

GET THE JOB

Prepare for a Successful Search

Have you ever decided on a whim to go after a new job? How did that work out for you?

The best job searches are rich with strategy, planning and perseverance. Deciding to approach the search for a new job is far more involved than sending out blanket résumés to multiple announcements and waiting for companies to reach out to you.

For the best results, it's key to create a strategy that you will stick with during the entire process. From considering what you want from your next company to practicing your interview skills, preparation can make all the difference.

PREPARE YOUR MIND

Before setting forth on a job hunt, be honest about what you hope to achieve with a new job. Are you unhappy in your current role? Have you exhausted all possible opportunities with your employer?

Ask yourself if you are entering the search with a clear mind and approach. Acting on emotion is never recommended, so give yourself a strong reality check about what's driving your decision to hit the job market.

The better understanding



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you have about your goals, the more likely you'll be to find an opportunity that makes you happier in your career.

PREPARE YOUR MATERIALS

It's critical to catch a hiring manager's attention within the first few seconds as they review your personal marketing materials and online presence. Make sure your experience and qualifications are in

line with the job description they have listed, and that your materials are up to date.

Include industry-specific keywords in your résumé, cover letter and LinkedIn profile. Be sure that you can speak to any past project or achievement that you put on paper or online.

Take a close look at all of your social media accounts, as these are some of the easiest places for a hiring manager to review and learn more

about you.

PREPARE YOUR TALK TRACK

Every successful job search will eventually include an interview with a prospective employer. Are you up to the task? Are you confident in your ability to pass a hiring manager's test with flying colors?

You should practice answering the following questions ahead of any interview:

- Can you tell me a little bit

about yourself?

- What are the key strengths you have to offer?

- Why would you be a good fit for this role and our company?

- Can you tell me about your biggest wins?

- How about a time you failed at a project — what did you learn?

The way you answer these questions will guide you through the interview process. Be honest, concise and straightforward with your answers.

PREPARE YOUR NETWORK

Have you ever heard the advice, "it's not what you know, but who you know?" Today, some experts suggest that up to 70% of all jobs are not publicly published, and research has long shown that anywhere from 50% to 80% of jobs are filled through networking.

According to experts at Deloitte's Future of Work practice, job seekers will increasingly need to "find others who can help them get better faster — small workgroups, organizations, and broader and more diverse social networks."

What are you doing to build a strong network of professionals who can vouch for your skills and experience?