

Hidden Job Market Checklist

Confidential – Do Not Distribute

Often an executive knows of an internal opportunity that will become available in 6-12 months. Some reasons why include:

- The executive wishes to transition a current executive out of a role when the right candidate is found to promote them, move them or replace them.
- Post-acquisition teams are sometimes infused with new talent when cultural, financial or transformational changes are required.
- Sometimes a new executive replaces two previous executives in a blended role.
- Sometimes an executive identifies a problem (need) but filling that need is not a top priority so a 'passive hunt' for the right executive is employed by quietly networking or looking internally for talent.

The bottom line is that all of these scenarios are very common – very typical of every company at different stages of growth.

A COO's primary concern is finding and retaining the right, key talent.

As executives vetting new roles – we tend to forget that the aforementioned is 'the norm' and default to applying to open job roles online – which represent at \$300k compensation and up, approximately 5% of the executive job market. Recruiters may hold 20% of retained C-level searches. That leaves 75% of opportunities in the 'hidden' market.

Leveraging this 75% hidden market of opportunities means more opportunities, more comp. package wiggle room (how well can you communicate your value points) and zero to little competition. I call this reverse engineering your vetting process. You CAN cherry-pick your next role.

Here is how to do it:

Define Your Driving Motivators

- Three things most important for your next career move (money, location, industry change etc.)

Define Your Position and Industries of Choice

- Use Google news alerts to track industry and geographic growth including growing markets, mergers, corporate moves, growing industries, and expansions. Use

KEYWORDS!

- Fish where the fish are – identify industries that are growing (not declining), stable, and with good short and long term economic outlooks.
- Conduct informational interviews, if necessary.
- Ask for mentoring and garner their expertise.
- Ask for a reference – these open invitations foster dialogue and creative problem solving. Let helping you be their idea; but, stay in control!
- Never ask if they know of any openings, would pass along your resume, have any openings at their company or call you if they hear of anything. That gives away too much power and positions you incorrectly.

Direct Mail/Research

- Use Google maps to find companies in your industry of choice and geographic preferences. Bird's-eye view is empowering!
- Cherry pick – If commuting is important to you, focus on the companies closest to your house or within a comfortable commuting distance first.
- Find companies in your backyard you didn't know existed!
- Find the C-level or President decision maker by simply researching company+CEO.
- Develop your list from Google maps

Find a lead and need an email? [Hunter.io](https://hunter.io) and getemail.io are two great plugins. Getemail.io pops up when you open LinkedIn and can be used to find the emails of LinkedIn users. Hunter.io is a simple search bar where you key in the name of the person and it will fetch their email for you.

Growth Opportunities

- Use google news alerts to quickly and easily identify growing markets and companies.
- Use keywords such as corporate expansions AND location or just corporate expansions AND technology.

- Other keyword combinations may contain special industry keywords like LED lighting AND growth or growing industries AND Austin, TX. You can also use: IPO, private equity, venture capital, mergers, acquisitions, industry AND growth, city AND growth, corporate moves, expansions.
- Set up weekly news alert to review all of your alerts once a week. Batching your activities enables you to get more done faster.

Associations

- Associations are a potent portal to the information, resources, people and opportunities that align with your industry and positions. Find them by researching them or through LinkedIn Groups.

LinkedIn

- Use LinkedIn to discover hidden jobs in two ways:
 1. Grow your network of connections with a wide cross section of key decision makers in your industry and subindustries of expertise or interest.
 2. Optimize your profile by maximizing the use of keywords and to be found for the positions that align with your career goals.