



## THE SIX STEPS TO TAKING CONTROL OF YOUR JOB SEARCH:

In a fiercely competitive landscape, gaining a strategic edge as a candidate has never been more essential. At The Talent Place, we've created a clear, actionable six-step framework designed for anyone ready to embrace change and commit to progress.

This process doesn't just reshape the way you approach your job search, it expands your perspective, sharpens your focus and helps you stay aligned with your values. During a time when uncertainty can blur your direction, our method empowers you to stay clear-headed, confident and focused.

### CLARITY & FOCUS PHASE

#### 1) ESTABLISH YOUR IDEALS

The first step in this process is to establish who you are, what you want to do and what you want to be known for. The setup of these core individual ideals, unique to you, will ensure you have a determined clear focus for your job search. These ideals you generate can and will form the basis of you as a person and the fundamental building blocks of your job search.

Whilst this can be quite difficult to narrow down, here are some areas to consider:

- Your practical non-negotiables (your location, salary expectations, future plans etc).
- Your capabilities (your individual expertise, industry experience - what you're great at).
- Interests (hobbies, clubs, groups - what you love doing).

You should in this step be able to articulate what you bring forward beyond your skills and experience and establish who you are and what you stand. This will allow recruiters to understand you more easily and direct you to your most suitable role.





## 2) FORM YOUR STORY

This is the stage in which you should really hone in on what makes you unique. In this stage, you will essentially be creating a unique elevator pitch for yourself. Telling a story about who you are, why you're relatable and most importantly what sets you apart from the rest of the potential applicants is the main focus here.

Here you should pick distinctive elements of your individual life story to create a powerful elevator pitch for yourself.

To establish this, you should ask yourself personal questions comprised of:

- Your biggest challenges and how you overcame them.
- Why people love working with you and where you thrive.
- Qualities you have learnt from your life experiences and family.
- How these have impacted your character.
- What most people don't know about you.
- What are you known for and what do you want to be known for?

It's a good idea to ask those closest to you (friends, family, and colleagues) these in order to get genuine responses to begin the crafting of your story. When asking for appropriate references and testimonials suggest some of these points as it will make them more applicable to the creation of your own personal narrative.

This will allow you to identify and reinforce your values, what they mean to you and how you will apply them to the formation of your unique story and ultimately assist in your job search.





## **RESEARCH PHASE**

### **3) IDENTIFY RELEVANT COMPANIES**

Once you've established your ideals and story, it's time to begin the research phase. The point here is to aim high, know your worth and be selective. Based on your ideals, you should start to identify those companies that would be a perfect fit for you. To begin with you should ideally target around 20 to 30, possibly over 2 or 3 channels.

The channels where you can learn about these companies can vary from direct sources such as the company website itself to secondary sites such as Glassdoor, Wikipedia, Google etc. Social media sites are one of the most important sources of information as it is often how the people within the company describe themselves.

This can be a good internal example of the type of language they use to describe themselves and what their tone of voice is. Companies can be identified and categorised through many different means but more often than not are categorised by industry, geography, size, previous colleagues, or even a combination.

It is key in this stage to ensure that you resonate with their company, product or service and connect with their missions, ethics, and values as you don't want to start the application process for a company that isn't a good fit for you, your ideals and career goals

**To see if a company might be the right fit for you, ask yourself:**

- **What is your connection to this company?**
- **What are their challenges, opportunities, and plans?**
- **What kind of reputation do they have publicly and internally?**
- **Who do they already have with your skillset?**
- **Who do you know that works or has worked there?**
- **Why do they need YOU.**



## 4) IDENTIFY RELEVANT CONTACTS

Now that you've identified a handful of companies that align with your ideals and goals it's time to start identifying points of contact within these businesses. Ask yourself who within these businesses would most likely be interested in you and your skillset?

