Tapping Into the Hidden Job Market

Walden University Career Services

Guest Speaker
Janice Hawkins

Presenter
Nicolle Skalski

Moderator
Denise Pranke
Introductions

Presenter: Nicolle Skalski, M.M.
- Walden Career Services Advisor
- Expertise: Job Search Strategies, Networking, and Professional Branding

Guest Speaker: Janice Hawkins, LMSW
- Walden Doctoral student in the PhD in Public Policy and Administration program
- Staff Development Coordinator/Liaison at New York City Administration for Children Services
- Community Research and Development Consultant at Dabar Bethlehem Cathedral
A “New” Reality Check

• A fifty-year work life
• Economic recessions every 7 – 10 years
• Average job change every 4 years = 12+ job changes in 50 years!
• Most likely have 3+ distinct careers

What does this mean for your job search??
Monster Job Search = FRUSTRATION!

There must be a better, more effective way.
A View Through the Employer’s Lens

1. Look within dept/org.
2. Pass word along to staff and peers.
3. Extend search to professional network.
4. HR posts job on website.
5. Search outside org via posting on commercial job banks.

(Source: The Job-Hunter’s Survival Guide by Richard N. Bolles)
Discover The Hidden Job Market (HJM)

HJM = non-advertised jobs!

• 80 - 85% of all positions are filled through…
  ➢ Employee recommendations
  ➢ Referrals from trusted associates or recruiters
  ➢ Direct contact with the candidate
Show Me the Numbers!

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Success Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Internet (Advertised)</td>
<td>1 – 10%</td>
</tr>
<tr>
<td>2. Direct Research + Your Network (HJM)</td>
<td>86%</td>
</tr>
</tbody>
</table>

(Source: The Job-Hunter’s Survival Guide by Richard Bolles)
The Networking Universe
Networking Is the KEY to Your HJM

Your Network

Employer’s Network
Networking – Your Daily Job Search Tool!

• The art of building and maintaining mutually beneficial relationships
  – Focus on your key selling points – *Your strengths*
  – Combine face-to-face and online social networking
  – Combine personal and professional networking
  – Always strive to add *new, relevant* contacts
Pay It Forward With Your “Personal Currency”
(Keith Ferrazzi’s Book Who’s Got Your Back?)
Steps To Success

• Have a clearly defined job target
• Compile a list of 10 – 20 potential employers
• Find the names of 1-2 key people within each company
• Connect with these contacts
Have a Clearly Defined Job Target That…

• Focuses on what you have to offer
• Engages your strongest skill sets
• Is specific to one or two industries
• Can be found where you plan to live
Targeting Employers

Consider…

• Who hires people with your skill set?
• What industries are the best match for your strengths?
• Employer culture/values/reputation
• What employers are in your desired geographic area?
• Who is already in your network?
Strategies for Identifying Employers

- DexOnline/Superpages.com
- Local public library
- Local Biz Journal
- Local Chamber of Commerce
- Job Hunt’s Employer Directory (by state)
- Top Company Lists and Rankings
- CareerOneStop.org
Let’s Take a Look…

CareerOneStop is sponsored by the U.S. Department of Labor, Employment and Training Administration.

Walden University
A higher degree. A higher purpose.
Identify Potential Employers

Explore Careers | Salary + Benefits | Education + Training | Job Search | Resumes + Interviews | People + Places to Help

- browse occupations
- explore green careers
- help a job seeker
- salary info
- write job descriptions
- military transition
- disaster recovery services

Job Search
Browse the sections below to get started!

Plan
- Create Plan
- Networking
- Find Potential Employers
- Ready To Go? Checklist

Find Jobs
- State Job Banks
- Private Sector Job Sites
- Government-Sponsored Job Sites
- Recruiting & Staffing Services

Apply
- Ways To Apply
- Ready To Go? Checklist
- Military Recruiting Offices

After An Offer
- Is the Offer Right for Me?
- Salary Negotiation

helpline:
For help using CareerOneStop email or call:
1-877-348-0502 or
TTY 1-877-348-0501
Research is a critical part of the job search process. It can help you identify companies that may be hiring in your field, focus your job search on employers whose values and expectations meet yours, or prepare yourself for a scheduled job interview.

