



Opportunity Generating Strategies

When you're on the job hunt, it can feel like there are no opportunities out there when in reality, there are literally hundreds of opportunities waiting to be uncovered. Below, you'll find a list of strategies that you can use to find openings and network strategically.

Unconventional and Effective Sourcing Strategies

Target Professionals for Quick Chats

After you build your resume and LinkedIn profile, start proactively networking to find opportunities for "informal chats." Remember, the methodology is connect, chat, meet, and then mushroom (the CCM module), and the superstar networkers will leverage some sort of CRM tool, like Podio, to stay on top of contacts. Based on experimental studies done by Team Eazi ~20% of LinkedIn requests will, after chat requests are sent, result in a conversation, so you need to target at least 50-60 professionals during each wave of this exercise.

Connect the News to Your Job Search

Using local business journals and/or Google Alerts, build an understanding of the major changes in your "work arena" —this could be your city, your industry, or your job function. When you see a major change, imagine how that change is going to impact the firms in your target area and how you can propose a solution to meet these needs. That's a solid basis to connect with people at those firms, request informal chats, and share your solution with them.

Start Working Your Personal Network, Focusing on Weak Ties

Next time you start to call your mom to ask her who she knows that might be able to help you on your job hunt, consider calling your second cousin instead.



Researchers at Stanford University have shown that the networks of those that are closest to you—your parents, your siblings, your best friend—are likely to be “redundant,” meaning that you already know a high percentage of these people’s networks. However, it’s likely that someone more loosely connected to you, like a neighbor or a second cousin, has a more unique network, and that’s likely to be more valuable to you on your job search.

Drop Off Resumes with Ideal Firms, Even if No Openings are Listed

This is a simple strategy for outgoing people—just drop by the office and meet a few people. Who knows, you might meet the CEO in the elevator. This is most likely to be successful if you’re targeting small or medium-sized firms.

Connect with Recruiters at High Growth Companies

A quick internet search with terms like “fastest growing companies in _____” will often yield a list from a business media that will help you identify companies that are growing, and thusly, likely to be hiring. Once you have the list, use LinkedIn to target a few people at the firm and send them a connection request. Alternatively, you can find other ways to network with these people like direct email connections or attending one of their product demonstrations.

Propose a Mini “Consulting Project” to a Few Ideal Firms

If you’re confident in your abilities to work alone and make an impact and you have a connection with a target firm, it can be a good idea to propose a mini “consulting project” to the person/firm. This is especially effective with startups and small/medium-sized firms. For example, if you’re a Java engineer, offer to build them a cool little web application to show them your skills. You might not get paid, but you’ll build your portfolio and maybe get a great job.

Reach Out to Former Professors for Job Leads

This is a simple one—think about the professors who were most connected to the business community and reach out to them. Often times, especially if they



consult for non-academic organizations, employers will ask these professors for connections with exceptional students.

Traditional Methods for Sourcing Opportunities

Use Internet-based Job Boards to Source Open Opportunities

Look for publicly-advertised openings on one or more of the major job boards like [indeed.com](https://www.indeed.com), [naukri.com](https://www.naukri.com), [monster.co.uk](https://www.monster.co.uk), etc.

Target Trade Journals, Business Journals, and Unique Job Boards

Look into advertisements in trade and business journals—these opportunities might be ignored by other job seekers who are only using the major job boards to source opportunities. Almost all business regions have business journals, a great source of information about what's happening in your geography—particularly with small and medium-sized firms.

Connect with Alumni through LinkedIn or the University

Other professionals who went to your university will generally be more open to connecting and helping you on your search than a total stranger, and LinkedIn has a number of tools to help you connect with alumni. Apply the CMM method to identify these folks and arrange meetups.

Attend Meetups and Other Professional Events

If you're outgoing and good in person, print up some personal business cards—cards without any firm on it but with your contact information—and attend local professional networking events or even fun meetups. Just get out there!

Build a List of Target Firms and Visit their Career Page

This strategy is pretty straightforward, and when you're building the target list, check out one of the most obvious firms on LinkedIn and see which other firms



LinkedIn “recommends” to you. That way, you can find firms in your target industry that you might not have known about.

Search for Rotational Program Opportunities with Larger Firms

If you’re a recent graduate with good grades, a rotational program can be a great start to a career. These programs are competitive and usually only offered by large firms. However, they’re worth a shot if you’re qualified. You can usually find them by doing a bit of searching on the web.

Work with Headhunters / Agency Recruiters

Working with agency recruiters is a great way to find opportunities that aren’t publicly listed. If you don’t have a lot of work experience, look for “temping” opportunities—especially those that have a chance of converting into a full-time job. If you have some experience, try to build a relationship with a good headhunter and let them know your progress as you hunt for a job. Usually, these headhunters have many candidates and appreciate it when a good candidate—you—keeps them in the loop.

Volunteer Somewhere that Makes Sense

Volunteering can yield skills and contacts. If you’re in the non-profit world especially, volunteering can be a good use of your time. Try to target organizations that have solid funding—they’re more likely to be able to hire you.