

"Over 70% of all jobs are never published. This book will help you discover and land these jobs!"

—John Challenger, CEO, Challenger, Gray & Christmas, Inc.

UNLOCK THE HIDDEN JOB MARKET



6 STEPS TO A SUCCESSFUL
JOB SEARCH WHEN
TIMES ARE TOUGH

Duncan Mathison and Martha I. Finney

Praise for *Unlock the Hidden Job Market*

“Get the competitive advantage in your job search when you *Unlock the Hidden Job Market* with Duncan Mathison and Martha Finney!”

—Marshall Goldsmith, executive coach and
Author of *What Got You Here Won't Get You There*

“Superb! All you need to guide you in finding that next career adventure!”

—Beverly Kaye, CEO/Founder, Career Systems International
and Author, *Love 'Em or Lose 'Em*

“Any active job seeker or individual considering a career change can benefit from Mathison and Finney's wisdom and practical advice. The great job search success stories today do not come from submitting one's resume among thousands of others, but from navigating unadvertised opportunities. It is precisely that hidden market that this book demystifies and opens for the reader.”

—David Reimer, VP, North American Delivery,
Drake Beam Morin (DBM)

“When the economy is tight, finding a job takes a more proactive approach than simply responding to job ads with a good resume. Mathison and Finney tackle the art and science of finding good jobs that are never advertised and never posted on job boards.”

—China Miner Gorman, Chief Operating Officer,
Society for Human Resource Management

“Great jobs are still out there! *Unlock The Hidden Job Market* gives you all the steps you need to find the perfect job for you. You can start today!”

—Rick Smith, Author of *The Leap!* and Founder of World 50, Inc.

“*Unlock the Hidden Job Market* gives you all the tools, insights, and strategies you need to take back the power of your job search. Mathison and Finney tell you exactly how to land not just any job, but the job that's perfect for you. Even now.”

—Lauren Doliva, Managing Partner, Chief Advisor Network,
Heidrick & Struggles

“*Unlock the Hidden Job Market* shows you how to radically shift your perspective about your career potential. Need a new job? You need this book!”

—Libby Gill, executive coach and Author, *You Unstuck*

- What was *success* in that challenge? This could be anything from cost savings to revenue generation, to customer retention, to expanding the potential of your organization. In other words, what was the business benefit of that success?
- What did you learn about yourself in the process? What a-ha moment emerged from this success that broadened your ideas about what you might be capable of?

You might think that a list of 12 to 15 accomplishments is somewhat excessive (especially if you can't even think of that many actual skills that you can claim). But remember that these are scenarios when you used your abilities to achieve a positive outcome for your company. And the purpose is not only to reacquaint yourself with a list of the wide range of things you can do, but to get you to think about how many of those things you really want to continue to do.

Which leads us to...

Motivation

You have an ability. And some company is willing to pay you for it. That doesn't mean that you're stuck on that career path forever. If some ability doesn't leave you feeling deeply satisfied, why shackle yourself to it for the rest of your working life?

This is not to say that you have to jettison the ability altogether. Maybe a slight tweak or alteration will transform a particular ability from leaden handcuffs to a true gift that will put your career back on the right track.

For instance, one of Duncan's clients was in human resources. She had spent the previous two years downsizing and restructuring her company. So, she was very skilled and experienced in identifying jobs that were expendable. When the time came for her to review her own career, she knew one thing for absolutely

sure: She didn't want to be in the business of firing people anymore. Even though that was an accomplishment that benefitted an organizational objective, she needed to give herself permission to exclude those abilities that she was good at but that drained her soul.

Duncan was able to show her that she could take that same skill, do it in a slightly (or significantly) different way, and reframe her ability to do something that motivated her. When considering her recent experience identifying which employees to lay off, she realized that she had also been identifying talent *to keep*. So, after she was able to see the light side of the dark coin, she could then effectively (and truthfully) tell the story of how she helped her CEO build future bench strength in her company by identifying the top high-potential, high-performing, essential talent in a smaller organization.