Get started. If you're just beginning your job search, visit the Employer Locator to identify and get contact information for potential employers in your local area.

Get focused. If you've already narrowed your job search list to a few prospective employers, or even scheduled interviews already, make sure to thoroughly explore those companies' Web sites. These will often include information such as a vision, mission statement, product descriptions, hiring policies, and job openings. Locate Web sites by entering the full name of the business into a search engine such as Google or Yahoo.

When you're looking at company Web sites or conducting research at a library, try to answer some of the following basic questions (the answers will both increase your knowledge about a company and prepare you for classic interview questions such as ‘What can you tell us about this company?’).
Search Options

Use the Employer Locator to find contact information about a specific employer or list of employers. It will be necessary to contact each employer to see if they have job openings available. **Start your search by selecting a tab option below.** Follow the instructions on each page to get your results. If you need help select Employer Locator Help below.

**Search By Industry**

**Select an Industry Sector (Choose One):**

- Accommodation and Food Services
- Administrative and Support and Waste Management and Remediation Services
- Agriculture, Forestry, Fishing and Hunting
- Arts, Entertainment, and Recreation
- Construction
- Education Services
- Finance and Insurance

[Next]

**Related Resources**

[http://www.careerinfonet.org](http://www.careerinfonet.org)
### Search Results

Your Search Criteria:

- **State** - Minnesota  
- **Region** - Minneapolis-St. Paul-Bloomington, MN-WI MSA  
- **City/City/Cities** - Minneapolis  
- **Industry Sector** - Health Care and Social Assistance  
- **Industry Subsector** - Nursing and Residential Care Facilities  
- **Industry Group** - Nursing Care Facilities

Displaying Employers 1-25 of 66

<table>
<thead>
<tr>
<th>Employer Name</th>
<th>Address</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>21st Century Care of Mn</td>
<td>E Hennepin Ave</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>AAA Plus Home Health Care</td>
<td>Cedar Ave S</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Acr Home On Robin</td>
<td>Robin Ave N</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Aldrich Boarding Care Home</td>
<td>Aldrich Ave S</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Ambassador Good Samaritan Ctr</td>
<td>Medicine Lake Rd</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Apple Tree Village</td>
<td>N 3rd St # 240</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Arms of Compassion Home Care</td>
<td>N 3rd St</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Asera Care Hospice</td>
<td>American Blvd W # 655</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Augustana Health Care Ctr</td>
<td>E 14th St</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>B &amp; B Cleaning</td>
<td>Emerson Ave S</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Benedictine Health Ctr of Mn</td>
<td>E 17th St</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Bethany Covenant Village</td>
<td>Hayes St Ne</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Birchwood Care Home</td>
<td>W 31st St</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Brvn Mawr Health Care Ctr</td>
<td>Penn Ave N</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>Bywood East Health Care</td>
<td>Central Ave Ne</td>
<td>Minneapolis, MN</td>
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</table>
Cross Check with Your Network

- View the organization’s website
- LinkedIn company search
How To Approach Your Network Contacts

• Ask for information/advice, *not* a job
• Ask about a specific career goal
• Ask open-ended questions
• Assume each of your contacts has valuable information to offer
• Focus on people with information, not power
• Avoid sending a resume when networking

*Remember – People want to help you!*
Summing It All Up!

- New labor market requires new approach
- View your job search through the employer’s lens – not a “blind” search
- Network at all times!
- Use your detective skills to uncover “hidden” employers
- Direct research and your network will lead you to the HJM
Resources

• *Cracking the Hidden Job Market* by Donald Asher

• *Guide to Job-Hunting Online* by Mark Emery Bolles and Richard N. Bolles

• *Knock ‘Em Dead, Secrets and Strategies for Success in an Uncertain World* by Martin Yate

• *The Job-Hunter’s Survival Guide* by Richard N. Bolles