

## **SPONTANEOUS APPLICATION**

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

The terms “spontaneous application” and “blind application” are misleading – and not particularly helpful. This form of application should be neither spontaneous nor blind. More accurate terms are initiative or direct application: they describe what this method really is – an active, strategic way of accessing the hidden job market. Unlike applying for an advertised role, the initiative lies entirely with the candidate. Some companies even rely exclusively on this approach.

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. 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 spontaneous applications (all articles)**

- What you can learn from a negotiation expert for your application
- Why motivation makes the difference in applications