SPONTANEOUS APPLICATION – WITH INITIATIVE!

Importance of spontaneous application

Spontaneous application or blind application are unsuitable terms for initiative or direct application. Under no circumstances should they be spontaneous. The initiative application - I prefer this term - has to be carefully carried out in order to be successful. It is an active form of application. Job seekers apply on the hidden labour market to a company that has not advertised a position. In contrast, applications to job advertisements are referred to as job placements on the open labour market. A large part of the highly qualified jobs is filled on the hidden labour market. There are even companies that restrict themselves to initiative applications. Since applications by electronic means are free of charge, companies receive too many unsuitable documents. Their processing is very expensive. Moreover, specialists are difficult to find through advertisements anyway. Companies are therefore increasingly looking for them directly via active sourcing.

Initiative application is time consuming

I expect initiative applications to become more important. They also have advantages for applicants. Many professionals have clear ideas about what they want to do professionally and what they expect from a company. They therefore look for employers who can best meet their needs. Unfortunately, initiative applications rarely lead to success. The reason is a lack of knowledge about their requirements. As the name says, the initiative and therefore the whole work lies with the applicants. The term «application» is misleading, as most of the work is done before the application. The prerequisite is to know what someone is looking for, both in terms of job content and the job environment. And then job seekers have to find companies and contact persons for an initial telephone contact. All the expenses that companies incur in the search for employees are incurred by job seekers when they send initiative applications.