

# Job Hunting During the Holidays

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*How can you leverage the competitive edge of creating conversations with decision makers?*

The holiday season for many job hunters can be unnerving because of the myth that companies slow their efforts to hire new employees. However, job hunting during the holidays can be productive if you adopt a more accurate frame of mind. Companies have positions to fill that need to start at the beginning of the year and their hiring process takes place during the holiday season.

Here's how to make yourself stand out and keep connected with people this season:

- Engage in volunteer activities, both charitable and professional. Update your resume, LinkedIn profile, and other career portfolio documents with these activities.
- Send Thanksgiving and/or New Year cards to help you stand out. Create a marketing plan for 60-90 days: November, December, and January.
- Take advantage of the fact that many job-seekers relax for the holidays, so you have less competition.
- Host and attend holiday gatherings as an opportunity to expand your connections.
- Surround yourself with positive people who lift you up and share that gift with others.
- Reach out to people as more people are in their offices working than traveling during this time.
- Blend high-touch and high-tech tools to connect with people. Maximize social media in an appropriate manner.
- Read a book such as *Designing Your Life* by Bill Burnett and Dave Evans
- Participate in a learning event, a course, symphony, theatre, or other interest.
- Create a target list of organizations you are interested in and identify their competitors. The "Power of Multiplicity" applies in this way.
- Increase your visibility – approximately 70% of the time people find their next job through other people. The Hidden Job Market is magnified by connecting with people.
- Create a competitive and supportive Job Search Cohort focused on understanding the world of work and finding decision makers to meet.

