

“The Seven Secrets to the Hidden Job Market”
Presented by : Don Asher

Will Begin Momentarily . . .

Russ Coughenour

- Director, Career Services, University of Tennessee
- Host, Professional Development Series

“Seven Secrets to HJM”

Donald Asher
 Asher Associates
 PO Box 270
 Gerlach, NV 89412
 (415) 543-7130
 (775) 557-2121
don@donaldasher.com
www.donaldasher.com

What it is...

- In simplest terms: The HJM is any part of the job market that you can't see
- Hidden Job Market (HJM) is all the jobs that are filled before they are posted
- HJM is also all the jobs obtained by someone who *did not respond to* a posting

Classic Examples

HJM	OJM
<ul style="list-style-type: none"> ■ Jobs your friends tell you about ■ Jobs you learn about while talking to people about your career ideas ■ The employer that hired you last year as an intern offers you a full-time job 	<ul style="list-style-type: none"> ■ Sign in the shop window ■ Jobs you find on company web sites ■ Jobs you find on multiemployer career sites (Monster, Career Builder, etc.) ■ Jobs you find advertised on affinity sites (associations and clubs)

Difference Can Be Subtle

Career Fair	Career Fair
<ul style="list-style-type: none"> ■ The recruiter is actively seeking chemical engineers – that's the OJM 	<ul style="list-style-type: none"> ■ You get the recruiter to consider you for a marketing assistant position – that's the HJM

Difference Can Be Subtle

Corporate Web Site

- You apply to jobs that are clearly listed – those jobs are part of the OJM

Corporate Web Site

- But, at the same time, you automatically may be considered for hundreds of other jobs not shown – all those jobs are in HJM

Seven Secrets to the Hidden Job Market

- How big it is
- It's *easier* than OJM
- You have to start with a target
- You get jobs by talking to people
- Ditch your resume!
- Don't start by asking for a job
- It often leads to an "advertised opening" after all

Secret #1: HJM Is *BIG*

How Big Is It??

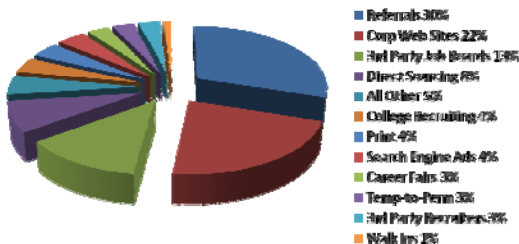
- About two-thirds of people who take a new position *did not respond to an opening posted on the Internet, anywhere*
- About 2/3 of hiring takes place IRL !!
- Almost all HJM is IRL
- Rough estimate: **about 1/2 of all hiring is HJM**

Here're some Recent Data

- Research: CareerXroads annual survey of major employers
- Analysis of 309,600 hiring events in 2008, spread across all disciplines, levels, types of company
- Data collected from "large employers" with good data capture practices (only ~5% "unknowns")
- From: CareerXroads
Gerry Crispin & Mark Mehler, Principals
HR consultants re War for Talent
Released in a SHRM Webinar 2/12/09

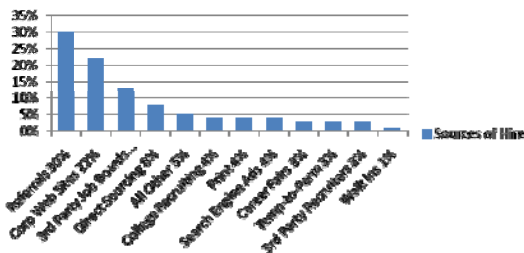
External Sources of Hire

Based on CareerXroads Research on 2008 Hires



Same Data, Different View

External Sources of New Hires

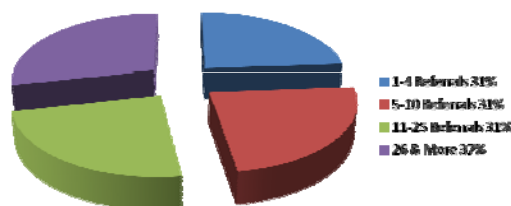


Secret #2: It's *Easier* than OJM

- It's no conspiracy (jobs are just already filled)
- You don't have to be perfect
 - Vs. Job Description
 - Vs. Competition
- Way fewer contacts result in a position
- Where jobs come from...

How Many Contacts = 1 Hire

Source: CareerRoads Research 2008 Hires



Secret #3: You Have to Start with a Target

- Specificity is your friend
- Don't be vague!
- "Something to do with green business"
vs.
- "Industrial level recycling of post-consumer electronics, as in container loads or larger, and global trade in such materials"

Specificity Supports Action

- Residential income property manager
- You have to learn the lingo to get the job
"editorial assistant" vs. "assistant editor"

Pick *one to three* targets only, exhaust an idea before wandering off after a new one

Secret #4: You Get Jobs by Talking to People

- Talking to computers doesn't count
- You *do* have contacts
- Start with those nearest you: friends, incl. high school friends, family, faculty, staff
- Go to alumni, friends of family, family of friends
- You need to get to outer rings as fast as possible (to people you *don't* directly know)
- Everybody loves a college student
- Shy? It's all email now...

How to Find People

- "Who do you know who would know anything about _____?"

That's it!

