

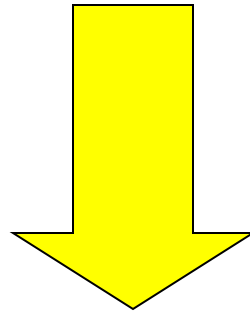


Exposing the Hidden Job Market



Abby Kohut
Vicki Gaddy

Abby Kohut



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One Million Job Seekers



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ABBY ACROSS AMERICA

Absolutely Abby's Job Search Success Tour

The Tour

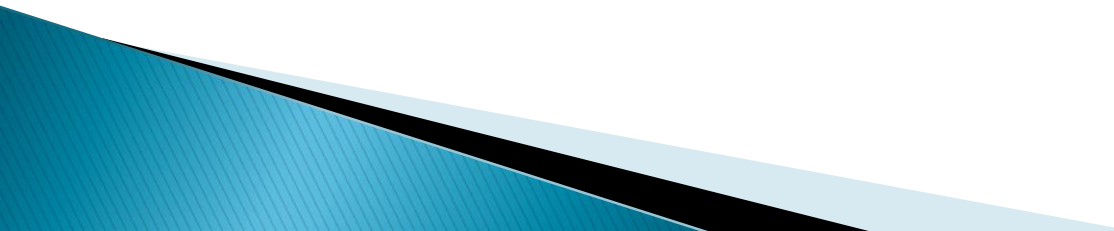
Starting in the fall of 2012 and ending in 2013, Absolutely Abby will be heading out on a cross country tour in order to fulfill her mission of educating one million job seekers. Explore the Map

[The Tour](#)[The Bus](#)[The Job Seekers](#)[Media](#)

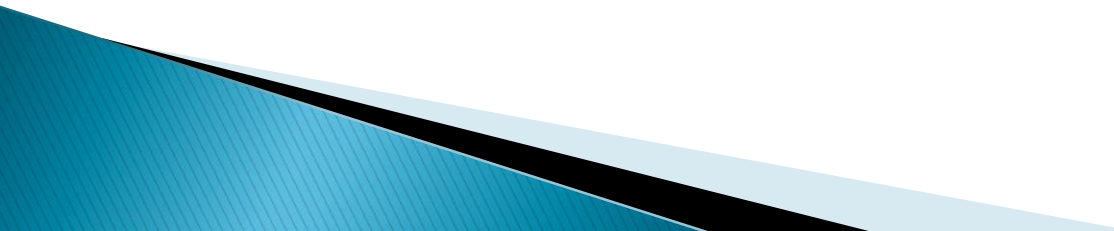
Vicki Gaddy, SPHR, is an HR professional currently leading the NJ Life Sciences Talent Network, an industry-focused hub of resources and services for industry employers and professionals. Vicki's career has included HR leadership roles at biotech and high technology companies, several of which were early stage organizations. In early 2009, Vicki created her own consulting business called NewSuit, LLC, through which she coaches and advises employers on ways to connect with the local talent market.



What is the Hidden Job Market?

- Jobs which are not publicly viewable on a company's website, job boards, etc.
 - Jobs that are only circulated through a manager or company's close network of co-workers or friends.
 - Typically, employers are not deliberately “hiding” their vacancies.
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Why Not Post a Position

- Cost of advertising
 - Deluge of resumes
 - Job description = particular
 - Trust factor
 - Tipping off the competition
 - Position is confidential
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Who Is In The Know

Before a job becomes public, typically 5–15 people know about it:

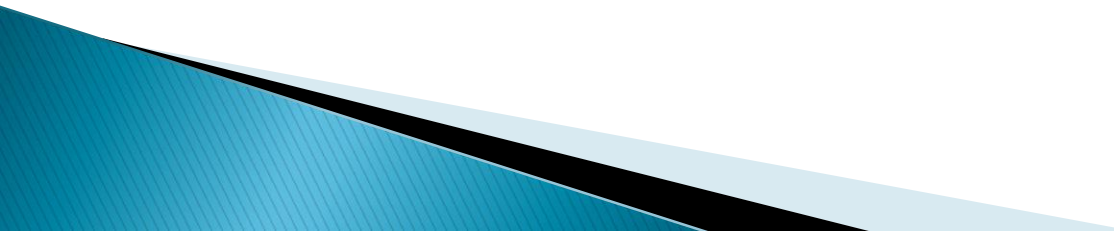
- Hiring Manager
 - The Director
 - The VP
 - The Leadership Team
 - Department Members
 - HR Manager
 - HR Recruiter
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Steps for Filling a Job

