# TRENDS & REALITIES

- People are changing jobs more often
- More college graduates are entering the market
- More jobs will require computer skills
- The economy is becoming more global
- The workplace is becoming more diverse
- Fewer jobs exist in larger corporations
- Many new jobs now exist in smaller companies
- Service sector jobs are growing more rapidly
- Most jobs are still not advertised

# HIDDEN JOB MARKET

Only 30 percent of all jobs are publicized through traditional channels. The remaining 70 percent are never made public. In reality, most of the best jobs are not ever advertised. Employers don't like to advertise. Advertising causes a lot of extra work, and oftentimes, employers simply don't need to advertise.

Penetrating the Hidden Job Market requires an assertive attitude on the part of the job hunter. It requires the applicant to take the initiative. The job hunter will have to be aggressive, by cold calling, prospecting, and networking. These approaches are dependent on personal contacts, information interviews, and referrals. People very often get jobs through someone they know. Getting to know professionals in your field of interest is an effective way of getting good referrals.

# JOB CREATION

Fortune 500 companies are responsible for only 1% of all the new jobs created each year. Small companies, on the other hand, are responsible for 66% of all the new jobs created. Two-thirds of all new jobs are created by companies with twenty or less employees. Also, for every one new technology that is introduced each year, three old technologies become obsolete.

# STAGES OF A JOB OPENING

Most jobs do not simply pop open. They are created over a period of time. Most jobs are filled before they need to be advertised. To succeed in your job search, you will have to get to employers before they advertise their jobs. This means getting in to talk to employers in the first, second, or third stages.

1 / There is no job opening now, but employers are always looking for good candidates. In this stage people get jobs where none are open. You must create your own demand.

2 / No formal job opening exists, but the need is clear. Some insiders know of a possibility. Up to this point you are only competing with yourself.

3 / A formal opening now exists, but it has not yet been advertised to the public. The job is posted in-house. Referrals are desired. Applications are being accepted.

4 / The job opening is finally advertised to the general public. Everyone knows about the job opening. Competition is massive.

# CONSTANT CHANGE

Predicting the future job market, Dr. David Birch made the following statement:

"Almost everybody will have many careers. 1 in 5 people now change jobs every year. 1 in 10 people change careers or occupations every year. The average person entering the job market can expect almost no security from their employer. Security will have to come almost entirely from the individual and through self-improvement. Every career-oriented person will have to have many educations. There will be many careers in many firms at many locations. The most important thing to prepare yourself for is to change and to take total responsibility for your continuing education, your own retirement, health care, and life insurance."