



HOW TO FIND JOBS

THAT DO NOT EXIST YET

OR

ARE NOT ADVERTISED

BASIC TECHNIQUES

THAT YIELD SUCCESSFUL RESULTS

Table of Content

Preface

The Three Categories of Jobs that Do Not Exist Yet

How to get a job that does not exist yet

- Step 1: Identification of what makes you unique
- Step 2: Identification of the industry segments
- Step 3: Writing your own dream job description
- Step 4: Identifying the companies
- Step 5: Screening the list of companies
- Step 6: Getting into the top ten organizations
 - a. The first contact
 - b. Developing a reason to meet
 - c. Calling the person
 - d. Meeting the person and negotiating a subsequent meeting
 - e. Securing the job

Responding to constraints and arguments

Statistics about the process

Negotiating compensation for a job that did not exist

The three situations when jobs are not advertised

The scripts

- 10 scripts to understand and validate what role would work well for you
- 15 scripts to get a 15-30 min appointment in the company of your choice
- 10 scripts to negotiate a subsequent meeting with the key people
- 10 scripts to ask for a job and discuss optimal role for you
- 10 scripts to convince the company to hire you today and not wait
- 5 scripts to negotiate your job description and compensation

The tools

- Tool#1: Finding your True You
- Tool#2: List of Industries to Help You Brainstorm
- Tool#3: Industry Segments that Would Best Benefit from your Skills
- Tool #4: Create your own Dream Job Description
- Tool#5: Tool with List of Sites to Search for Information

Preface

This guide has been developed with deepest respect for the individuals who are looking for their next professional opportunity. It recognizes that each person is enriched with many skills and talents. It is based on the belief that there is an ideal job awaiting everyone, even in times of market depression and high levels of unemployment.

The traditional approaches to finding jobs can be discouraging. The success rate of obtaining a job interview by applying to a posting on line is about 1%. This poor success rate is no reflection on an individual knowledge or ability to do the job. It is a natural outcome of the level of competition for any given opening. Typically, a job posting will attract between 100 and 500 resumes, up to 1000 resumes in time of economic distress. Resumes are screened rationally by the Human Resources department or Hiring Manager. But often, as overwhelming amounts of resumes are submitted, selection of who is interviewed often defaults to the first batches of resumes that were submitted. And the selection process starts being short circuited with the use of subjective factors (internal connections, alumnus from same school, candidate names that can be pronounced easily, or a resume that has some of the buzz words in the top summary). Once the candidates understand the way resumes are screened, approaches can be used to tip the odds in their favor and programs on “how to find a job” teach the success tips of writing resumes to overcome the first screening.

This document operates differently. Instead of responding to a job opening, this book empowers you to create your future job independent of whether there is an opening for it today. It provides the sequence of steps to follow, gives you several tools and templates to facilitate your approach, and provides explicitly detailed scripts of dialogs or texts that you can use as you follow the recipe.

For the jobs that do not exist yet, no one is applying for them, and hence, no one will compete with you. Furthermore, the job responsibilities are fluid and the compensation level undefined. This provides an exclusive opportunity for you to carve the role that best fits your interest, and to align the compensation level to your expectations. Finally, the time it takes to secure a job that did not exist or was not advertised tends to be faster, sometimes just a matter of days.

The techniques presented in this book can work for any kind of job, any level of expertise, and any market segment. Once you experience the power and benefits of finding jobs that do not yet exist or are not advertised, you will shy away from the “send-the-resume” approach for finding your next job.

The “bullet” format of this guide keeps the information to the essentials and makes it easy and fast reading. Several successfully trialed templates and scripts have been provided to help you start immediately.

1. The Three Categories of Jobs that Do Not Exist Yet

These are the best and most satisfying jobs to obtain because they are created with you, your skills, and your potential in mind. They tend to be molded around your interests and the job responsibilities and objectives are most often drafted with your involvement. And because the job responsibilities fit your background so well, you become the optimal candidate for the job, and as a result, the compensation level is set at a level that meets your expectations.



Definition: a job that does not exist, for the purpose of this document, is a job position:

- For which the company/organization has not recognized a need to create
- That is not on the Human Resources list of jobs to post
- Or that is not part of the standard job descriptions that a company would normally consider for hiring an employee.

There are three categories of jobs that do not exist and can be created for which you would be the optimal candidate:

- A. A job that requires a solution that only you seem to have, and that addresses a problem that is preventing the company from earning more income, gaining more success, and standing above the competition. For this job to be meaningful it would need to bring additional benefits to the organization that exceeds the compensation level that you would be earning (overhead included).

