

EFFECTIVE JOB-HUNTING STRATEGIES: HUNTERS VS. FARMERS

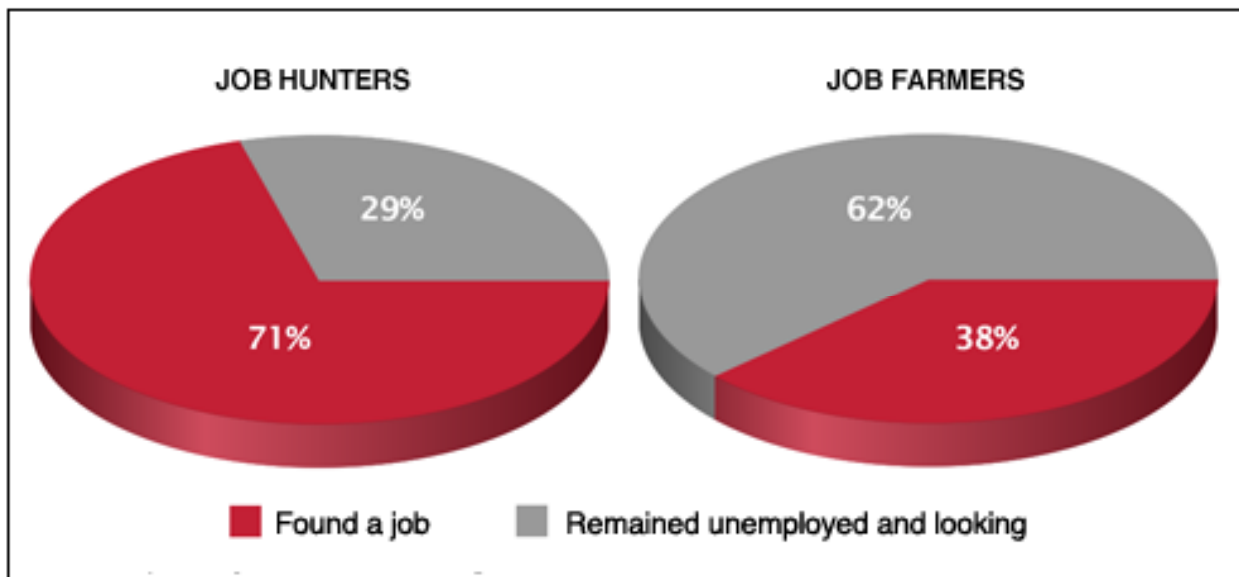
As it stands, there are nearly six unemployed Americans for every one job opening. Not to fully burst the job-seeker's bubble, but this staggering stat does not take into account the growing ranks of the employed-but-searching—new members added daily. Clearly, the odds of landing a job in today's über-competitive market are stacked against the seeker as more professionals are chasing the same opportunities.

However, there *are* success stories. People *are* finding ways to get hired into high-paying jobs—positions strategically selected to serve as launch pads to even higher-paying opportunities along their career roadmap. So, what's the difference between those who get hired and those who keep looking?

Today's Reality: Hunters Get Hired—Farmers Stay Searching.

In a recent survey of more than 466 mid-career professionals in either active job searches or who have landed a job in the past three years, Upwardly Mobile, Inc. uncovered two classes of job seekers—the Hunters and the Farmers. When compared to Farmers, Hunters are 87% more likely to find a job in this economy with key differences being in their qualitative approach to pursuing new opportunities and the prioritization of their professional network.

Effective Job-Hunting Strategies: Hunters vs. Farmers
Job search results in the past 3 years



Professionals age 25-44, n=466. © 2009 Upwardly Mobile, Inc. All rights reserved.

The Profiles: Job Hunters vs. Farmers.

What are the high-impact practices that make Hunters more successful in today’s job search? Hunters are focused and very selective; they stalk few opportunities—only the ones that they think will be just right for them—and effectively leverage their professional networks. Farmers are seed-sowers; they cover a lot of ground, exploring a larger number of opportunities and place more value on broad, rather than qualitative, searches.

