

# How to Find Work in a Tough Market

## A 3 Part Series

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### Employers Do Need Your Help

Many job seekers are hurt by employers' lack of response to their efforts. How many times have you thought or heard, "They could at least have taken the time to acknowledge my application!". That is a natural reaction to feeling ignored, particularly if you have impressive credentials and have taken great care with your resume and application. Unfortunately, employers simply don't have the time to communicate with all job applicants. Does that mean they are not interested in job seekers? That they don't care? Not at all – productive employees are an employer's most valuable asset. The employer's lack of response only means that economic and time constraints force them to focus their activities on the business at hand, to the exclusion of other priorities. They must do everything, including recruitment, in the most efficient manner possible.

Although it may appear otherwise at times, employers are frequently on the lookout for good people with talent, energy, drive and commitment. If you are one of these people, how can you connect with an employer who may want you? How can you get noticed and acknowledged? The way to do that is to help them find you. You do that by clearly communicating:

- Your interest in *them*,
- Your understanding of *their* needs, and
- Your ability to *meet* or exceed *those* needs.

Thus, all your communication is about them and their needs, rather than about you and your needs. With this approach, you have a better chance of sparking the employer's interest in you.

Although employers may seem to ignore you, or even actively resist you, recruitment of good staff is vitally important to them. How else could they carry on business? They do, in fact, need your help. But they expect you to come to them, to step forward and to put yourself out, to *initiate*. Doing that while seeking employment will create a perception that you will also do so on the job.

The "best" employers usually have their full complement of happy staff and correspondingly low turnover, so may not actually be hiring at the time you are looking. They might well be recruiting, however, and often are. That's how they found the quality staff they have. Whether or not there is a current opening, employers are indeed interested in job seekers who can help them get what they want and need.

So...what is it the employer wants? Yes, to make money (and, of course, to save money). Yes, to run a successful business. Yes, to establish and maintain excellent customer/client relations. To have a strong and attractive public image and reputation. To save time. To develop products and services that will sell. To be the kind of business that attracts and keeps good people. See? You already know, even before you've done your research on the company. If you, as a job seeker, can show that what you do well will enable the employer to get what they want, you will have made yourself a known asset to the company. So, in looking for work, your challenge is simple and very straightforward: show the employer how what you can do will benefit them on their terms.

In order to do this, you must first demonstrate your clear interest in them and your awareness of their basic needs. If you are not able to access relevant information on your target employers (information such as their specific products, market, customers, clients, mandate, philosophy, mission, goals, vision, values, needs, strategic plan and so on), then you know for sure that their overall aim is success in the terms described in the above paragraph. Therefore, even if you have no specific information on a target company, you know enough to identify and respond to their basic needs. If you can show them clearly how you meet their needs, you will have made yourself a desirable commodity.

The next article, **Helping the Employer Find You**, suggests a simple strategy for active networking, to help targeted employers become aware of your availability.