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# Working with a Headhunter

## BY GREEN SHOOT MEDIA

Do you feel like you're spinning your wheels looking for a new role? Is your inbox filling up with rejection emails?

One of the best ways to hone your targeting and improve your chances of landing a dream job is to work with a headhunter. These professionals are constantly on the lookout for high-quality candidates, many of whom are already employed.

The role of the headhunter is to convince these candidates to leave for a better job. Usually, they are trying to meet specific requirements from the company that hired them to fill the job.

Think of a headhunter as someone with the inside track to interesting roles that could be a fit for you. Especially if you're already employed — a passive candidate — you could find yourself presented with opportunities that match your desired pay, culture and industry.

And if you're frustrated with your job search, you know how hard these ideal situations are to locate.

## How to Find a Headhunter

The best way to find a headhunter is by talking to people in your network.

A headhunter is not a recruiter in the traditional sense of the word. Head-hunters tend to be more focused on filling a particular role and actively seek out the perfect person for the job. This means they have built positive relationships with candidates.

If you know someone in a high-level corporate position, they have likely worked with a headhunter to help advance their career. Ask if they have any recommendations for you to meet with. Hop on a Zoom call with a few qualified, vetted headhunters to share your story and increase your chances of landing a great new role.

## Why Work with a Headhunter?

Headhunters don't work for you. They work for an employer to fill a position. Therefore, they are paid by the company. In a job search world where you are likely paying for a résumé writing service and new interview



clothes, free is good.

Outside of the cost benefits, working with a headhunter can also help you feel more confident about the team you are joining. Companies hire headhunters to handle specific, sometimes challenging issues, including:

- A difficult or intensive role.
- A role with seniority.
- A position that offers a higher level of pay.

Before agreeing to work with a headhunter, consider asking the following questions:

- Why is this role open?
- Are there any red flags to know about the role?
- What is the reputation of the leadership at the company?

A headhunter can help protect you from joining a potentially toxic work environment, which can be difficult to ensure when you are coordinating a blind job search yourself.

## Relationships Matter

Even if you're not looking for a new company, it can be useful to develop a relationship with a headhunter that might pay off later.

If you happen to be contacted by one for a position you have no interest in, think twice before ignoring their request. Take their call and see what kinds of companies they typically represent.

You never know what type of roles they may come across — and how much they could help your job search.

# Tips to master a video job interview

## BY METRO CREATIVE CONNECTION

The adage “there's a first time for everything” has certainly rang true throughout the COVID-19 pandemic. Life as the world knew it changed during the pandemic, and as a result many people found themselves in unfamiliar positions and settings.

One unfamiliar position that job seekers had to grow accustomed to during the pandemic was interviewing via video conferencing apps like Zoom. Interviewing for a new job has long been considered a nerve-wracking experience, even for seasoned professionals. That anxiety did not necessarily disappear during the pandemic, but it may have taken on a new form as applicants were forced to present the best, albeit virtual, version of themselves when interviewing.

Video interviews may become integral parts of the interviewing process in the future, as companies recognize how efficient video interviews can be. As a result, it can benefit professionals to polish up on their video interviewing skills.

• Dress the part. Dressing for success still matters. Though in person interviews may not be in job seekers' immediate futures, appropriate attire still sends the right message. Dress the part from head to toe, even if you expect to only be seen from the waist up. This saves you the embarrassment of being seen in sweat pants or other inappropriate attire should you unexpectedly need to stand up during the interview.

• Beware of the background. Make sure the background behind you during the interview is clean and appropriate. Zoom

offers a curated list of virtual backgrounds that can help job seekers make a strong first impression. If an existing space is fine serving as a background, clean the area prior to the interview. This creates the impression that you are organized and attentive to detail.

• Use a laptop or computer. Smartphones have video conferencing capabilities, but it's best to use a laptop or desktop computer when interviewing via video. Laptops and desktops are heavier and less likely to move during the interview and their screens are larger, giving job seekers a better view of the person they're speaking with. If you must use a smartphone, keep the phone still throughout the interview.