Example: Henry L. was hired at a new company in a function that was created just for him. The company was anxious to be a supplier to a large sailing ship equipment manufacturer. If the company secured the account, it could double the company's income. The challenge was that the company was too small to have credibility with the large manufacturer headquartered in Germany. In fact, they were being asked how well they could support the volumes and pricing structures that this large manufacturer demanded. Henry L. had several unique aspects that made him a perfect candidate to fix this issue:

- *Henry was a project manager for the defense industry for the past 5 years and is used to the demands of securing large contracts. His work was in the military truck business. However, he knew the dialog and language to convey confidence to a company who expects on time delivery of large amount of equipment. He developed a checklist that he used to ensure that his projects meet the manufacturer's requirements. He knew how to respond to Request for Proposals to convey trust.*
- *Henry speaks German*
- *Ten years ago, Henry travelled for an industrial distributor who acquired mass products from countries in Asia. Therefore Henry experienced the potential of overseas services for low pricing and learned and sorted out the issues related to quality control.*
- *Henry's brother-in-law works for a company that sells kitchen appliances for nautical transportation and has connections into the leisure nautical market.*

- B. A job that rides on new technologies, or soon to emerge technologies or market future practices that are not yet deployed in the company but that would drastically change positively the company's business model.

Example: Mary T. worked for Kodak for several years in the duplication group. Her expertise was in printing, printers, paper and ink. She also had a home hobby of wood carving and sold her creations at local art festivals on the weekends. Forced to find another job after a layoff, she found the perfect job in the 3D replication industry, also called digital manufacturing, or rapid prototyping industry. This industry uses 3D CAD drawings and printing technology to create 3D objects using layer deposition of material. Her combined knowledge of the printing technology, materials for the printing industry, and her eye for creating objects made her suitable for entering this new emerging industry of 3D digital manufacturing. And her new job description is: 3D replication specialist.

- C. A job that “glues” company/organization internal gaps, often present in growing organizations that have some challenges maintaining synergy or communications between organizations. These new jobs are often ones of virtual oversight or organizations mediations.

Example: Network Extension Solutions grew very rapidly through a number of acquisitions over the past years. The company had a successful solution for acquiring new groups and making staff comfortable through the acquisition process. However, homogenizing internal systems so that each group could tap into the strengths of the other groups became difficult. First, understanding what practices were best was plagued with biases from the employees. Second, the day-to-day work delayed the ability to take the time to look at the groups' strengths and weaknesses in order to derive best practices. John S. was a supplier to one of the groups and saw an opportunity to help identify the purchasing best practices for the combined groups. He approached the company headquarters and made the following compelling observations:

- *He was very familiar with the purchasing process in the industry of the company*
- *He knew what made it most effective for a supplier to work with the large company*
- *He could provide an independent and non biased perspective on what practices worked best for a supplier such as the company he used to work for*
- *He was also very familiar with other suppliers serving the groups and could survey their opinions of what would operate best*
- *He could also communicate back to the suppliers the company's preferences and expectations for the services rendered and negotiate, if needed, to achieve the company's objectives for pricing and inventory.*
- *He could also derive strategies to secure for the company a seconde source for parts*

A position of “strategic purchasing advisor” was created for John. This position did not exist prior to his suggestion to the company's headquarters.

1. How to Get a Job that Does Not Exist Yet

The approach follows seven sequential steps:

- Step 1: Identification of your uniqueness from your multifaceted talented life
- Step 2: Identification of the functions or roles that would benefit the most from your uniqueness
- Step 3: Writing your own job description(s)
- Step 4: Identifying the companies who would benefit best from your skills and interests
- Step 5: Screening the list of companies
- Step 6: Getting into the organizations listed in your “top ten” list
- Step 7: Securing the job

Step 1: Identification of your uniqueness

Reference: Scenarios 1 and 2 & Tools 1, 2, 3, and 4 at the end of the book

There is a lot more to you than the skills that you may have used in previous jobs. In order to be offered a job that did not exist before, hence unique in nature, it is important to see, find, or design one's own uniqueness. Each individual has several “unique” identities.

“Unique,” here, means that you have interests, passions, knowledge, skills, and connections that, when combined together, make you one of kind. Because no one has the same past as you, and no one has your brain, and your thoughts, there is a 100% chance that you have a unique identity. If you are not sure what makes you unique, use Tool #1 at the end of this guide to sort out all the aspects of “Your uniqueness.”



Some simple examples for illustration:

- A.** *A market analyst who has passion for gardening and can speak English and Spanish. Has a keen, sometimes cynical, eye for looking at everything from a business perspective and can predict with some success future performance of market indicators. Uses gardening as a relaxing hobby and has successfully grown orchids for several years.*