

THE HIDDEN JOB MARKET

If you ask most job seekers where they look for work, they will list the following two methods as their primary, if not their only, methods of looking for employment:

- ➔ Posted job advertisements in the classifieds/online job sites
- ➔ Government employment centre job bank

An employer wants to find the best employee in the quickest way possible. Although the two methods above will generate a lot of responses, employers are often not interested in reading through hundreds of resumes to find a good group of people to interview.

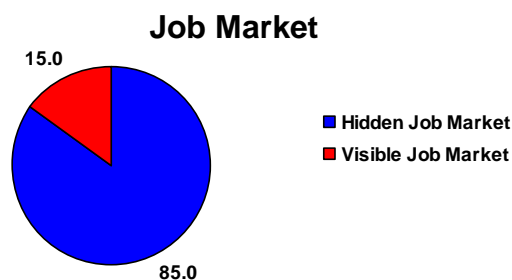
They will seek potential employees from a number of other sources first. These include but are not limited to:

- ➔ Network contacts (from existing employees, friends, acquaintances and others)
- ➔ Individuals who have remained in contact with the company and are in their active file

Individuals who have been referred through a network contact, or who have taken the initiative to contact an employer before a position has been advertised, have a much better chance of getting an interview.

TWO PARTS TO THE JOB MARKET:

- ➔ **The Visible Job Market** - Only 15% of available positions are advertised
- ➔ **The Hidden Job Market** - 85% of available positions are never advertised



The staff at CDS can teach you how to access the hidden job market. Connect with your local office to book.