Don't guess if they will, *ask them*

- Aunt Nadine in retirement in Florida
- "Casting Director" in Statesboro, Georgia

Talking to People → Success

Four Steps to Success

1. Identify a job you would like to explore
2. Find someone doing that exact job *right now*
3. Talk to them

That's it. Oh, and # 4:

4. Repeat until retired...

Finding More People

- Career Center
- Alumni Office
- Don't forget smaller orgs
- Reference Librarian (they love to help)
- Hoovers, Zapdata.com, and similar
- SIC Codes

My Favorite

- Haunt the org's own web site, then write to *any* email address you find: "How and when do you hire new college graduates? Who would I talk to about that?"

Can you be more specific? It helps...

- "How and when do you hire marketing interns? Who would I talk to about that?"

Social Networking Sites

- Build a presence on Facebook, MySpace, Friendster, Plaxo, LinkedIn, MyWorkster, ...
- E.g., "Ten Ways to Use LinkedIn" Guy Kawasaki
- Ask *everyone* for introductions to someone in specific industries or companies
- "Does anyone know someone working in private K-12 education in Chicago?" is a good query, *but* "Does anyone know where I could get a job?" is a bad query
- Hot tip: the best contact is not a vice president or bigshot; it's somebody two years into the job you want

Your E-Footprint

- Are you naked snorting drugs *anywhere*?
- Clean it up

Also:

- Phone
- Email

Got a Person? What Do You Say?

- Sample quick intro:
"I am a college student majoring in psychology. I am interested in sports administration. I am on several campus committees devoted to promoting and producing sporting events, both intercollegiate and intramural. My ultimate goal would be to land in sports marketing and sponsorship sales, but I am also interested in other areas. I got your name from the alumni office, and I wonder if you would have a moment to speak with me about the sports business. If you're too busy to speak by phone, could I ask you some questions via email? I'd truly appreciate it!"

Secret #5: Ditch your Resume!

- Prepare a great resume, but only provide it when asked
- Resumes get you routed to HR, a black hole for jobseekers trying to explore HJM
- Follows: another sample query email sent without a resume, this one for summer internship

Dear Ms. Name:

Before any of us know it, it will be summer, and no doubt your company will want to have some talented interns around to do needed administrative, organizational, and analytical work, to produce special projects that permanent staff don't have time to pursue, and to provide a pool of talent from which to pick promising new hires later.

I'd love to be one of those interns. As a student, I'm gaining leadership and business skills but, more importantly, especially for your business, I already have a very solid background in most office functions. My skills do include an ability to communicate well with both technical and nontechnical staff, and the ability to support mission-critical assignments, and successful experience with diverse, multicultural teams.

Since my interest is to transition to a marketing or product/brand management role upon completing my undergraduate degree, it is critical for me to get a marketing internship this summer. I am hoping that you will see my quantitative skills, my work ethic and strong sense of personal discipline, and my enthusiasm as assets of potential value to you.

I am available 24/7 for travel or assignment wherever you may want me this coming summer. My recommendations are quite favorable (very strong).

Please let me know this: When do you select your summer interns? Who is your internship recruiter, and what is her/his email address? I'd very much appreciate your guidance, and will follow through exactly as you advise me. Here's the best way to reach me: cedawinner@topdrawer.edu.

Thank you very much.

Sincerely,

Your Name Here

Secret #6: Don't Start by Asking for a Job

- If you ask people for a job, it will take you *longer*, ironically, to get a job
- Ask for advice, ideas, leads, and referrals
- Ask about the field as a whole, and which orgs might be growing, which areas of the country might be doing better than others, and so on

Info Interviewing Questions

- How did you get into this?
- What kind of preparation is typical to get into this? Is that really required, or just the typical approach?
- What was different from what you expected? What was the biggest surprise when you went into this? Any myths you want to shatter for me?
- Who else does this? What other companies? Who else should I be talking to?
- What ensures continued advancement?
- What is the typical career path out of this position or field? What does this prepare you for next? For example, What's next for you?
- What advice do you have for someone like me?

Converting to an Opening

- If, while exploring a career direction, you stumble across an opening you'd like to be considered for:

"That sounds like a very interesting opportunity. How would I go about formally applying for that position?"

Expect These 4 Objections

1. **We're not hiring**
"That's okay. I'm not applying for a position with you. I'm just looking for information about this line of work."
2. **I'm too busy.**
"This'll only take a moment."

Objections

3. Send me your resume

"Great. What's your email? I'll send it to you while we're talking."

4. Just apply online

"Actually, I'm going to be applying through 'official' channels, as well, but I wondered if you could give me a little inside information. Could you answer a question for me?"

Secret #7: HJM Often Leads to a Posted Opening

Don't avoid applying for posted openings

- Ask, "Who hires interns?"
- Ask, "Who hires _____?"
- When you stumble across a hiring opportunity, ask "How would I go about formally applying for that position?"

Become the Inside Candidate !

Sure, apply online if they tell you to, but...
use HJM techniques *even for known openings*

- Stacey Factor
- Pink Bathrobe Story

One Final Point

- It may take months to find a position
- Occupy mental space every couple of weeks or so
- Don't worry if you're 7th choice

Your Goals for This Semester

1. Identify a job target of interest
2. Find someone doing that job *right now*
3. Talk to them

Seven Secrets to the Hidden Job Market

1. It is *huge!* about 50% of all hiring
2. It's *easier* than OJM
3. You have to start with a *specific* target
4. You get jobs by talking to people
5. Don't send a resume (unless it's requested)!
6. Don't start by asking for a job
7. It often leads to an "advertised opening" after all, and a traditional interview sequence