

## TRIGGERS WILL HELP YOU LAND A JOB

Knowing how to research triggers and utilize them in your job search will help you land a job faster than anything else you could do.

### WHAT IS A TRIGGER?

A trigger is an occurrence that initiates someone to take an action.

### Example of a Trigger

When a new CIO is hired by a company, they spend an average of \$1.2M in their first year, primarily on revamping their tech team. This obviously triggers a much higher level of hiring and opens more opportunities for individuals in the tech sector of the job market. Imagine the triggers that were set off at the announcement of Apple Pay?

### WHERE YOU CAN FIND THIS INFORMATION ABOUT YOUR PROSPECTS?

Triggers are found primarily in the Press and Media sections of websites. They can also be found through Trade Associations or within articles published in Trade Publications. Triggers for larger employers are often published in the *Wall Street Journal*, Business Magazines such as *Bloomberg Business Week*, *The Economist*, *Wired*, *Fortune*, *Forbes* or *Fast Company*. Triggers for mid and small companies are often found in local newspaper Business Sections.

One of the greatest sources for triggers is the information that surfaces during conversations with individuals in your professional network or during informational interviews. Individuals who are currently employed are aware of triggers not only in their company but their competition.

### Triggers That Enhance Hiring:

- New Projects
- Mergers or Acquisitions
- Changes in Leadership
- Turnover
- Innovation
- Influx of Capital
- Trends in your Profession
- Promotions
- Downsizing
- Changes in competition
- Relocation
- Strategic Partnerships
- Campus Recruiting (showing they hire recent grads)
- Participation in Job Fairs
- Veteran Programs
- Positive or Negative Publicity
- Holiday or Seasonal Work
- Low Job Satisfaction (Currently under 20% in the US and Canada)

## HOW TO EFFECTIVELY UTILIZE TRIGGERS IN YOUR JOB SEARCH

There are triggers at every level of employment from entry level through the C-Suite. Over 50% of job seekers are obtaining their jobs through their networking efforts and contacts. Triggers help fine tune your networking efforts; where you have the best chance of landing employment.

### Examples:

- If you read about a prospective employer winning a major contract, timing is perfect to submit your resume.
- When a company relocates, they will lose many of their current employees and always hire.
- Companies like UPS, Federal Express and retail stores are hiring thousands of holiday workers.
- If you read about a major company partnering with a local company, the influx of exposure and customers will result in hiring.
- Venture Capital funds always result in hiring.

## WHY TRIGGERS WILL DIFFERENTIATE YOU FROM YOUR COMPETITION

1. When most job seekers read Trade Publications, they view the Employment Ads in the back and submit their Resume or CV. You will read the articles for triggers and submit your Resume or CV to individuals who are **not** being bombarded with hundreds of Resumes or CVs.
2. When you share triggers with prospective employers you appear more prepared than your competition. Employers will be impressed that you targeted them, researched details about their company and took the time to contact them direct.
3. Most job seekers send their Resume or CV to the Human Resource Department vs. a hiring authority. Often the Human Resource Department has not yet obtained a requisition to hire or is not aware of an employee the hiring authority would prefer to upgrade.

If you follow the advice and utilize triggers in your job search, you will schedule more interviews and obtain job offers.