

December 5, 2001

Tonight's discussion contains excerpts from "Winning at the Job Search Game" by Brian Leggee. The complete tape is available on Cassette from Responsive Technologies for \$15.

The Hidden Job Market

How to find it & what to do with it

In San Diego in 2001:

1. How much time does a company spend reading each resume they receive? __
2. What percentage of the technology companies in San Diego are hiring? __

Regarding Answer #1

- 'Slow' Job Market, rules change. Companies hire for *pain* relief, not forecast.
- Everyone 'plugs up' the system
- What is a Hiring Manager's goal regarding reading of resumes?

Regarding Answer #2

- What is the "Hidden Marketplace"? Secret Job Boards? Agencies? Just a cool cliché?
- 80 positions open vs. 8 positions open
- "Nothing is open right now" - people available when it becomes a priority
- Any Drop in Market, the U-T Ads, Monster.com, Job Fairs dry up
- Is it worth chasing Ads/Job Boards, even in a strong market?

What is Attrition, and why should I care?

What is Attrition? –Do the math! When can you actually *see* attrition.

- Replacement Firing/Hiring –Companies are less forgiving to slackers.
- Confidential hiring during periods of Layoff
- Companies layoff 70 people to lose 100.
- Job openings and Job Requisitions all part of the same package for sign-off. Hiring is **OFTEN** an impulse decision based on PAIN!!

So assume there are openings. There *will be* when you reach the Decision Maker.

What can you do about all these “hidden” openings?

- A. **Get names** of potential companies & Decision Makers (hiring managers). Easier: Directories, Chamber of Commerce.
Better: NETWORKING! YES: Who is it that hires xxx people at your company?
NO: Do you have any openings for xxx at your company?
Call “good old Charlie” from the lunchroom
Target companies with similar positions/industries/tools & **call for the manager’s name!**
How to work a Job Fair to find a job...

B. Contact them.

- How much planning should you do before you call?
- If you **MUST** send a resume, the U.S. Mail **CAN** be your friend.
- The further you are from the decision maker, the **EASIER** it will be to reach someone and the **LOWER** the chance of success.
- Show up in person if you have time, odds are better.

How about what counts –the Human side

- A layoff can be fun...not just for the first 2 weeks.
- Decide a schedule for Job Searching, e.g. 9:00 —11:00 AM Mon-Fri
- You **WIN** the job with your social/emotional connection with Interviewers, not just with “Personal Chemistry”
- Work off some stress –Exercise, not necessary at the Gym. • Take care of your emotional health, talk to a Therapist that specializes in “self-actualization.” (Nichelle Nelson, MFT, www.nichellenelson.com, 760-839-0550)

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BIOGRAPHY - Brian H. Leggee

For the past 16 years, Mr. Leggee has specialized in staffing solutions for San Diego job-seekers and employers. Prior experience includes Systems Engineer for real-time process control systems with The Foxboro Co., Software Engineer developing radar software for MIT Lincoln Labs, and Systems Software Engineer for Data General Corporation.

Mr. Leggee holds a Masters Degree in Psychology and a Bachelors Degree in Engineering from Northeastern University in Boston.

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