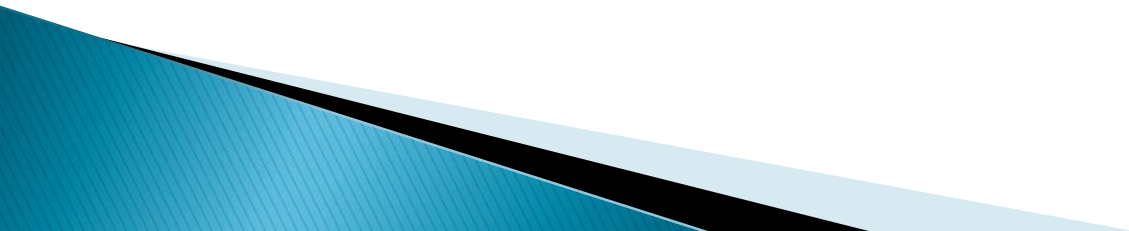
- Do we need to fill it?
- Consider present employees – anyone qualified and/or interested? (N=25)
- Consider past employees (N=30)
- Employee recommendations? (N=50+)
- Prepare a formal job description
- Post internally (N=100+)
- Search Applicant Tracking System, Monster, LinkedIn
- Post the job = \$
- Engage a Headhunter = \$\$\$

** Jobs are not hidden – they are hidden from YOU*

How would
you hire a
nanny?



Exposing the Hidden Job Market



Hobnobbing with the C-Suite

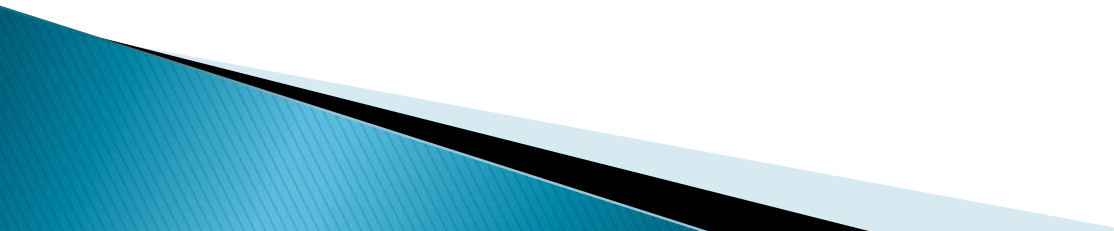
Take advantage of opportunities to meet CEO's, CFO's, & CMO's from your target companies

- Associations
 - Attend Seminars/Events
 - Chamber of Commerce
 - Charities
 - Buy stock
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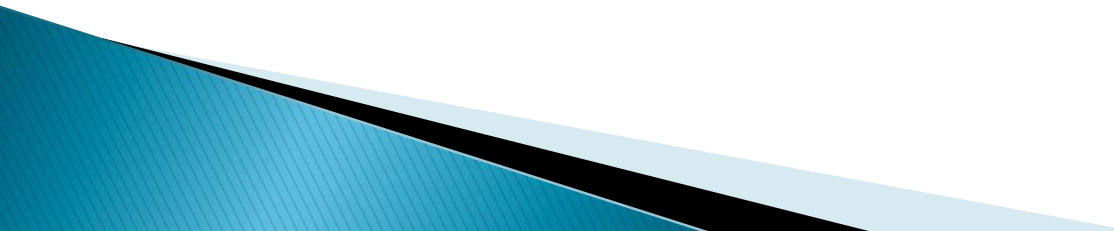
Informational Interview

- Reach out to C–Suite contacts or develop a list of target companies
- Learn about them inside and out
- Congratulate a winner, a hero or a leader
- Ask for a few minutes to learn about their success, their invention, their product, etc.
- Ask about their career path
- “Which other key people may I learn more from?”
- Do NOT ask for a job
- Turn one interview into a series of others