• Sit in a brightly lit, quiet room. A dark room may make it hard for interviewers to

see applicants, and that can create a bad first impression. Find a well-lit, quiet room, ideally one that is away from the hustle and bustle of the household.

• Use the mute button. One of the more common issues to arise from the Zoom boom has been some users' failure to realize their microphones are not muted. When interviewing for a job via video, remember to mute your microphone when you are not speaking. This ensures that no ambient noise from your home will affect the interview. Such noise could adversely affect an interviewer's opinion of you.

Interviewing via video conferencing apps is uncharted territory for many professionals. But a few tricks of the trade can help job seekers create strong first impressions.



# How women can keep their careers going forward



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## BY METRO CREATIVE CONNECTION

Women have played essential roles in the global workforce for quite some time. Despite their contributions, women continue to face professional obstacles that many of their male colleagues never experience.

The differences between the professional challenges faced by women and those faced by men have been evident during the COVID-19 pandemic. A 2020 study published in the journal *World Development* examined general inequality during the pandemic, focusing particularly on certain factors, including job loss. The pandemic had a devastating impact on economies across the globe, and women bore a seemingly disproportionate percentage of that impact. The study found that, during the pandemic, women were 24 percent more likely to permanently lose their jobs than men. Women also expected their labor income to fall by 50 percent more than men during the pandemic.

Strategies to keep careers on track can be especially useful in the face of these obstacles and the many more female professionals will face even

after the pandemic has ended. The following are some ways women can keep their careers going forward.

- **Continue education.** The Graduate Management Admission Test, often referred to as the GMAT, is used to assess candidates for admission into graduate level management programs, such as MBA programs. A recent analysis of GMAT test takers found that 47 percent were women, which marked an all-time high. The value of education is undeniable, and women can continue their educations via the pursuit of advanced degrees as they look to keep their careers going forward.

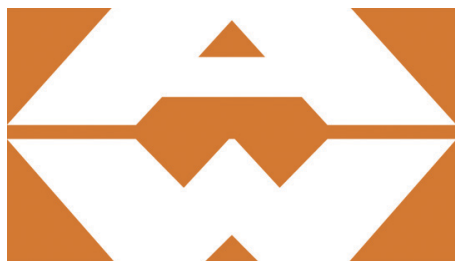
- **Emphasize networking.** The Association for Talent Development reports that 57 percent of job openings are filled through networking contacts. Networking is more accessible than ever thanks to social media sites like LinkedIn, and women can utilize such resources to build connections with mentors and colleagues that can share everything from career advice to access to new job openings.

- **Define career expectations.** Defining career expectations early

on can be beneficial in various ways. Such expectations can guide career choices and provide a road map that women can utilize to stay the professional course. This can help women make decisions about their careers when they come to forks in the road. For example, if a path to promotion seems blocked, women can examine their established career expectations to help them decide if it's time to seek new employment. Defining career expectations also can help women effectively communicate with mentors about their goals, and mentors can then use that information when offering guidance. Expectations need not be concrete, and it's likely they will change over time. But they can serve as an important foundation for anyone from young female professionals to experienced executives looking to make changes or determine the next step in their careers.

Women face professional hurdles many of their male colleagues never experience. Various strategies can help women clear such hurdles and keep their careers going in the right direction.

**Strategies to keep careers on track can be especially useful in the face of these obstacles and the many more female professionals will face even after the pandemic has ended.**



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# The right way to leave a job

## BY METRO CREATIVE CONNECTION

Many people aspire to change jobs at the dawn of a new year, and such changes are more frequent than one might think.

According to a 2018 report from the Bureau of Labor Statistics, the average person changes jobs between 10 and 15 times during his or her career. In addition, many workers spend five years or less in each job.

