

If I Lost My Job Today – Part 2

Get back to getting paid and being the best around

Howdy,

The last time I wrote this article there was no pandemic in the United States. I think the items on the list were good. I also think many of the items are less relevant than they used to be.

In a post – 2020 pandemic world, things work differently. There are resources that were not as readily available previously. The systems that were the single source of success are no longer as important as they once were.

So, I am providing an update to the list. Here is part 2. This is what to do starting today if you want to get a job as soon as possible.

No big preamble. Some key things to note:

- Items in the first list (Part 1) are still good but what is written below is an update. Ultimately, I'd suggest reading both and implementing ideas from both.
- What follows is not a cumulative list but rather a list of key items that I have in mind for how to create an overall strategy. Strewn in are some specific steps and ideas.

Step 1: Decide what industry you are hoping to work in and what position you wish to obtain.

- It's important to understand what's happening. You aren't "looking for a job". You are competing in an industry. Your "job" is a position offered by a company within an industry. The position carries out a specific function (compensated for a specific reason).
- Why does the job exist? How does this position make the company money? Think about these but don't spend too much time thinking about these.

Once you have an industry and position decided, identify who the hiring manager for this position is. What position(s) do they hold? Once you know this, work to build a plan to implement Goal 1.

Goal 1: Surround yourself with many versions of this hiring manager. If you are a senior director and want to become a vice president, I would expect you to be having no less than 30 conversations with Vice Presidents every month. More would be better.

- This is less about what you'll "learn" from them. It's more about what happens when you work to surround yourself with the type of people who hire for your position. Remember, birds of a feather flock together. You should be flocking with your fellow birds of a feather.
- Competing at the industry level may involve other things (trainings, conferences, certifications, work projects, experience, etc.). Part of the benefit of surrounding yourself with the folks who would hire you is that you get a clear idea of expectations for your position. This changes you from someone applying for a role and transitions you to someone who is already speaking the language of their future team...and possibly even their bosses. It helps you to immediately assume market fit.

Note: Step 1 is all about positioning your personal brand directly in front of decision makers. This can be tough for many people if they don't know what their personal brand is or don't have one. The steps listed will help by forcing you into situations where you will think about this. If you are really struggling and need help, feel free to contact me.

Step 2: Use social media to connect with subject matter experts.

- By "subject matter experts" I mean experts in the job search process. There are soooo many folks who have focused their entire brand on sourcing opportunities for their audience (remote work, work-from-home opportunities, IT positions for former inmates, 6-figure positions for individuals without a degree, jobs for moms returning to the work force, better job boards, better methods of applying, etc.)
- Find these individuals. Bookmark them, follow them, consume their content, and maybe even reach out to them if needed.
- This will lead to a lot of information. Start to create a schedule to keep up with all the tips you are getting and everything you are learning. The key is implementation.

Goal 2: The goal is to get clear and up-to-date ideas on what is working generally and on two ideas specifically:

- What type of companies are hiring for your current or desired life situation?
- What are the best job boards you should be using?

Step 3: Outsource your job search.

- Get familiar with virtual assistants.
- By yourself or using virtual assistants, create a list of recruiters in your area. These should be recruiters for your specific job type. The ideal is that you have a list of a few hundred plus recruiters who are taking and passing along your resume as well as sending you possible job leads.
- Get a virtual assistant to apply for jobs for you. I suggest you look at this activity like you are running a sales team. Create a budget, map out a territory, and prospect this territory on a regular basis. This is not a one-time thing. It may take months. Get started.
 - o **If I told you that it would take 800 job applications to get the job you want, would you throw your hands up and say, "I quit!" Or would you budget and get going?**
- Look into software applications available to automate your job search. As of this writing, there are multiple floating around. I'm sure there will be many more 2 and 3 years from now. Don't stall your job application process to find out about these (this is why I listed it last). As with the items above, you will be able to find individuals who make plenty of content online about these so check social media.

Goal 3: An outsourced (and possibly automated) system to search and apply for jobs that will allow you to apply to large numbers of positions in a short amount of time. This will free up time to work on other key activities like education and networking.

Step 4: Start applying to jobs in cities outside your immediate geographical area.

- This goes along with the previous step. If there is fear of maxing out your current market via applications, then look to jobs in other markets and cities.

Goal 4: Realize that you are never done. The typical employee will not run out of options. You have your whole country and, as needed, the rest of the entire world.

- I was talking to someone in the Washington D.C. area who was afraid that they would run out of jobs to apply for. I responded, "You have the whole country! And the whole world!"

"Why would someone from another country want to hire me?" she said. I responded, "Someone somewhere would love to have an employee on the ground floor near the nation's capital. It's just about finding them. But they are definitely out there. And I would guess that there are many companies like them."

Step 5: Create a social networking strategy.

- Recruiters, hiring managers, peers, family...everyone and anyone can fit in this cover-all category. These are the folks who you will connect with regularly and semi-regularly. You will let them know that you are looking and what you are looking for. They will have a cousin, friend, brother, sorority sister, or neighbor who may be able to connect you with a hiring manager.
- They will also be the folks who will let you in on other ways to compete within the industry. They will be full of great ideas that you should follow through with:
 - o "Have you been to XYZ conference?"
 - o "Have you considered applying to the county? I know a hiring manager there."
 - o "There's a lady in our church who helps people find work in your field. You should talk to her."

Goal 5: Your social network should help you to drive your momentum to the next level. It might even lead directly to a few interviews and landed positions. Please, please don't skip this step. If you want more help, connect with me at slowkaizen.com.

Conclusion

Follow the steps above and let me know if you have any questions. It's a lot of work. And that's what competing looks like. It's all there for the taking. You may need to be flexible, but the opportunity is there.

Lastly, don't forget about things like state and locally sponsored job fairs, online and virtual job fairs, state and county sponsored programs for job seekers, and the tried-and-true door knocking.

I believe in you. You can and you will do it and, in less time than you think. Get at it and let me know if you have questions.