

JOB-SEARCH

Job search and applying are not the same. Those who do not understand the difference overlook a crucial step.

Application and job search are often treated as identical – wrongly so. In a speculative application, for example, most of the work happens before the application itself: building market knowledge, researching companies, identifying the right contacts. That is job search. If you do not name an activity, you are less aware of it – and are more likely to neglect it. In the overall process of career reorientation, job search is the third of four steps: personal and professional assessment – job research – job search – application.

A comparison makes the difference clear: a headhunter spends a large part of their work identifying suitable candidates – through market knowledge, research, long lists and shortlists. Only then does the actual approach begin. Job seekers can learn from this. Those who search across multiple channels and actively identify organisations act like a headhunter on their own behalf. The counterpart to direct search is the speculative application.

Well-executed job search is demanding. But it often matters more than the application itself.

Articles on job search (all articles)

- Job search? Think like a headhunter!
- What should I do during a period of unemployment?