When leaving a job, it is important that professionals exhibit a certain measure of grace and etiquette. Leaving a job with dignity and mutual respect can benefit professionals in the short- and long-term.

- **Speak with a supervisor first.** Make sure your boss or immediate supervisor learns of your plans to leave the job first. Do not gossip or suggest to coworkers that you're ready to leave. It's unprofessional if a supervisor hears of your impending departure from others.

- **Provide ample notice.** Even if it is time to move on, ensure that your current employer has plenty of time to interview potential replacements and train someone to take your place. This ensures an easy transition for all involved, and can show your employer that you have the company's best interests in mind. While two weeks'

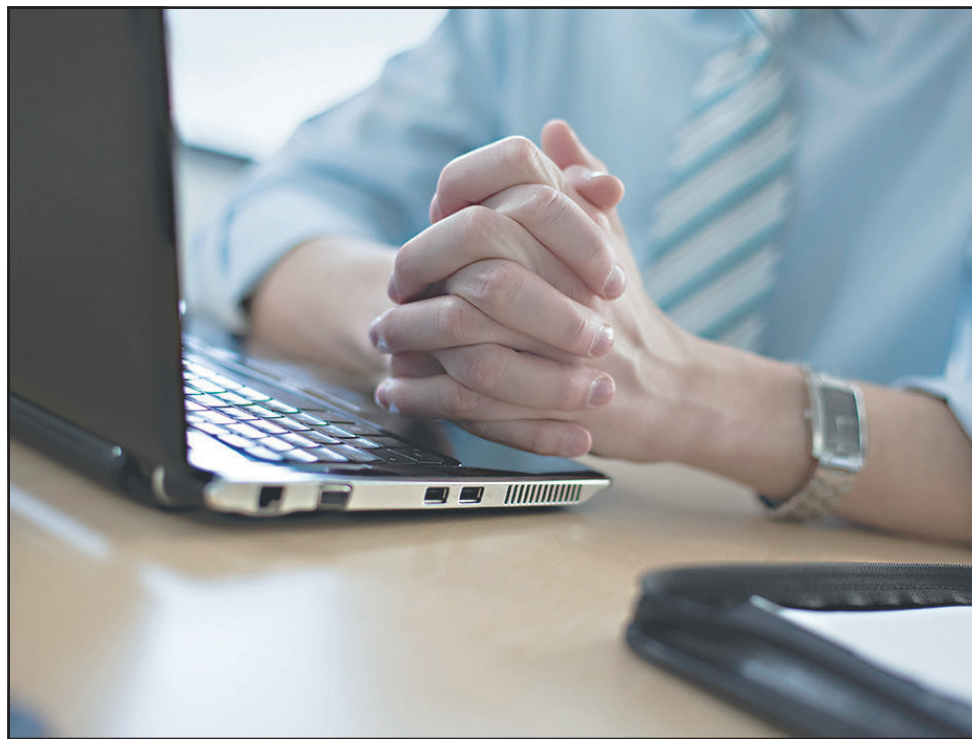
notice is the standard, if you have held a professional position for some time, extend the courtesy to three.

- **Check company policy.** The employment firm AG Careers suggests reviewing company policy if you will be leaving to work for a direct competitor. There may be strict rules in place and protocol to follow.

- **Don't shirk responsibilities.** It can be tempting to slack off when another job awaits. The popular job-hunting site Monster.com says it can be human nature to do less when long-term accountability is removed. However, you never know when you might need a referral or even a new job. Leaving a bitter taste in the mouth of your employer at the end of your work history can put a black mark on your employee record.

- **Take coworkers' feelings into consideration.** Be open and honest with coworkers, but do not gloat that you are leaving the company and they are not. And if anyone has strong feelings about your departure, accept their point of view and do not react outwardly. Take things in stride as much as possible.

When leaving a job, professionals should always be courteous and considerate toward their current employers.



