

## **DIRECT APPLICATION**

Many qualified positions are never publicly advertised. Those who wait for job postings miss a large part of the labour market.

A direct application – also known as a speculative application – is an active way of accessing the hidden job market. Unlike applying for an advertised role, the initiative lies entirely with the candidate. It is often mistakenly referred to as a “blind” or “unsolicited” application – but it should be neither. It requires a clear strategy, thorough preparation, and a solid understanding of the target organisation. This form of application is becoming increasingly important, particularly for more senior or specialised roles – not least because many companies rely on active sourcing and no longer advertise vacancies at all.

The biggest hurdle comes before the application itself. Candidates need to sharpen their profile, research relevant organisations, identify the right contacts, and build connections in a targeted way – often by phone. A personal and professional assessment is often a sensible first step, as it creates clarity about what you are looking for and what you have to offer.

The application itself is merely the final step in a demanding but rewarding process – one that is built on clear positioning and genuine added value for both sides.

### **Articles on direct applications (all articles)**

- Why motivation makes the difference in job applications
- Who is the most competent person in the meeting? Possibly you!