

SPONTANEOUS APPLICATION

Well-prepared, not spontaneous

A spontaneous or speculative application may sound contradictory—because nothing about it should be spontaneous. Done right, it's a strategic tool to access the hidden job market, where many high-level positions are filled without public postings. Some companies even prefer unsolicited applications, especially to avoid an overload of mismatched online submissions.

High effort, high potential

Spontaneous applications demand clarity and planning. Applicants must know exactly what they seek—both in terms of content and environment. A prior personal and professional assessment helps target the right jobs. Then comes the research: identifying suitable companies, finding contacts, and making the first call. Applicants take on the effort companies usually invest in recruitment. The term «spontaneous application» is misleading: only those who approach it with strategy and focus will succeed.