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**When leaving a job, it is important that professionals exhibit a certain measure of grace and etiquette. Leaving a job with dignity and mutual respect can benefit professionals in the short- and long-term.**

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# The Secret to Career Happiness

## BY GREEN SHOOT MEDIA

Many workers struggle to answer the following question: What's the No. 1 thing you are looking for in a new job?

Is it pay? Benefits? Culture?

Since the COVID pandemic began rocking every industry — and every employee — across the world, more workers are expecting their employers to offer job flexibility. This is according to LinkedIn's latest Workforce Confidence Index.

Flexibility, it turns out, is the key to career happiness for the majority of working people.

Here are some findings from the survey announced earlier this week:

- Fifty percent of respondents said that flexibility of hours or location is more important to them post-COVID when it comes to looking for a new opportunity.
- This was ahead of work-life balance (45%), benefits such as health coverage (41%), pay (36%) and workforce culture (36%).

• Flexibility is the biggest priority among all workplace generations, but it's growing most among millennials (55%).

This is not surprising. You can find numerous articles that point to how

pay continues to slip down the list of must-haves, especially among today's younger professionals.

A couple of years ago, psychologists from Purdue University and the University of Virginia analyzed World Gallup Poll data from 1.7 million people in 164 countries and concluded that the ideal income for individuals is \$95,000 a year for life satisfaction and \$60,000 to \$75,000 a year for emotional well-being.

You can scale those numbers up and down depending on where you live — city or rural — but the point remains the same. Putting all of our value on the amount of money we earn can leave us feeling empty, overworked, and unable to enjoy the flexibility we may be able to find in a lower-paying job.

## COVID's lessons

With so many people exposed to remote work for the first time in their careers, it's not surprising to see how many professionals are just as productive from home.

In the early stages of COVID-related shutdowns (May 2020), a LinkedIn survey found 66% of respondents said they thought they could be effective when working remotely. That number has

remained the exact same one year later.

In fact, media professionals were very optimistic (77%) last May about their remote-work effectiveness, and even more so (85%) last month. Optimism also increased in arts, design and sales, while lower confidence crept into occupations in health care, human resources, administration and finance.

Regardless, many professionals have taken advantage of getting more time at home and are now hoping this level of flexibility becomes the new norm.

## What Does Flexibility Look Like?

For many people, flexibility means the chance to adjust on-the-job hours depending on how crazy life is that day or week.

Are you able to work two or three days a week from home so you can be more present for your family? Can you wake up early to knock out a key project and take the afternoon off to run errands?

These are things to consider as work life goes back to some sort of normalcy. Not all companies will take the same approach post-COVID. Many have permanently done away with the corporate office, while some are bringing back their workers in full



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force.

Understand what you want from an employer and don't bend on your expectations. We've all heard that money can't buy happiness. Flexibility may be the golden ticket.

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# The 80-20 Rule

## BY GREEN SHOOT MEDIA

If you're unfamiliar with the Pareto principle, it's a beneficial strategy to incorporate into different aspects of your life, including a job search. The formula, created by Vilfredo Pareto, states that 20% of your efforts will produce 80% of your results.

While the theory makes it appear that a little momentum will turn into optimal outcomes, you must be dedicated to loading up 20% of your attention with meaningful elements that can help secure employment.

Check out some tips on using the strategy suggested by the American Association for the Advancement of Science to provide a new perspective when continuing the search.

### Prioritize Activities

There are numerous things to do when searching for employment, but classifying them in order of significance can help you focus on the essential elements. Three factors that demand your attention include:

- Researching.
- Applying.
- Networking.

Try to divide your time between these steps and avoid spending too much time stressing over each one. A good way to being productive with your time is engaging in a range of activities and understanding the difference between high and low returns.

As you face successes and disappointments throughout the journey, you can visualize which strategies tend to produce the most appealing results.



ANDOR BUJOSOS

For instance, if researching and applying for a variety of advertisements seems to provide little attention from employers, try to spend more time networking with peers and industry leaders to find openings in which you're qualified.

