

DIRECT APPLICATION

Taking initiative beyond job ads

A direct application – or initiative application – is an active form of job search targeting the hidden job market. Applicants approach companies that haven't advertised a vacancy. It's often mistakenly called a «blind» or «spontaneous» application. But a successful direct application is anything but spontaneous: it's strategic and well-prepared. Especially for qualified professionals, this approach is gaining relevance as many firms now rely on active sourcing instead of public job postings.

High effort, high potential

What makes a direct application successful is the preparation before writing. Applicants need clarity – about their ideal job content and company culture. A personal and professional assessment can help. Then comes targeted research: selecting the right companies, identifying contact persons, and initiating phone conversations. Those who invest this effort can uncover opportunities not visible on the open job market – and often find a better fit.