

# Changing Approaches

Finding a new job is a challenge in a normal economic environment. Today's, however, presents something totally new. Yes there are some things that haven't changed. It's all about networking. It's doing your research and matching your skills, experiences, talents, etc. to the job. This includes the employer's expectations, not necessarily yours. It's all about finding that sweet spot where both the employer and the applicant match expectations.

Now we enter where we are in the summer of 2025. Economists are noting a slowing of job creation. The May unemployment filings show a slowing. The college grads are entering the job market to the same climate that anyone transitioning faces. Hence, competition is high. One thing that is still in flux is the government reduction in force. The courts are pausing or stopping these terminations.

I've always advocated the creation of a master resume that includes a historical listing of your successes. This master resume, formatted for easy replication, can then be adapted in minutes rather than hours to a job description. Again, this job description tells you what the employer is seeking. Ignoring this dooms the submitted resume to the computer black hole. Yeah, for the applicant tracking system's algorithms. Yes, it's those key words that stand out.

Now we enter the summer of 2025. While I've also been a strong advocate for looking at past behavior as a forecaster of future performance, adaptability is now a focus. That's where military experiences can shine above others. Y'all know "situational awareness"! This is nothing new for you. Y'all have experienced looking for options and then preparing for the ones you didn't expect. That's how the market is today.

Technology changes are coming at lightening speed. I've got AI in my computer and phone even without downloading. Microsoft, Dell and ATT did that for me. Texas small business owners in the THC market are in a quandary now that a new bill is about to be signed that will prohibit THC sale. The Texas real estate market was impacted by the change in rules for real estate agents commission process. The list continues ...

So how does one process and proceed. I again say follow the job description. Research the company, the industry and the market conditions specific to these. Address them in the resume by matching your experiences with the employer's stated needs. The new thing is to add your ability to flex with the situation and excel. Then continue to network within the company, etc. to help get that interview. Make your pitch on paper, etc. match the needs of the employer.

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