interface) by asking for a meeting.

14. USE AN OFFICIAL PLACEMENT AGENCY

- ▀ **Develop a strong relationship with the recruitment consultant through frequent communication and by understanding what drives the consultant.**
 - ▀ Be specific about the targeted jobs and be assertive with the consultant. This will identify you as a candidate who knows what they're looking for (which is unusual).
 - ▀ Enclose a “specific for the job” CV's to each targeted company.
 - ▀ Enhance mutual respect and trust. Exclusivity with one consultant will often result in greater motivation on their part to find you a job (they know that their search is the only search being done for you).
 - ▀ Identify a particular agent (placement consultant) with a strong reputation and demonstrated success.
 - ▀ Keep your CV updated; at a minimum update it every three months.
 - ▀ Look for an agency that specializes in your targeted field.

- ✦ Research the agency's success rate in the targeted organization: identify the organization and/or target sector and find the most successful agency in that sector, or find the agency of choice (the one the employer hires) for the targeted organization.

15. TAKE ADVANTAGE OF A PROMOTION OR INTERNAL MOBILITY (WITH CURRENT EMPLOYER)

✦ Network internally.

- ✦ Attend company reunions.
- ✦ Identify key people in the organization and foster relationships (i.e. through lunches, drinks...).
- ✦ Be an active member of the social life of the company in order to increase exposure (i.e. sport teams, non-mandatory events such as after-office cocktails, dinners and integration events, outdoor activities...).
- ✦ Check the job postings or any internal source used to publish current available positions each week.
- ✦ Keep your CV updated so you can respond quickly to opportunities.
- ✦ Maintain a close relationship with the human resources staff or at least be close to a key person inside this area.
- ✦ Make clear your desire to be considered in the process to fill the targeted position.
- ✦ Research the company structure and the activities of various teams. Network internally when you need it least (pretend every conversation is a potential job interview).
- ✦ Volunteer for horizontal projects (across teams) to get involved with other teams. Identify key projects that would involve the team and pitch ideas/volunteer for them.

16. APPROACH THE PERSON LEAVING THE JOB

✦ Find the "office pubs" (where informal talk happens) and visit them regularly.

- ✦ Ask about the "Vision Person", and how to approach him/her.
- ✦ Ask about the positive and negative aspects of the job and what set of skills are required to do the job.
- ✦ Go to specific trade clubs/associations.
- ✦ Keep in touch with the person who is leaving and collect information about their new job.
- ✦ Obtain the names of three different colleagues to complete the "I" stage of the PIE method.
- ✦ Use Internet chat rooms - specific ones!

17. ANSWER A "JOB OFFER" AD

✦ Customize your Cover Letter and CV to fit the job offered.

- ✦ Adapt your CV to the job offer's requirements and specifications.
- ✦ Contact a current employee to obtain first-hand information about the company culture and, if possible, tasks /responsibilities related to the job offer.
- ✦ Follow up after submission, preferably with a phone call.
- ✦ Research and network to gather information.
- ✦ Research data on the company, competitors and market opportunities.
- ✦ Take action as soon as you can after readying your materials, making sure you respond before the deadline.
- ✦ Seek references.
- ✦ Write a simple, short and convincing cover letter to introduce yourself.

18. USE YOUR NETWORK (FRIENDS, MINORITIES, CONTACTS, LEADS...)

- ┆ **Develop a network within a specific industry context: use others to introduce you (when targeting a specific company/industry).**
 - ┆ Ask your friends what they do for a living and follow-up on common interests.
 - ┆ Develop a relationship map for a company that interests you; find out who you know that knows someone there.
 - ┆ Develop a system to organize your 'network', which helps you monitor contacts, key information, etc.
 - ┆ Find and use a relevant mentor/coach, found through accessing people in a company (segmentation of network).
 - ┆ Hand out personal business cards (2 per person you meet; one for them to keep and one to circulate).
 - ┆ Keep in touch with your friends/contacts (every 3 to 6 months).
 - ┆ Make a list of relevant contacts (50 names is usually sufficient).
 - ┆ Talk about your job search with your friends/sports teams.
 - ┆ Use close contacts to access others that have relevant information (remembering the “six degrees of separation” theory).

19. TAKE PART IN CULTURAL/SPORTS/POLITICAL/SPIRITUAL GROUPS

- ┆ **Contact people who are or know the experts in the field.**
 - ┆ Identify the visionaries and leaders of the group.
 - ┆ Organize an informal event (dinner, coffee...).

20. APPROACH SERVICE COMPANIES.

- ┆ **Back planning:** Look at the companies you want to join and then find out who their service providers are. Find people working in those service provider companies (using your own network or by developing connections through networking events or through your school's contacts). Remember the person you contact in the service provider company may not personally know anyone in your targeted company, but may introduce you to another of their colleagues who works with the targeted company.
- ┆ **The goal:** Service providers can be a great source of information about the targeted company (knowing who you should talk to, what their issues and needs are - within the limits of not disclosing confidential information). They will not disclose every issue, but they may give you some important clues. Having this sort of information will make you that much more effective when you do approach the targeted company. They may also introduce you to someone in the targeted company.
 - ┆ Ask colleagues and friends, who have had successful job-hunting experiences, to recommend you to a service company.
 - ┆ Be clear about your needs, so a good recommendation can be made that connects you with the right job.
 - ┆ Look for a person in the service company with expertise in the field of your interest.
 - ┆ Rank the companies according to what you've heard of their position in the market.
 - ┆ Stay in touch with service companies, as much as it is necessary. Work together with them.

21. APPROACH RECRUITMENT, PLACEMENT AND INTERIM COMPANIES

- ┆ **Do some research on the company's performance in the past. Use the Internet to check on the company's preferred fieldwork and find out the usual positions in which they place their candidates.**
 - ┆ Be aware that when hired for an interim position, a company will not always keep you in the position for more than 6 months. Make the most out of the opportunity while you are there.
 - ┆ Call and make your pitch.
 - ┆ Get a recommendation from a colleague for the recruitment company network.
 - ┆ Identify the right company and contact it.
 - ┆ Knowing your "What" and "Where" will make it easier for you to find the right agency. You can search for them at agencycentral.com.
 - ┆ Look for references on the company's success rate and modus operandi with previous users of its services. Ask the company for a list of previous users.
 - ┆ Set up a meeting with them.

22. MAKE A SURPRISE VISIT TO THE TARGETED ORGANIZATION (OFFICE, WAREHOUSE, WORKSITE...)

- ┆ **Be sure to know who you should approach (vision person).**
 - ┆ Be extremely cordial with everyone.
 - ┆ Show your uniqueness.
 - ┆ Make the best impression (attire, cleanliness...).
 - ┆ Investigate thoroughly about the company and sector before going.