

Hyper Competitive Marketplace

I learned a new word today as I was researching the transition topic for this month's Lariat. That word is hypercompetitive. And that is exactly what is happening in this crazy pandemic of a world. We are beginning to ease from pandemic to endemic, we are recognizing that COVID will not go away. It will morph into the next variant and we will deal with it just as we do the seasonal flu.

This dramatically impacts the workplace and especially the job market. Unemployment numbers are returning to pre-pandemic numbers. Employers are adjusting to the new workplace where their employees are looking for remote or hybrid work, new travel requirements, childcare and other issues. To point, they can't find the qualified workers that are needed.

On the other hand, the workforce is reviewing their perspective on what they want, seeking new opportunities. The transitioning military community is among this group. Needless to say, the competition is crazy. How you market yourself is the key to the game.

I've talked about the marketing perspective in previous articles. I attended a zoom yesterday and heard folks address this very issue. Building the resume to job description specifics, networking to get the message out, focusing your search on your target industry are all keys. LinkedIn again becomes a go-to tool for researching and networking. Use as many avenues as you can to get research and narrow the search to opportunities that will meet your requirements.

Employers are also adjusting their processes. They are refining how they market their needs, focusing on finding the right fit. The talent acquisition process has become very expensive in both intrinsic and extrinsic costs. The recruiting staff is monitoring to ensure that they are capitalizing on getting the right fit for the job expediently and in cost-effective ways.

Remember – both sides want the right fit, all for the right reasons. The employer has a business to run and can't afford to hire a bad fit. The job seeker wants to find a position that will meet the needs, both the intrinsic values and the extrinsic needs. Understand the process. Refine and adapt your approach to maximize your success.

Best of luck,

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