

# Business

THE HOUR

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## Creating a strategic job-searching plan is the key to success

Joe (Not his real name) has been out of work for nearly one year. The first six months weren't too difficult. But, now he's beginning to wonder if he'll ever find another job. It's not that Joe hasn't been diligent about looking for work.

Joe spends the better part of every day at his computer. He logs several hours at his favorite job-search site and responds to every ad that looks promising. Naturally, he has his rewritten resume posted there as well. Still, he hasn't had so much as a nibble in the last three months.

What is Joe doing wrong? He's putting all of his eggs in the proverbial basket. The key to finding a job in this economy is to develop a plan with multiple strategies. These are three ways to get started.

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### Visit Corporate Websites

Things have changed a lot over the last five years. Today 94 percent of Global 500 companies are actively recruiting through the company's website, up from 29 percent in 1998, according to *Global 500 Website Recruiting 2003 Survey*, by iLogos Research.

Looking at the regional breakdown: 96 percent of Global 500 companies in North America and the Asia/Pacific region, followed by 94 percent of those in Europe have developed a

corporate careers website. It's surprising to note that 14 percent of these businesses did not even have an online presence in 1998.

### Click On Employment Sites

Visiting employment sites like Monster.com is still a good bet. Just be sure to visit more than one. While Nelsen/NetRatings found that more than 17 million surfers logged on to career sites in April 2003, research from Jupiter Media Metrix (2002) indicates that most job searchers make the mistake of visiting only their favorite website.

Since headhunters may use only one site, you'll have the best chance of finding a job if you visit several. Which job-search sites are most popular? In April, the top five sites, in order of popularity were Monster.com,

Yahoo! Hotjobs.com, CareerBuilder, USAJOBS, and AOL Careers & Work.

### Increase Your Networking

Now is the time to do more networking. Despite technological advances, the best way to find a job is still through friends, family and/or colleagues. Why? Because people like to hire people they know.

Networking may become even more important as you rise in rank. According to *Realities of the Executive Job Search*, a report by Drake Beam Morin (DBM), 61 percent of US executives found their new job through networking. Only 12 percent of study participants said they found a position by working with an employment agency or search firm. While a

mere eight percent reported finding a new job by responding to an advertisement.

Finding a new job isn't easy. But, like most things, it's easier when you have a plan. Pick a few companies you'd like to work for and visit their websites. Browse several job-search sites. Do a little networking at the next barbecue. 'Cause just as the early bird gets the worm, the strategic job seeker gets the job.

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