It would be a good starting position to try and identify at least four potential contacts within each organisation you are interested in applying for:

- Your potential manager
- Your manager's manager
- Internal recruiter
- HR leader

You can find information about these potential points of contact in a handful of different ways. More often than not business websites usually have a 'Meet The Team' or 'About Us' section which will probably hold the information on specific members of their team members.

Failing that, LinkedIn searches often prove successful. Likewise, if it is a company that you're somewhat familiar with outside of your research, you may already have points of contact – ask yourself if you know someone that currently works for them or has done in the past.

### Leveraging AI

AI tools like ChatGPT are game-changers for job seekers aiming to connect with decision-makers.

They help you:

- **Identify Key Contacts** using public data like LinkedIn, company sites, and press releases
- **Refine Search Strategies** with smart prompts and Boolean logic
- **Extract Insights** from profiles, ads and online content
- **Draft Personalised Messages** that align with company values and role responsibilities





## ENGAGEMENT PHASE

### 5) CONNECT WITH CONTACTS

Entering the engagement phase, you should be focused on opening up communication with the points of contact identified in the research phase. The thoroughness of the first two stages will pay off here as by now you should have all the tools and knowledge to successfully start applying for your chosen jobs.

The first thing to consider when opening initial contact is the method in how you do so and how appropriate is it for the company you're applying for. Think about whether emailing them directly would be best, leaving a message or voice note through socials or more official means like a handwritten letter or phone/video call.

If you cannot directly contact them, consider commenting and engaging in relevant posts from the company to get yourself on their radar. Joining groups and finding and using the applicable hashtags can get you involved in the right crowds and get you one step closer to securing an interview.

The importance here is to keep all the content within your engagement relevant and consistent with your own personal story and individual ideals, outlined in phase one and furthermore relate this to your job search.

You may not be aware that most, if not all of the time, a large and key part of the contact process is repetition, consistency and perhaps a little bit of persistent follow up.

When trying to connect with a contact consider this method:

- Initial 'light touch' contact of connecting on LinkedIn.
- Once connected, send them a message. E.g. 'I love what you guys are doing as a business... - I'm a... who's the best person for me to speak to?'
- If no reply, try leaving a small voice note which might grab their attention.
- If still no reply, last case attempt to call or email them e.g. 'I thought I would try one last time; in case you weren't picking up my messages.'
- Move on and try another contact within the organisation.

Most recruiters and companies have dedicated members of their team internally running their social pages that will, at the very least reply to you, opening up some sort of communication channel between the two of you. Hopefully from this initial contact, the social media manager might point you in the right direction of who to contact for job prospects.



## 6) ADAPT APPROACH & PERSEVERE

Failing this however, there are alternative ways to open up communication between you and a business/company you're interested in working for. Don't be afraid to be bold and creative in thinking of new ways to contact, impress and pitch yourself to potential employers. Considering more unorthodox methods of engagement, such as video CV's, may just be the thing that grabs the recruiters eye.

During this time, you should be operating at your own pace. Remember that, at the end of the day, you and you alone are responsible and in control of your own job search. You have the tools to project manage your own strategies and everyone is different so design a system that works for you and your needs as an individual.

There are no guarantees of success but the key concepts to take away here are consistency and persistence. Keep at it and do not get disheartened if your initial attempts at contact fall through. If you are truly passionate and true to your core ideals this will shine through and grab the attention of other equally as passionate potential recruiters.



The six-step process is a guideline and direct job search strategy developed in order to give you the confidence and structure to proactively pursue your ideal career.

## THE TALENT PLACE:

The Talent Place delivers powerful, tailored support for professionals navigating change—whether through redundancy, career progression or entrepreneurial ambition. With expert-led services ranging from coaching and personal branding to interview prep, job search strategy, CV/LinkedIn optimisation - we equip individuals to move forward with clarity and confidence.

Our Job Search Accelerator membership provides access to coaching, video guides and community support. Hogan psychometric assessments offer deeper self-awareness and career alignment. Whether you're exploring new employment or considering self-employment, The Talent Place helps you take control and make your next move count.