

## REVITALISING A FLAGGING JOB SEARCH

The lucky few move seamlessly from the end of one role to the start of another but for the majority the job search process presents a number of challenges particularly in a market where the lack of sustainable employer momentum makes the process seem even harder. Singularly focussing on job search requires discipline, focus, drive and above all else patience and tenacity. But what should a job searcher do if they feel as if their campaign is flagging.

There are a number of simple checks to consider when evaluating whether a job search campaign is flagging or simply responding to market timings. Below are a few recognised tips.



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The September ACF Europe Newsletter will feature an article by Mark Richter (CEO at OTP, Switzerland and Board Member of ACF Europe)

- (1) Mobilising 'team job searcher' - The job search process can become an increasing singular activity with a tendency to withdraw from family and friends. At the start of a job search campaign it is crucial to recruit a support team and ADD to that team during the campaign. Highly effective sports teams now rely on their bench reserves to win matches and the same is true in job search.
- (2) Never substitute verbal contact with electronic contact – Whilst it is now easier to reach target contacts actually connecting and making progress is still invariably more effective when verbal contact is made. A key factor when reviewing a flagging campaign is that a job searcher has resorted to e-mail contact only and has withdrawn from taking the risk of verbal contact. It is imperative to INCREASE verbal contact when flagging.
- (3) Use every option open – timing in job search is everything as is consistent, targeted activity. Remembering that focussing on joining an organisation rather than just linking with an individual within that organisation is key. All too often politeness kicks in and the job searcher feels awkward about making contact with more than one person in a given organisation. This limited approach places too much emphasis on just one route. Building a viable network of contacts in each target organisation will increase success particularly as today it is the functional manager that often holds headcount budget.

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- (4) Work to objectives – By setting weekly objectives not only will you re-inject momentum but have a clear measure of success and an ability to influence outcomes. By focussing a job search campaign in the same way as a sales campaign it is good to see primary, secondary and fall back objectives. Primary objectives should be the stretch target for the week. By Wednesday check into progress and if it is not a progressive week focus on achieving the fall back objectives all of which will be under your control. The result is that you drive progress.
- (5) Avoid the cul-de-sac – all too often we pursue a particular option which is not going to work but we do not analyse its success chances realistically at the outset. By flogging the lost cause we lose time and momentum and critically depress self-confidence. This is where listening to advice and taking feedback is key. It might still be possible to retain the preferred route in play but energies and enthusiasm must be channelled into more viable strategies.
- (6) Differing agendas – Finally as we approach contacts, recruiters and reply to roles the job searcher often forgets that the timing imperatives from ‘the other end’ are different. Today there is little evidence to suggest that job search campaigns have changed in their duration and are still from 3-9 months depending on the degree of change. By setting realistic goals and activities the sense of a flagging campaign will be reduced.

A job search campaign is a journey and many journeys are subject to frustration. How many times have we left home buoyed by the thought of the adventure ahead only to be thwarted by delayed flights of improbable traffic jams. A job search journey is no different and in summary the key is simply to retain the sense of the journey, focus on the destination .....and find alternative routes!!!!

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**Recording ACF Europe Webinar  
21 May 2013**

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‘THE ROLL OF PROCUREMENT IN THE SELECTION OF A CAREER TRANSITION PROVIDER’

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**ACF Europe Conference  
15 + 16 May 2014**

**ACF EUROPE CONFERENCE**

In 2014, an ACF Europe conference will be organised in Paris from Thursday night 15 May to Friday afternoon 16 May.

Please put these dates in your diary. As soon as we have more details we will inform our members.

Please let us know if you have any topics you would like to discuss during the conference.

