

A person in a dark suit and white shirt is pointing their right index finger at a search bar. The search bar is a light gray rectangle with a magnifying glass icon on the left, the word "JOB" in the center, and a blue "Search" button on the right. The background is a solid light blue.

Q JOB

Search

HOW TO LAND YOUR DREAM JOB ONLINE

THE FUTURE OF JOB

HUNTING AND CAREERS

With tens of millions having recently gone unemployed,¹ and one in every three people having lost opportunities or income² as of late, finding full-time work remains challenging for many. But even as financial markets continue to whipsaw, and the global workplace remains in flux, companies in many fields continue to hire³ in increasingly large numbers. To meet demand across these sectors, organizations (and the HR pros who are responsible for staffing them) are increasingly turning to technology and online tools to court and recruit prospective hires. Looking to score yourself a promising new role in the near future? As we explain in recent book **Think Like a Futurist: How to Plan Around Uncertainty and Future-Proof Your Business™**, in an age of digital and remote work, it pays to switch up your job hunting tactics. Here's how job seekers looking to find open positions, ace interviews, and stand out to potential employers can adapt their strategies to better connect.

HOW TO GET HIRED

STAND OUT AT A GLANCE

Make sure your job application is creative and instantly memorable, in a good way. (Hint: Before submitting it, be sure to research target companies to ensure presentations are a good fit for their personality and culture.) Sample ways to differentiate might include using colorful visuals and charts to present your career experience in the form of an infographic, asking a graphic designer to make your resume look like a potential employer's product packaging, or submitting a catchy audio recording or video snippet. While a cover letter and description that explain why you're a great fit for any given role are still important to submit, HR pros advise using submissions as an opportunity to exercise your creativity. Doing so, they say, can help underscore your ability to think dynamically, solve problems, and employ strong communications skills.

1 <https://www.politico.com/news/2020/04/30/coronavirus-unemployment-claims-numbers-225603>

2 <https://www.reuters.com/article/us-health-coronavirus-usa-workers-trfn/one-in-three-americans-found-losing-work-income-due-to-coronavirus-idUSKCN2292U1>

3 <https://www.themuse.com/advice/companies-hiring-during-coronavirus-covid-19>



MASTER VIRTUAL PRESENTATIONS

In addition to dressing and comporting yourself professionally when conducting online interviews, as well as utilizing a clean, simple background with minimal distractions, take time to prepare and practice fielding sample questions you expect to be queried about. You'll also want to ensure that popular videoconferencing software programs are preinstalled and working on your devices properly prior to interview sessions, and test that your videocamera and microphone are functioning as anticipated. Similarly, if you have a fear of public speaking, ask friends and family to put you through test runs so that you can get comfortable with being put on the spot. Likewise, make a point to quickly and succinctly summarize your thoughts. To maximize your talents here, practice answering questions with 20- to 30-second quick-hit responses, using three or four sentences maximum to get your thoughts across. When speaking, be sure to look at the camera, and maintain (virtual) eye contact with your interviewer as well.

STEP UP YOUR TEXTING SKILLS

Provide well thought-out and succinct responses, and be clear and direct with comments. Likewise, be sure to offer more complete answers: Don't simply reiterate comments made on your resume. Also keep additional resources (i.e. certifications, writing samples, and reference letters) close at-hand in the form of files and links that you can quickly share if recruiters request them. In addition, you'll also want to take time to check and recheck spelling, grammar, and punctuation (keeping an especial eye out for auto-correct-generated errors) before sending messages. Furthermore, as much conversational nuance and emotion can be lost in the translation to digital, be sure to read over and double-check responses to ensure they sound upbeat and energetic. Most of all, don't be afraid to be yourself. But before going heavy on emojis, also take time to think about how doing so may be perceived, and be certain that playful approaches such as this align with potential employers' brand and culture.

DO YOUR HOMEWORK

In addition to researching positions that would be a good fit for you before applying, be certain to familiarize yourself with the philosophies that prospective employers champion. Since you're working independently and not in-office amongst colleagues, remote work paradigms force companies to hire for fits in terms of attitude, not culture. As a result, you should research firms to ensure that the attributes you prize – e.g. self-reliance, empathy, a focus on customer service over cost-efficiency, etc. – align with prospective employers' values. Similarly, when applying, it's important to position yourself to quickly relay how specific skills and experience you possess best align with companies' specific needs. The more concrete information and real-world examples you provide, the more successful you'll be. In addition, when submitting a resume, be sure to include targeted keywords – specific phrases denoting in-demand job titles and technical terms – that artificially-intelligent analytics programs are seeking. Many times, you can find clues as to which keywords to insert (e.g. "network administrator" vs. "IT expert") contained in the job description itself.

