

INITIATIVE APPLICATION

Your way into the hidden job market

A initiative or direct application is a proactive route to the hidden job market. Unlike traditional applications, the initiative lies entirely with the candidate. Often mislabelled as «blind» or «spontaneous», such applications require planning, research, and strategic focus. Many highly qualified roles are never advertised – and some companies rely solely on direct applications.

Clarity and preparation are key

Professionals often know exactly what they want and expect from a role and employer. The main challenge: the effort required before applying. A personal and professional assessment helps sharpen focus. Next steps include researching companies, identifying contacts, and establishing personal outreach. The actual application is the final step of a thorough, purposeful process – one that pays off when done well.