### Make Face-to-Face Connections

An excellent way to stand out as a job applicant is by making in-person connections with employees and hiring managers.

Rather than applying for positions online, visit the facility in person and inquire about the application process. While many companies require that forms must be submitted via the internet, some may still use old-fashioned methods like paper applications.

Follow-up inquiries can also be performed physically. Instead of calling to check on the position, stop by to determine if you're being considered for the role.

You should also include meeting with reachable people in your 20% itinerary. Avoid messaging or attempting to contact vice presidents or CEOs if you're new to an industry. Focus on others that are lower on the ladder. Sometimes these experts are more available to offer advice or even inform you of an available position.

### Double Check the Qualifications

If you're experiencing little success after applying to job openings, ensure you're double-checking the qualifications.

Once you confirm that you are qualified based on education and experience, try to tweak your resumé to include keywords that you notice on the advertisements. Many hiring managers use applicant tracking software to dismiss applicants whose paperwork doesn't match their needs.

If you fail to pass the initial filter and are eliminated by a computer, your application won't even make it to a real person's hands. Before applying, study advertisements for similar positions. You can get a good idea about the types of qualifications required for jobs across the industry.

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# Boost your chances of getting a new job

## BY METRO CREATIVE CONNECTION

The recruiting strategist ERE Recruiting Intelligence estimates that 250 résumés are submitted for each corporate job opening, and the first submission occurs within 200 seconds after a position is posted. In such an environment, procrastination can be costly.

There also is stiff competition for those who think they'll simply keep a résumé posted online and wait for the jobs to roll in. BeHiring says the popular job-hunting site Monster.com receives 427,000 résumé postings each and every week. Getting a better idea of how the hiring process works today can improve professionals' chances of getting a new job or even switching careers.

## Understand there is a "hiring funnel"

Recruiters use a specific model for every job posting. Informally dubbed the "hiring funnel," this is a reference to the number of total applications they need to generate in order to get a single hire. On average of the 1,000 who see an online job posting, 200 will begin the application process, 100 will actually follow through and only 25 résumés will be screened out, according to Talent Function Group, LLC. Among that final 25, between four and six will ultimately be invited for an interview.

## Be creative with a résumé

Hundreds of people are vying for the same job, and human resources personnel who review applicants may spend 10 seconds reading over each résumé. As a result, it is essential to make a résumé stand out. Areas most perused on a résumé include job titles, companies worked



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for, start/end dates, and education. Make sure these key areas are visible and impressive.

Also, many résumés are scanned electronically, meaning if you do not format a résumé the correct way or use the applicable software mentioned (often PDF formatting is rejected), the résumé may never get flagged and seen.

## Network responsibly

Always connect with people you think can bring career benefits in some way rather than blindly networking. Keep your social media image professional as well, as you never know where a good lead or networking opportunity may come from.

## Dress the part

If you're one of the lucky ones who earns an interview, keep the good momentum going by dressing in a manner that is appropriate for the role in which you are interviewing. Tidy hair, clean fingernails, minimal jewelry, classic attire, and a pleasant attitude can make a difference.

## Do your research

Always conduct background research on the company you're interviewing with and the industry it's a part of. This way you'll be better apt to answer any questions that come your way. Don't be afraid to also prepare questions that you can ask the interviewer to show your interest.

## Consider temp jobs

Rejections will certainly happen as you go along, but do not sit idly licking your wounds. A temporary position is better than being unemployed and can get your foot in the door. Work with a recruiter who may be able to place you in temp jobs, especially positions with an employer you have your eye on.

These tips and more can improve applicants' chances of getting a job.



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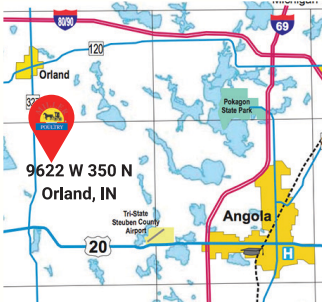
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