It's not enough to be able to do a job; you really deserve a job that you *want* to do. If you're not interested in the work, if it breaks your heart, if it separates you from your values or even morals, now is a really good time to realize that. And use this hidden job market project as your chance to stop punishing yourself with work that leaves you cold inside. And find work that really motivates you.

Your motivation can come in a variety of forms. Perhaps you enjoy being in a position where you can influence major decisions, for instance. Or you have the opportunity to be of service to others in a significant way. Or you can exercise your creativity on the job. Or you enjoy the energy of being in an entrepreneurial role.

When you look at your list of accomplishments, you'll begin to see hints of what makes you feel emotionally engaged in your jobs.

That's motivation. Write those elements down.

Fit

The issue of fit can be broken down into two fundamental areas: who you do your job with and where do you do it, which is about the actual environment.

Environment: Are you happy to work inside office buildings? Do you need the noise and hustle-bustle of factory floors? Do you prefer to spend your days away from the office, taking full advantage of the technology of virtual offices? Do you prefer an edgy, happening corporate culture where just about any behavior is tolerated, so long as it doesn't end in citations and court costs? Or are you most comfortable in a buttoned-down culture, where rules of behavior are sharply defined? Can you tolerate working in a bullpen of cubicles? Or would you rather be outdoors at a job site happily tapping away on your laptop?

And what about the people you actually work with? Every job has various levels of stakeholders who work with you: your boss, your coworkers, your customers, even your subordinates. What kind of overall working culture makes you happy? A collegial, egalitarian one in which everyone has a stake and a say in your product or service? A strictly enforced hierarchical one in which there is clarity as to who answers to whom all the way up and down the organizational food chain (we mean, org chart)? Are you happiest and most productive in a culture of trust and autonomy? Or do you prefer a system where all action items, deliverables, and goals are micromasured in a drive for results?

AMF: Putting It Together

At first glance, discovering your *abilities, motivation, and fit* (AMF) may appear to be a simplistic exercise of self-discovery. Perhaps a familiar version of many self-discovery exercises that you've undertake over the years. That's okay. Do it anyway. If

you have managed your career in recent years using the career search technique of take-what-you-get published job listings, you may have lost yourself somewhere along the way, forfeiting the job you want for the job that's been offered to you. And you might have forgotten what really does make you feel completely engaged in that sweet spot of *just the right job, for just the right company, with just the right people.*

If you go through all the effort that plumbing the hidden job market requires, don't you at least owe it to yourself to reach for the absolute best possibility that is waiting for you to discover?

Knowing what your AMF is will help you get the best from this entire process, giving you the courage to say "no thanks" to the job offers that are almost-but-not-quite-right. And the confidence that when you do discover that job opportunity that's absolutely perfect for you, you'll know yourself well enough to say yes.

The best thing you can do:

Give yourself permission to let go of the skills and abilities you have that you dread or simply leave you cold.

The worst thing you can do:

Give into temptation and say yes to the wrong job. You won't be available to say yes to the right job when it finally comes along.

The first thing you should do:

Put yourself through the AMF exercise and hold on tight to the results as the essential guidelines that will govern whether you say yes to a job.

They Kept Promoting Him, But He Hated Being a VP

Ed loved all things automotive, and he worked for a company that published information for the car business. Because his passion made him so good at his job, he was constantly promoted—to the level of vice president, where he was no longer doing what he loved. He was managing other people who did what he loved. And he didn't love managing people. When he sat down and wrote out his contributions he was most proud of, being a boss didn't appear on the list. But he did list innovation, creating business partnerships, doing deals, and using his deep knowledge of the automotive marketplace. He also realized he preferred working with the leadership of smaller companies over the larger corporations. His understanding of abilities, motivations, and fit (AMF) gave him new enthusiasm and focus in his search. Skip the vice president title, he resolved, and in his new career, he made more money without the headaches.

This page intentionally left blank