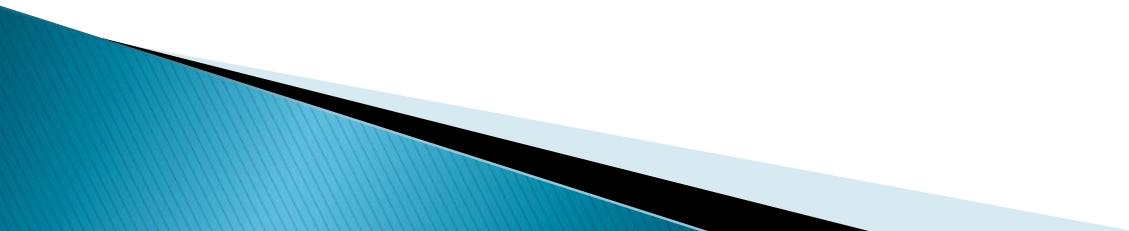
You will likely meet someone who is looking for you but just didn't know it, and the hidden job will then be revealed!



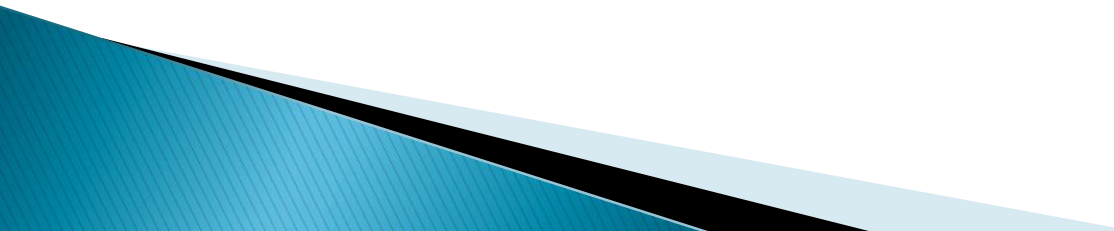
Keeping Up with the Times

- Newspapers
 - Real estate news
 - Web happenings
 - LinkedIn updates
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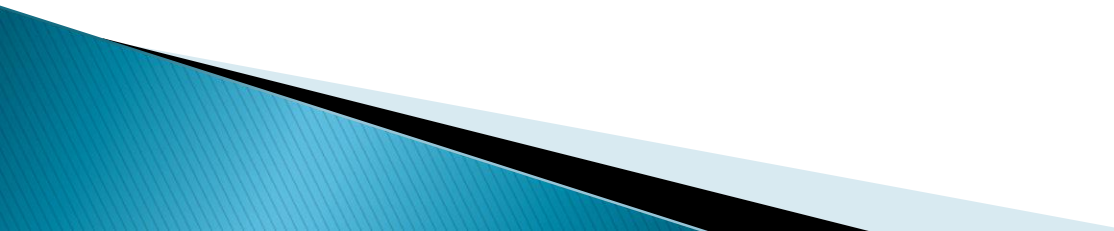
Solve problems for
companies who don't know
that they have them



Volunteering

- Why should I work for free?
 - Where to find out about jobs
 - How to choose
- 

Allow for Serendipity

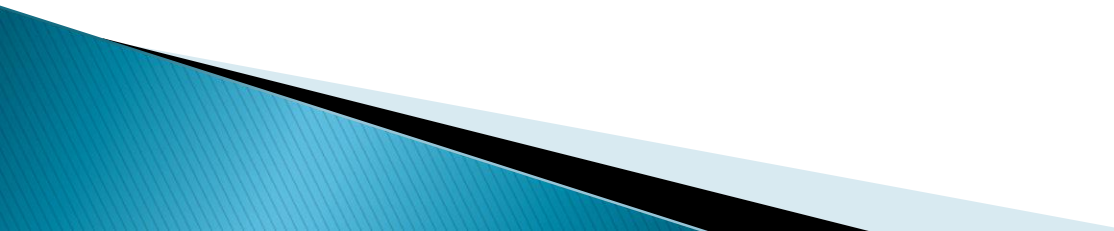
- Talk to everyone!
 - The Never Ending Interview
 - Do what you do best where you do it
 - Church, Alumni Groups, Clubs, Associations, the gym, fraternities, friends, family, co-workers, neighbors
 - Ask “Who do you know?”
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Deliver a Presentation