Effective Job-Hunting Strategies: Hunters vs. Farmers

Core job-seeking attributes

| Job Farmers | Job Hunters |
|--|--|
| Use job boards to find opportunities; consider jobs sites more important than networks | Use professional networks to find opportunities; consider their networks more than twice as important as job sites |
| May use online profiles, but primarily to market themselves | Use online profiles, with references and testimonials, as tools to enable their networks |
| Keep address books or contact lists on company servers, making the data vulnerable to loss | Manage their contacts independently, outside of company systems |
| Post and pray; apply for many jobs, even those perceived as low matches | Selective; apply for fewer opportunities—only those considered fulfilling or critical to the career roadmap—and are more likely to follow up |
| More likely to use the same all-purpose resumes and cover letters to each applied-for position | Tailor cover letters and resumes for each position |
| Use their professional networks as needed | Cultivate, serve and grow their professional networks on an ongoing basis |
| Rarely consult others on their job search | More than twice as likely to consult mentors on their job search |

Professionals age 25-44, n=466. © 2009 Upwardly Mobile, Inc. All rights reserved.

Why Today's Job Economy Calls for Hunters, Not Farmers.

This metaphor is no affront to farmers, the heart and soul of America. But, in the realm of job-search, you can't wait six months for your next opportunity. Given today's challenges and the fact that the average U.S. family has only three to five months' worth of savings in the bank, job-seekers have to be tactical in their approach in order to minimize the gap between them and their target.

These findings are consistent with today's hidden job economy in which many opportunities are buried within professional networks as companies are withdrawing from job boards and relying more on social recruitment and trusted placement partners. Now more than ever, this trend is evident among job-seekers with over half (54%) of professionals that landed a job in the past 12 months indicating that their personal network made a significant or extreme impact on their ability to identify or secure their position. For those that landed jobs within the past 2-3 years, only 35% made this claim.

“Targeted networking is very important to job seekers. It goes back to Marketing 101; job-seekers need to understand who their customer is—hiring managers—and figure out where they might find them.”

-MB Deans, Douglas Partners

Clearly, with an enabled professional network and a targeted search, Hunters have a first-mover advantage on new opportunities.

Hunters are also more than twice as likely as Farmers to:

- ... get referred to positions by their colleagues
- ... be promoted internally

The Transition from Job-Seeker to Job-Finder.

To begin moving from Farmer to Hunter—to drive a successful job search that gets you to your next opportunity faster—take UpMo's FREE [Job-Hunt Readiness Evaluator](#), a quick, powerful assessment that uncovers how prepared you are to search for and secure the right job in the next 90 days.

Developed in collaboration with Robert Half International, the world's first and largest specialized staffing firm, the Job-Hunt Readiness Evaluator is based on the practices of Hunters that have found their jobs faster and smarter. The assessment is tuned for today's economy and provides a job-hunt readiness score, comparisons to other professionals (your competition) and a personalized report that details precisely what you can do to become a Hunter and stand out as a job candidate—items that impact your tools, habits and initiative, networking and motivation.

Background

Upwardly Mobile, Inc. (UpMo) conducted research for this study in July 2009. Four hundred and sixty-six respondents completed a Web-based survey of over 40 questions. Study respondents were limited to U.S. adults working full-time and/or seeking full-time employment that are age 25-44 and have an annual salary of over \$50,000. For those currently unemployed, those whose most recent annual salary was over \$50,000 were included. For those currently employed, only those professionals that had found a job within the past three years were included in the study. In addition, interviews with selected Career Management Professionals were conducted in two phases, from July 18-23 via asynchronous questionnaire, with follow-up interviews the week of August 10-14.

For their unique insights and contributions, special thanks go out to:

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Michal Orenstein-Orpaz, **Best Fit Careers**

Mandy Smith, **Clarity**

For more information, please contact Lisa Strand, Director of Methodology at Upwardly Mobile, Inc.:
lisa(at)upmo.com

About Upwardly Mobile, Inc.

Founded in 2008, Upwardly Mobile, Inc. is a privately-held company committed to taking on the difficult challenges that help people appreciate their most valuable asset—their career. UpMo.com's always-on solution is an intelligent, personalized career service that uses expert insights and patent-pending scientific tools to empower business professionals and job seekers to confidently get the job they want faster and stay ahead in their career. For more information, visit the website <http://www.UpMo.com>.

Upwardly Mobile is located at Palo Alto's renowned 165 University Avenue, a historic Silicon Valley office building that once housed Google, PayPal, Logitech and several other successful tech companies.