

# GET THE JOB

## What They're Looking For

Gaining a comprehensive understanding of what companies are looking for, what their larger goals are, and the work you'd be doing can provide important momentum for your candidacy.

With this information in hand, you can tailor your application – and your interview answers – to perfectly meet their expectations.

There are a number of routine actions which should always precede applying for another job: You should update your resume with your latest achievements and projects, and tidy up all social media accounts including professional sites such as LinkedIn. But don't forget to do your homework before sending over the application materials or accepting an invitation to interview.

### WHY IT'S IMPORTANT

Updating your professional materials and continuing to nurture key relationships is always important, because you never know when the next job opportunity might come along.



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The same goes for familiarizing yourself with industry standards, differing competitor goals and innovations, and possible job opportunities – even when you're not actively looking. This will give you a head start, should a position come open.

Only 30% of the global workforce is actively looking for a new job at any given time, according to LinkedIn.

Yet plenty of people outside of the smaller demographic

end up leaving for new companies anyway. It pays to be ready.

### GETTING A KEY ADVANTAGE

Another way to get ahead among any pool of candidates is through a direct internal referral. Employers trust them because they already have a deep respect for people who are part of their corporate structure. That trust is well earned: LinkedIn reported that

more than 30% of those who offered referrals did so in order to bolster the company, while only 6% did so for recognition. If you don't already have a direct connection, work on your networking.

Develop a daily routine around continuing professional development, social media, job fairs, trade groups, and related work on charity or boards of directors.

You never know when you might make the right contact

for a critical referral down the road.

Employers usually start by posting to online job boards, so make a habit of checking them. Professional social networks also play an increasingly important role. Make sure you're present in the professional community, so you'll remain top of mind. Attend conferences, volunteer at industry events, and be a part of other related social activities.