

SHAW ACADEMY NOTES

Career Advancement Programme



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Lesson 3: Job Search Strategy

Summary sheet

Using the ‘scattergun’ approach is not that useful if you are trying to land your dream job. This approach will result in you possibly getting into a hiring process that is worse than your current position. More likely is that you will end up applying for roles and getting zero responses.

As well as that, actually connecting with the right hiring manager can be difficult as well. So there needs to be a more measured approach.

When we refer to ‘going in the front door’ we mean that applying online or sending in your CV is not as effective as getting referred by someone else.

“Getting referred to a job is 5-10X more effective than applying directly.”

Forbes

Beginning to build your job search strategy involves a mix of different approaches.

1. Your existing network
2. Connect with alumni
3. Attend events
4. LinkedIn
5. Job boards
6. Recruiter

Deciding on the best mix means estimating your best approach, working the plan, making adjustments and trying again.

Your marketing plan

Different to a CV, your marketing plan is for you to lay out your career to date in a grid form and so that you can understand where you have placed most emphasise over the years.

Your marketing plan informs your overall career trajectory.

Define your target market

If we forego the ‘scattergun’ approach we are left with a more focussed method. We must identify every possible company in every possible industry that could match our skillset.

Summary of qualifications

This is a mini bio referencing the skills, experiences and talents that make you good at what you do and desirable by employers in your



industry. It is not a laundry list of everything you CAN do. Nor is it a generic overview. This has to be very unique to you.

Branding statement

What is my unique value? 90 second pitch, how would you say it on Twitter, Facebook, LinkedIn profile page? It is your elevator pitch for the modern age.

Start with a full on essay if needs be. Write down everything that you can do for a new employer – skills you have, knowledge you have gained, experience, your outlook on life, weaknesses that you are aware of and working on.

This conveys the value you provide. It may be a shortened version of your personal branding statement or your elevator pitch. Whatever you say here is a concise statement summing up the problems you solve, how you solve them and who you solve them for.

Online Reputational Management

The modern era dictates that you have to pay attention to the content you put on line. You must take care to put forth a relevant version of yourself that is still 'you' but the best version of 'you'.

Linkedin

Your professional profile whether it be on LinkedIn or somewhere else should be fully completed so that you are displaying all of your best skills and experience.

Join relevant groups and make sure to start conversations and be a part of discussions

Cover letter

Some recruiters are of the opinion that a cover letter is not necessary in the modern age. However, it is advisable to include a few lines to introduce yourself and to indicate which job you are applying for and why. Your cover letter is a way to put across your enthusiasm for a role and to make a connection with the decision maker.

Ultimately when you are making a change in your career there is one thing you need to keep in mind above all others. You must have a...



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advancemycareer@shawacademy.com



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