

# Pro-active job search/promotion method:

1

## Identification of target employer

- 40 employer list
- Dream employer (small is beautiful)
- Alumni
- Actively hiring
- Trending

2

## Break your 40 down top 5

- Based motivated
- Currently hiring/ vacant post
- Analyse your network for advocates

3

## Connections

- Pin pointing the person to email
- Functionally relevant
- Fellow alumni (affinity group)
- One or two levels above your anticipated role
- Internally promoted
- Uniquely named
- Contact via LinkedIn or Direct mail

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## Email to ask for information interview

- 6 point email fewer than 75 words
- 3 day follow up, 7 day chaser, move on

5

## Informational interview

- Research, prepare for the big 4 questions (tell me about yourself, why do you want to work for our organisation, why do you want to work in the role, Why do you want to work in this sector)
- Discuss-small talk, trends, insights, advice, resources and assignments.

### 3 types of people

Curmudgeons (Hopeless)

Obligates (Say they will help but don't)

Boosters (The people who will promote you and set up informational interviews)