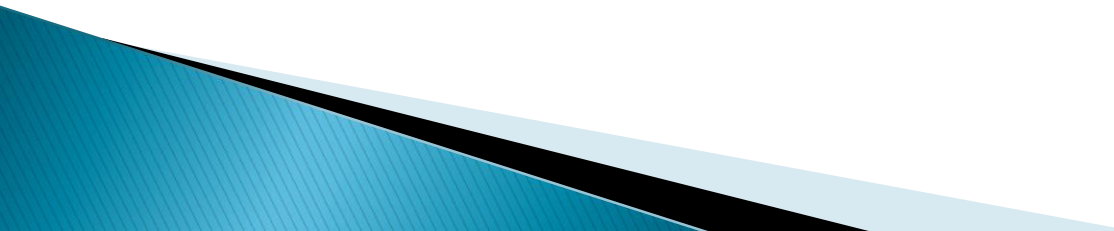
- Association/Organization
 - Chamber of Commerce
 - Local University
- 

Using Social Media

Connecting on LinkedIn or Facebook is only the **first** step

- Send out invitations with how and why
 - Get to know your connections interests & passions via LinkedIn, Facebook page, blog or website
 - Write a recommendation, if appropriate
 - Thank them publically – website, Facebook, Twitter
 - Interact on Facebook and in LinkedIn Groups
 - Virtual coffee
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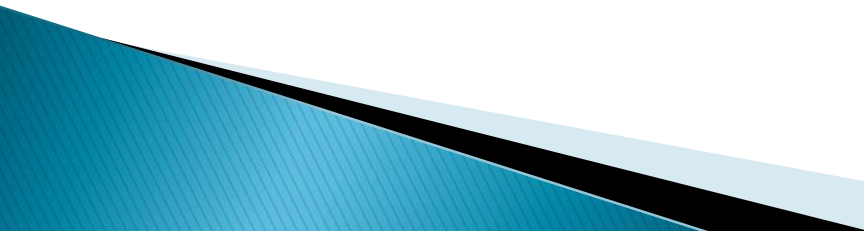
Temporary/Consulting Work

- “Overqualified” is good
 - Temp Agencies
 - Consulting Firms
 - Partnering
 - Start Your Own LLC
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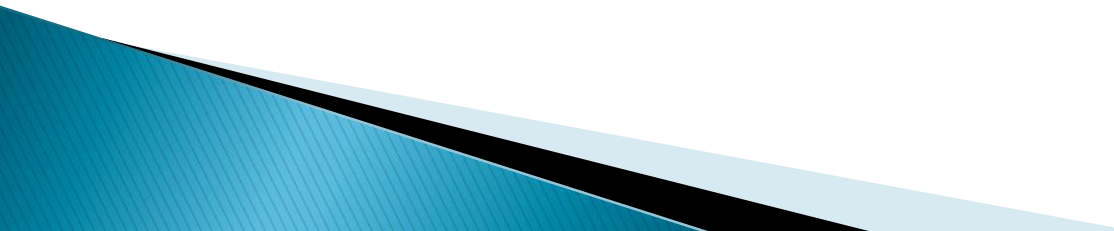
Build on Current Relationships

- Target high value contacts who are more likely to direct you to opportunities because they care personally about you.
- Offer knowledge – a current article, a useful website, or service
- Introduce them to people who you know who may benefit from their product or service
- Promote and support their causes
- Pay it forward

Relationships are like ferns. Water them and they grow. If you ignore them, they slowly wither away.



Steps for Success

- Join Yahoo/LinkedIn Groups
 - Start Sharing to Expose the Hidden Jobs
 - Find a Job Search Buddy
 - Spend your time wisely
- 

Remember:

**It's not who you know –
it's**

**WHO KNOWS YOU
(and WHAT they think)**



Q & A

Abby Kohut

www.AbsolutelyAbby.com

www.AbbeyAcrossAmerica.com

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