JOBSEEKER EMPOWERMENT TECHNIQUE

"Successful people are good at doing the things they don't like to do"

The conventional job [and internship] search experience is fraught with randomness and frustration. All the effort clicking through online postings, customizing cover letters and the like, only to never receive a response can feel defeating.

Now let's move on to the good news. You are not helpless. In fact, there's an unconventional technique that enables jobseekers to maintain seamless control, as well as to rely on the process to secure the position that aligns with their desired livelihood.

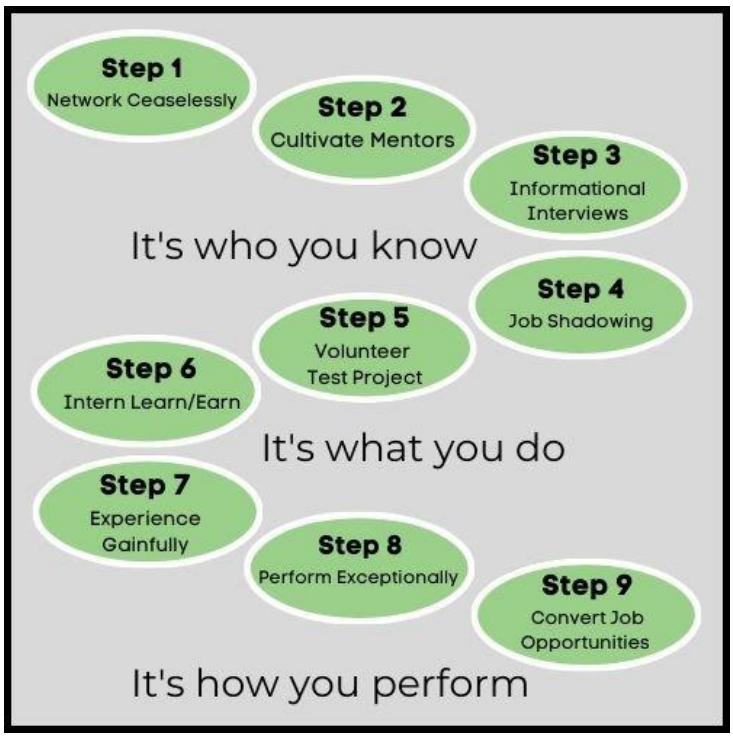
While this technique was originated for college students and others emerging into the work world, it has also proven effective for veterans in transition, those seeking a lateral career move and disadvantaged youth seeking a living wage and upward mobility.

The chart below illustrates the full 9-step process for college students that relies primarily on internships as the steppingstone to get the job they want and where they belong.

Let's walk through it while topic. The first three steps focus on networking with professionals, among whom to cultivate mentors by securing those opportunities through informational interviews.

Once a desired relationship is established, follow through by requesting to job shadow during which you identify a single "test project" to volunteer. Then impress them well enough to have it lead to an internship or job.

Then, hone your skills and perform exceptionally to make yourself an asset that employer hires.



Most notable is how this step-by-step process is completely within an individual's control to do to then demonstrate what they can do!

© 2021 Z University, Inc.
All Rights Reserved

With some slight variations, any jobseeker can apply a similar technique that only involves four key steps. However, in this case, rather than the internship being the steppingstone, the step that serves that purpose is the informational interview.

STEP 1 – LINKEDIN OUTREACH: Simply put, this powerful platform is your gateway to connect with highly-targeted individuals in a position to get you to the next step. There's no need to reinvent this step. There are extensive resources and a support community specifically to anyone to take full advantage of LinkedIn. As a jobseeker, it is still admirable to request an informational interview.

If you are someone seeking to switch careers, then the pretense is to learn more about certain industries, kinds of companies and types of jobs to learn what you may need to do to upskill, for example. If your goal is within your current industry, then it can be to learn about that company, job requirements, a new city or anything.

STEP 2 – INFORMATIONAL INTERVIEWS: This is exactly as it sounds. We'll go in-depth.

STEP 3 – DEMONSTRATE COMPETENCE: There are any number of ways to distinguish yourself in follow-up to any informational interview. There are certain "little things" that matter, such as a hand-written note on personal stationary. Though volunteering for a test project may not be appropriate, you can still look for ways to widen a two-way street. Send them helpful articles or other resources. Introduce them to others who will speak well of you. Be proactive and resourceful. Find ways to stay in touch. Rinse and repeat.

STEP 4 – WARM APPLICATION: Naturally, given the purpose of the informational interview, it's essential to maintain integrity by not "baiting and switching." Do not offer your résumé unless they request it. Of course, a job opportunity is contingent on there being one. Some companies incentive employees to refer applicants. If and when a desired position becomes available, it helps to proactively reference them. Maybe they'll even put in a good word. As you build your network, it's also possible to ask that individual to introduce you to someone at your target employer. In fact, with LinkedIn, you can first identify that target individual and then [genuinely] pursue informational interviews with those among their established connections. Again, notice the word "genuinely" inserted.

ACTIVITY: INFORMATIONAL INTERVIEW GAME PLAN (TIME: 30-45 MINUTES)

You'll find this resource thoroughly provides everything to apply this technique.

© 2021 Z University, Inc.
All Rights Reserved