



Discover the Hidden Job Market

Presented by:
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**Let's take a quick poll (anonymous).
Are you...?**

- Laid off
- Dislocated
- Actively in a job search
- Here to learn for a friend or family member
- Gathering info just in case
- Other

These are lifelong career practices.



REA Thanks to REA Partners in Transition for providing the visual experience & graphics.

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Let's DISCOVER...

1. **What IS the Hidden Job Market?**
2. **Why is it more important** than ever now?
3. **What are the key components** of your personalized networking and Hidden Job Market Strategy?
4. **What is one hot tip you can use immediately** to leverage the Hidden Job market?




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What IS the Hidden Job Market?

The hidden job market is a term used to describe jobs that aren't advertised or posted online.



Resources:
[What Is the Hidden Job Market? - The Balance Careers](#)

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Is pursuing the Hidden Job Market WORTH it?

- Approximately **80% of all jobs are unadvertised** and hires are found via Hidden Job Market (Forbes)
- On average (pre-Covid), each corporate job offer attracts **250 resumes**. Of those candidates, **4 to 6** will get called for an **interview**, and only one will get the job. (Glassdoor)



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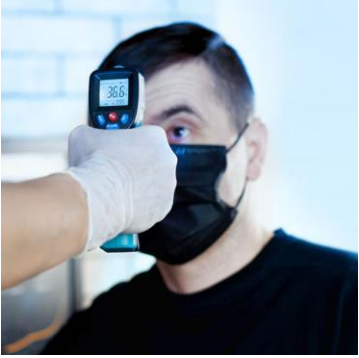
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WHY is it MORE important than ever, NOW?

- The job market is **CHANGING**.
- Current **unemployment Rate is 6.1 percent**

Source:
U.S. Bureau of Labor Statistics reported. April, 2021


Resource:
[Hidden Job Market](#)



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There are HIDDEN BLESSINGS in every struggle.




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WHY Employers LOVE REFERRALS?

- **46%** of employees hired through **REFERRAL** programs **stay for three years** or more, while only **14%** of those hired through job boards stay (*Jobvite Index*)
- **REFERRALS** are hired **55% faster** than those hired through a career site. (*Jobvite Index*)



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Professional Connections WORK.

Here's a breakdown:

- Friend Referrals **49%**
- Professional Connections **35%**
- Community Forums **19%**
- Alumni Networks **11%**

- **60%** have referred a friend to a company they've worked for
- **35%** got their most recent job from a referral




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What are the KEY components of your PERSONALIZED networking and hidden job market strategy?

- Who
- How
- What
- When




Source:
[Money-Zine](#)

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What's your FUTURE look like?

"The secret of your future lies in your hidden routine"
thebeautifulmind.com




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WHO can help you?

- Contacts
- Family
- Friends
- Alumni
- Former Colleagues
- Real Estate Agent
- Mortgage
- Inspections
- Insurance Brokers
- Spouse HR Department
- Spouse Department Co-Workers
- Home – Vendors
- Neighbors
- Teacher
- Interest Groups
- Religious Groups
- Parent Groups
- Volunteer Archives
- Library Workers
- Facebook Community Groups
- LinkedIn Research
- Business Associations
- Local HR Networking



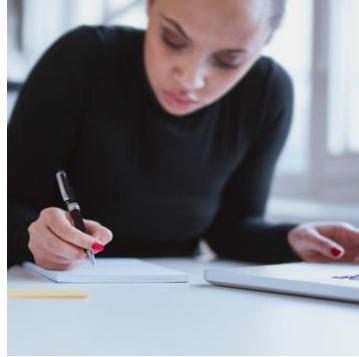
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TRACK details and CONTACTS.

CRM | CONNECTION Relationship Management

- Email
- City
- Phone
- Employer
- Date of last interaction
- Next steps
- Notes



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CONSIDER and ANALYZE your connections.

- HOW OFTEN do you connect
- How has this relationship EVOLVED
- What are your networking STRENGTHS
- Where do you want to IMPROVE



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CUSTOMIZE your Networking STRATEGY.

- Use **Advanced Search Filters**, e.g. titles

LinkedIn:

- FOLLOW your **target companies**, watch for **news** and **jobs** they post
- RESEARCH your **2nd-Level** connections and ask for **introductions**
- Spend **5 Minutes Daily** to **Congratulate**
- **SHARE** content of value

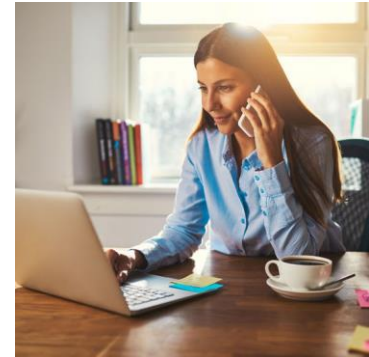


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Develop your SPEAKING PROMPTS.


- WARM UP: How did you get your start in this field
- DIG DEEPER: My background is in _____, how do you think I can leverage my prior experience in this field
- ASK FOR HELP: Could you recommend a couple more people for me to connect with and learn more about _____



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Be YOURSELF.




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Consider THIS.

“It is better to be sought after than seeking.”
Barb Girson



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THANK YOU for joining us today.

- Reach Barb at BarbGirson@gmail.com
- [614.561.0632](tel:614.561.0632)

Additional Resource:


Hidden Job Market CRM

- **CHALLENGE: CREATE your TARGET LIST** of companies you want to work for.
- Place your hot takeaway tip in the chat
- Kindly complete our 3-question survey



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