

5 WAYS TO

Be Innovative in Your Job Hunt

From outlandish viral videos on YouTube, to stalking prospective employers on social media, millennials have been trying out every kind of trick to get the jobs they want. While all of us don't need to go to such extremes, gone are the days when a plain vanilla job search is enough to base your career on. Job seekers now need to be innovative in the way they hunt for jobs, and **Shreya Roy** speaks to experts to come with five ways to do it.

1 Ask for Referrals

A lot of companies, specially start-ups and emerging firms are heading towards a completely reference-based hiring process. This is to ensure a certain cultural homogeneity in their founding years. You may not find these jobs through recruiters. "One needs to strengthen relationships with friends or peers working in similar roles in other companies for them to have a recall of that person when there is a vacancy," says Alok Anand, head of marketing, Polycom India & SAARC.



2 Get Help to Make a Resume

"About 80-90% resumes don't market the candidate well," says Ronesh Puri, managing director, Executive Access. A resume needs to be well-drafted. If you are unsure, hire a resume writer, or read the extensive literature available on the subject. Also, attach your photograph to it. "Research indicates that resumes with photographs are shortlisted three times more than those without them. Photos can create an emotional & psychological connect," Puri adds.

3 Research Company Needs



"Most job searches fail because candidates do not do their homework either about the company or the person," says Puri. Extensive research will help you understand what the company needs, and highlight the aspects of your experience that makes you the right fit.

4 Be Aware of your USP

You are not likely to be able to offer what a company needs, if you are not quite sure of what you have to offer. Spend some time to introspect. "Understand your own strengths well. You must be well aware of your USP and skill sets," adds Puri.

5 Leverage Social Media

It is not very likely that anyone looking for a job has not already polished his/her profile on LinkedIn, and even Facebook. "Most employers have company pages which disseminate information on the available positions. All one needs to do is 'follow' a page or just be social media-savvy," says Anand. So make sure you stay connected.

