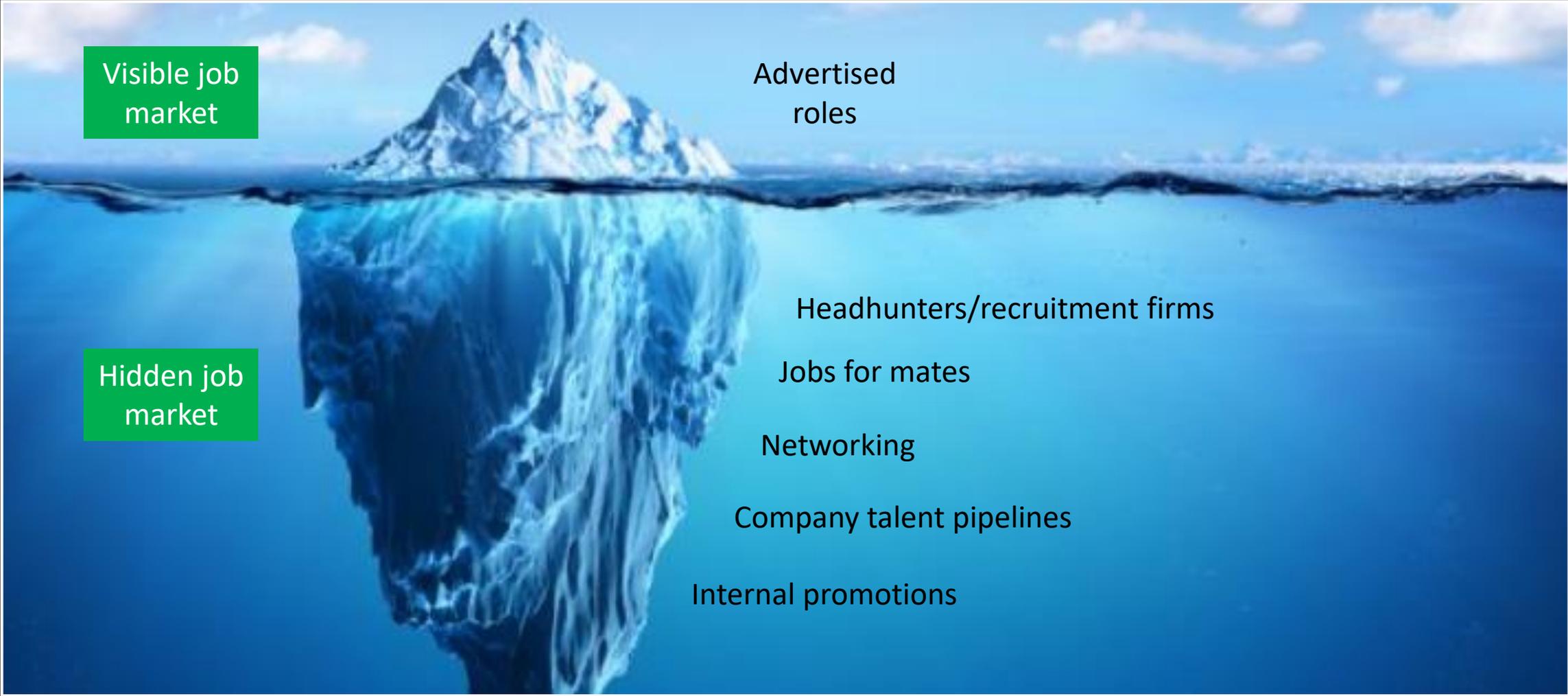




The hidden job market – fast facts

An iceberg floating in blue water. The tip of the iceberg is above the water line, and the much larger base is submerged. The sky is blue with some clouds. The water is a clear, light blue.

