

CONDUCT A SMART JOB SEARCH

Working hard on your job search does not guarantee success. We will discuss a process that helps escalate your job search.

Today we will discuss:

- SMART method of job searching
- Implementing subtle changes that can enhance your results
- Why working smart can put more energy behind your search

SMART METHOD OF JOB SEARCHING

You may have heard the term SMART when it comes to goal setting. The letters in SMART stand for the following:

- Specific
- Motivational or Measurable
- Attainable
- Realistic
- Time specific

Conducting a SMART job search is a powerful way of motivating yourself and progressing your search.

Using this strategy helps you create a written plan that includes extremely clear objectives.

What is a Specific Job Search?

To conduct a specific job search answer the five “W” questions:

- **What?**
 - What do I want to achieve by my job search
- **Why?**
 - Specific reasons for my job targets and search efforts
- **Who?**
 - Who are the individuals I need to contact
- **Where?**
 - Geographic location
- **When?**
 - Specific date to accept a job offer

What is a Motivational or Measurable Job Search?

Develop specific criteria for measuring your progress toward finding your new opportunity. If you can't measure your activity, it is not possible to know whether you're making progress towards it.

Measuring your progress helps you stay on track, reach targeted dates and experience the exhilaration of achievement. This encourages you to continue efforts required to keep your search on track.

When you measure your progress and celebrate achievements throughout the search process, it also helps motivate you to continue and overcome obstacles and objections.

What is An Attainable Job Search?

Your ultimate job search goals need to be attainable. If you are a recent graduate, you cannot expect to land a position as CEO of a major corporation. If you are changing careers or industries, you can't expect to be offered an increase in the compensation package offered.

It's important to be aware of the contributing factors that will help you reach, or not reach, your expected outcome.

Attaining your job search objectives may stretch you in order to be successful, but your targets should not be impossible.

When you identify attainable job search goals that are important to you, you begin to figure out ways you can make them happen. You will develop the attitude and abilities to reach them.

What is a Realistic Job Search?

Evaluate yourself and how much you currently have on your plate. A goal might be achievable by someone with no other commitments, but what about you?

If you're working full-time while conducting a job search, you have limited time to dedicate to your job search. That's what **realistic** means.

Do you have the time, skill set, and enthusiasm to attain the job you want? Be fair to yourself and set realistic goals within the context of your daily life. In order to make a change, you have to make it a priority.

What is a Time Specific Job Search?

Simply, you must create a timeframe within which to accept a job offer. It's amazing how powerful a firm deadline can be. This takes your goal from happening someday to happening within a specific timeframe.

Time specific job search goals create a sense of urgency and action. When you set a deadline it motivates you to put in the efforts needed in order to succeed.

In order to set a proper timeframe for your job search, it is important for you to study the job market, economy, trends in your profession or industry and average timeframes for someone at your level to find employment. You don't want to set yourself up for failure.

If your job search involves relocation, your timeframe could increase to accommodate the interview process and eventual relocation.

You May Want To Implement An ER Process

The **E** and **R** refer to **Evaluate** and **Reward**. You need to have a consistent plan to see if you are on track with the other SMART job search strategies, but you also need to evaluate your progress and reward yourself for small successes.

A job search can be difficult, gut wrenching and frustrating. For these reasons, reward small accomplishments toward your goal to help your job search.

IMPLEMENTING SUBTLE CHANGES THAT CAN ENHANCE YOUR RESULTS

It is not realistic if you continue to conduct your search in the same way and expect different results. You must make changes throughout your search process in order to improve your results.

Each week review your activity and ask yourself the following questions:

- What did I do right (do more of these actions next week)
- What wasted my time (stop immediately)
- What subtle change can I implement next week

This will keep your job search on target.

WHY WORKING SMART CAN PUT ENERGY INTO YOUR SEARCH

When you conduct a SMART job search you have a map in front of you that guides your actions and job search activities.

When you measure and watch your progression toward your goal, you will feel more energy and enthusiasm as you conduct your job search.

Follow the advice in this webinar and you will be able to conduct a **SMART** job search and enjoy greater results.