

# GET THE JOB

## The 80-20 Rule

If you're unfamiliar with the Pareto principle, it's a beneficial strategy to incorporate into different aspects of your life, including a job search. The formula, created by Vilfredo Pareto, states that 20% of your efforts will produce 80% of your results.

While the theory makes it appear that a little momentum will turn into optimal outcomes, you must be dedicated to loading up 20% of your attention with meaningful elements that can help secure employment.

Check out some tips on using the strategy suggested by the American Association for the Advancement of Science to provide a new perspective when continuing the search.

### **PRIORITIZE ACTIVITIES**

There are numerous things to do when searching for employment, but classifying them in order of significance can help you focus on the essential elements. Three fac-



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tors that demand your attention include:

- Researching.
- Applying.
- Networking.

Try to divide your time between these steps and avoid spending too much time stressing over each one. A good way to being productive with your time is engaging in a range of activities and understanding the difference between high and low returns.

As you face successes and disappointments throughout

the journey, you can visualize which strategies tend to produce the most appealing results.

For instance, if researching and applying for a variety of advertisements seems to provide little attention from employers, try to spend more time networking with peers and industry leaders to find openings in which you're qualified.

### **MAKE FACE-TO-FACE CONNECTIONS**

An excellent way to stand

out as a job applicant is by making in-person connections with employees and hiring managers.

Rather than applying for positions online, visit the facility in person and inquire about the application process. While many companies require that forms must be submitted via the internet, some may still use old-fashioned methods like paper applications.

Follow-up inquiries can also be performed physically. Instead of calling to check on

the position, stop by to determine if you're being considered for the role.

You should also include meeting with reachable people in your 20% itinerary. Avoid messaging or attempting to contact vice presidents or CEOs if you're new to an industry. Focus on others that are lower on the ladder. Sometimes these experts are more available to offer advice or even inform you of an available position.

### **DOUBLE CHECK THE QUALIFICATIONS**

If you're experiencing little success after applying to job openings, ensure you're double-checking the qualifications.

Once you confirm that you are qualified based on education and experience, try to tweak your resumé to include keywords that you notice on the advertisements. Many hiring managers use applicant tracking software to dismiss applicants whose paperwork doesn't match their needs.

If you fail to pass the initial filter and are eliminated by a computer, your application won't even make it to a real person's hands. Before applying, study advertisements for similar positions. You can get a good idea about the types of qualifications required for jobs across the industry.



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### **HOT JOB PROFILE**

#### **HUMAN RESOURCES SPECIALISTS**

**Number of jobs in 2019:** 666,500

**Job outlook, 2019-29:** 7% (faster than average)

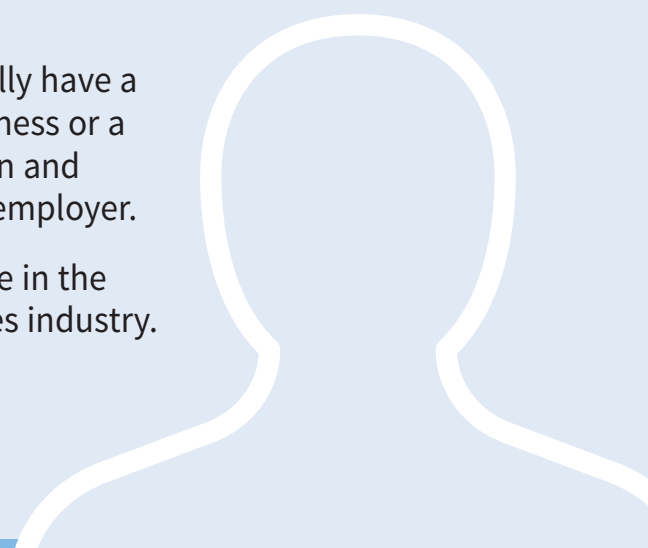
**Employment change, 2019-29:** 46,900

**The role:** Human resources specialists recruit, screen, interview and place workers. They also handle employee relations, compensation and benefits, and training.

**Source:** U.S. Bureau of Labor Statistics

**Education required:** Applicants must usually have a bachelor's degree in human resources, business or a related field. However, the level of education and experience required varies by position and employer.

**Job outlook:** Most growth is projected to be in the professional, scientific and technical services industry.



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