Visible job
market

Advertised
roles

Hidden job
market

Headhunters/recruitment firms

Jobs for mates

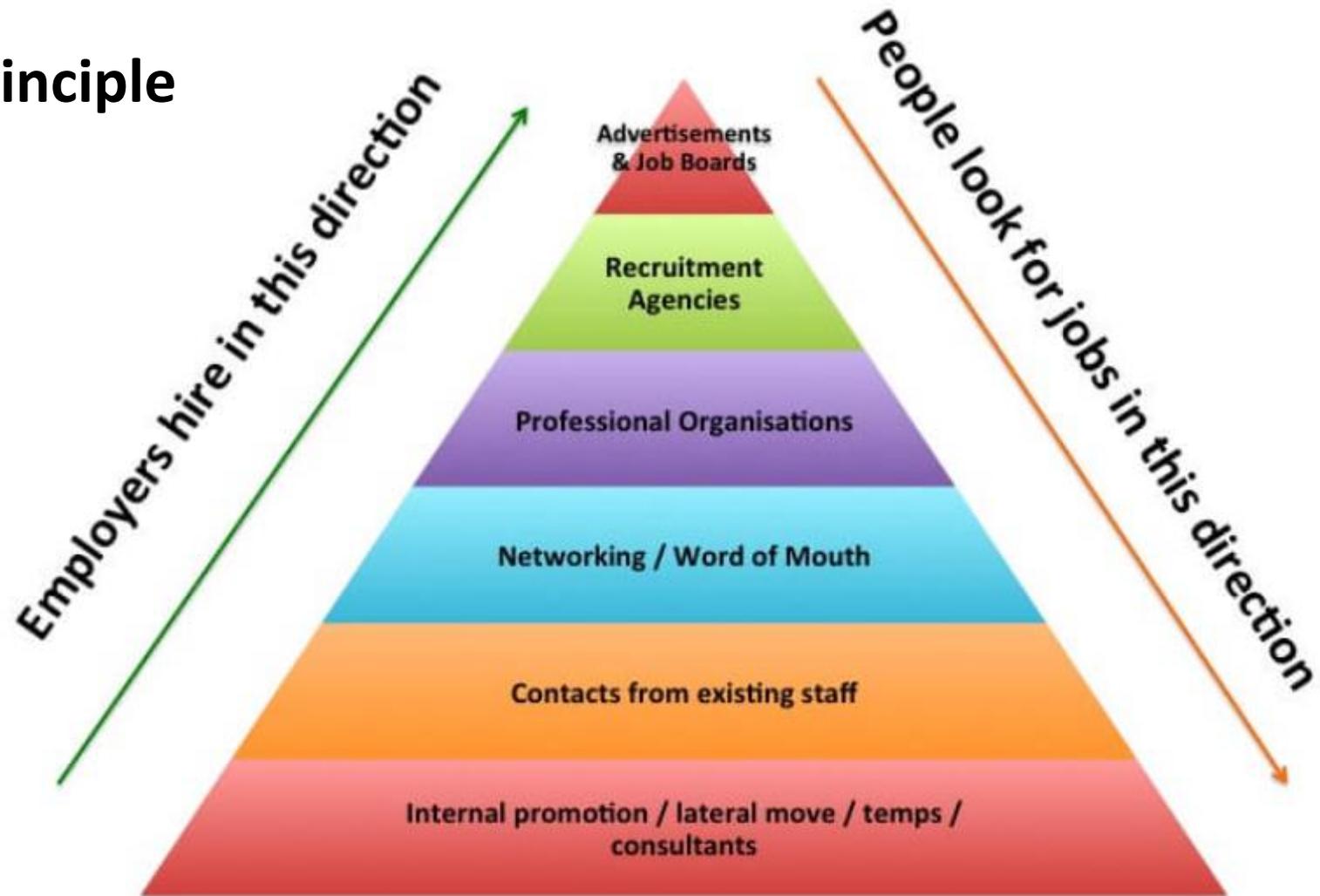
Networking

Company talent pipelines

Internal promotions

Iceberg Principle

Pyramid Principle



Where are you spending your time?

Are you competing with the crowd on job boards?

