

# GET THE JOB

## What They're Looking For

Understanding an employer's needs will help tailor your approach.

Shape your resume toward a new position, even if that requires researching job descriptions and recruiting strategies. Then widen your circle and seek out related referrals before applying.

Resumes, social media profiles and other professional networks are critical tools in advancing your career, but no one size fits all. You may want to highlight certain achievements and projects in order to attract a hiring manager's attention. You also may need to reach out to a different group of contacts in order to get the best-qualified referral.

The more you shape your candidacy around the specifics of what they're looking for, the more potentially successful you may be.

### STANDING OUT

Most of the global workforce are passive workers who aren't actively looking for a new job. But that still leaves a whopping 30% who say they are in the market for a different position. Standing out in a crowd could come down to how you present your professional skill set. Online job boards and professional social



range of companies could diminish your chances.

### KEY REFERENCES

Even with a better-positioned resume, you will still likely need the right mix of references in order to define yourself as a top candidate. The best referrals come from inside the company, if possible. These are trusted figures who are already known to hire managers, and they're familiar with both expectations and culture. If you don't have a connection within the company, ask for referrals from inside the same industry or a related field. They'll be able to discuss your candidacy with more authority.

### BETTER NETWORKS

If you're considering new opportunities or have found an unfortunate lack of interest in your applications, it's time to expand your networking base. This should be part of a planned routine in which you're strengthening important relationships on a daily basis. Attend conventions, community meet ups and other industry events – and actively interact with people in your field. Join related online groups and consistently interact. Expanding your peer group can expand your prospects. New contacts can also help you continue to shape your approach.

networks are the main places where people turn when look-

ing for openings, and they've never been more competitive.

Sending the exact same cover letter and resume to a broad

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