CAPITALIZE ON NETWORK EFFECTS

Don't be afraid to reach out to others and ask for help in your job search either: A robust network of contacts can help you more readily find open positions, including those that haven't yet been posted, experts say. The more you make associates aware that you're on the hunt, and more that you make a point to stay on recruiters' radars, the more that you'll put yourself in opportunity's path, and more successful you'll ultimately be. Similarly, use your downtime to update your online portfolio and profile, reach out to coworkers for recommendations, and let recruiters know that you're open to job opportunities as well. Even if it's uncomfortable at first, it pays to lean on your network of contacts for assistance. If you need an excuse to stay in their inbox, remember: You can always ask folks to do virtual informational interviews about what their job entails, or volunteer to help others, which helps you meet more people and pay things forward. If you want to kill multiple birds with one stone (e.g. practicing your presentation skills while finding ways to flex your creative chops), you can even go on YouTube and post a video resume.

FAST FACTS

84%

Amount of recruiters who are adapting hiring processes to facilitate remote and virtual work

8 in 10

Companies are turning to videoconferencing solutions to screen and interview candidates

46%

Number of businesses using social networks more frequently to connect with potential hires

4 out of 5

Number of firms who say online streaming interviews are now a key part of the hiring process

1/2

Amount of recruiters who are using phone calls to connect with job candidates in recent months

TECHNOLOGY IS ON THE RISE

4 in 5

Companies say that they are pleased with machine learning solutions as a tool for job recruitment and hiring

2/3^{rds}

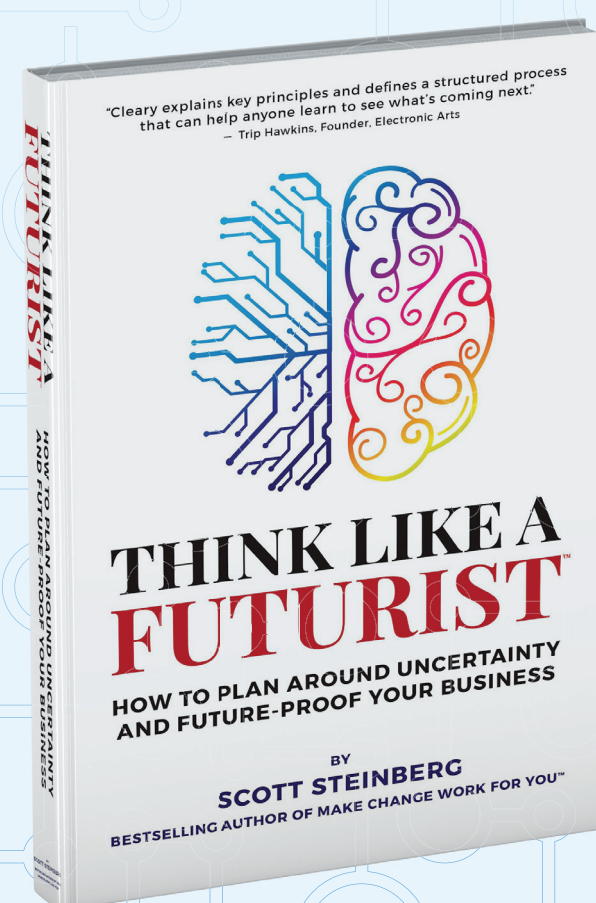
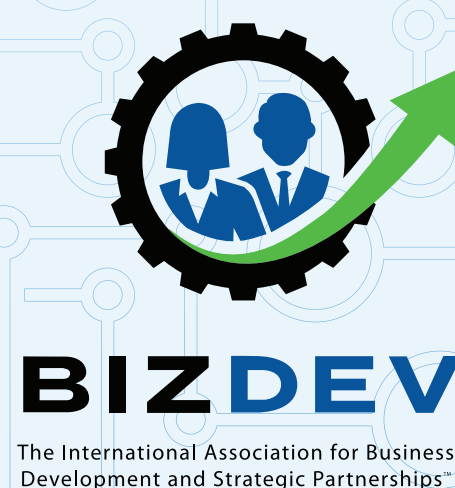
Number of workers who prefer text-based communication⁶ with employers over emails and phone calls

500%

Amount of companies who have invested or plan to invest in artificially-intelligent chatbot⁵ hiring tools

9 of 10

Organizations who have turned to SMS-based recruiting options that plan to stick with these solutions



Learn more at

www.BizDevAssociation.com

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⁴ <https://www.jobvite.com/wp-content/uploads/2020/04/Adapting-to-a-Remote-World-of-Recruiting.pdf>

⁵ <https://www.jobvite.com/future-of-recruiting/remote-working/webinar-recap-recruit-the-best-candidates-in-a-remote-world/>

⁶ <https://www.jobvite.com/wp-content/uploads/2019/04/2019-Job-Seeker-Nation.pdf>