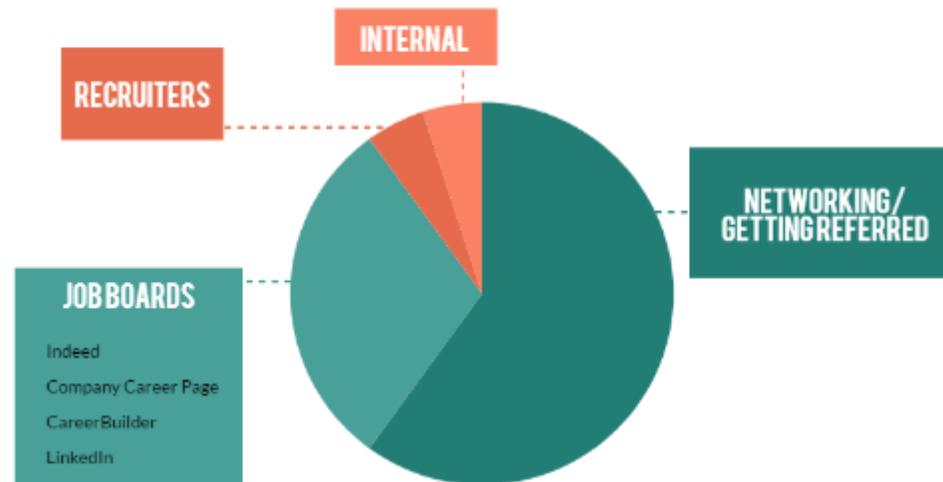
Or are you taken the path less travelled by networking?

PS: It's less travelled because it takes effort – but works.

YOUR JOB SEARCH STRATEGY

Based on SilkRoad's 2017 Source of Hire Report

Invest Your Time Wisely



“ Many job hunters begin by believing that they won’t be able to do the networking. But then they learn how and find comfortable approaches. And they find jobs. ”
<http://highlyeffectivejobsearch.com/job-search-networking/>

Created by:  **CAREER SHERPA** →

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make information beautiful

The 10 Best And Worst Ways To Look For A Job*

*The success rate figures cited are a mash of studies I've seen, plus, where no studies have been done, my own impressions over the past 45 years of working with job hunters or career changers and writing *What Color Is Your Parachute?*:

Looking for employers' job postings on the Internet. This method works just 4% of the time, on average.	"Job Clubs." There are hundreds of job-hunting support groups that call themselves "job clubs." Sorry, they are not. They tend to meet only once a week, and then for only a couple of hours. That's why their job-hunting success rate is usually around 10%, if that.
Posting, or mailing out, your resumé to employers. This works at getting you a job (or, more accurately, at getting you an <i>interview</i> that leads to a job) only 7% of the time, apparently.	Going to the government employment office. This method works 14% of the time.
Answering local newspaper ads. This method works between 5 and 24% of the time. The range is due to the level of salary being sought. Job hunters looking for low-level salary jobs find this method works 24% of the time; those looking for a high salary find it works only 5% of the time.	Going to places where employers pick up workers. More applicable in the USA and not a method open to many job hunters. The modern-day version of "pickup work" is the so-called sharing economy , where you can use, say, your home (Airbnb) or car (Uber) to make extra money.
Going to private employment agencies or search firms for help. This method apparently works between 5% and 28% of the time.	Asking for job leads. With this method, you ask your networks if they know of any place where someone with your talents and background is being sought. It works 33% of the time. By asking for job leads, you have an almost 5X better chance of finding a job than if you had just sent out your resumé.
Answering ads in professional or trade journals, appropriate to your field. This method apparently works only 7% of the time.	Knocking on the door of any employer. This method works 47% of the time and is best with small employers. By knocking on doors, you are 7X more likely to find a job than if you had just depended on your resumé.

*By Richard N. Bolles, Next Avenue Contributor

(This article about job hunting is adapted from *What Color Is Your Parachute?* 2017 Edition by Richard N. Bolles.)

Posted: <https://www.forbes.com/sites/nextavenue/2016/09/05/the-10-best-and-worst-ways-to-look-for-a-job/#54240f472e7b>