

One of the successes of any transition is networking. This is so very true of those assisting those transitioning as well. I've had the marvelous opportunity to connect and build relationships with many folks through my HR career. Barbara Greene is one of those marvelous folks that I have met. She is the founder of Greene and Associates, Inc. Her company, a Career Partners International Firm, focuses on coaching and career building. Her monthly newsletter is always jam packed with career information and notices of events. This last one, *Tips for Navigating the Job Market*, has marvelous insights that she has graciously allowed me to pass on to you. Thank you, Barbara!

Navigating the Job Market Right Now

Barbara A.F. Greene had the honor of presenting at Credit Human's first webinar! The online program, *Tips for Navigating the Job Market*, was designed for Credit Human's members affected by job loss due to the COVID-19 pandemic. In addition, they are sharing it with the community on their web site www.credithuman.com resources section.

During the webinar, Greene shared her two competitive edge strategies for finding employment in the current environment.

- Maximize Your Connections and Increase Your Visibility with the **P²E² Approach**
- Crack the hidden job market with the **SRW²D Approach**

What is the P²E² Approach?

The **P²E² Approach** Identifies numerous ways to increase visibility with your network, clients, colleagues and possible employers. In today's market, it is critical to stay top of mind. Job seekers find their next job through someone they know at least 70% of the time. Connections are critical.

P²E² stands for:

People

- List at least ten people you would like to work with and why.
- Identify any groups that these individuals are associated with and find ways to get involved.

Print

- Identify news outlets, trade publications, business publications you would like to appear in and why.
- Review these publications regularly to identify ways you can become the expert.

Events

- List conferences, seminars, virtual workshops in which you will participate
- Identify who might be attending and try to interact with them.

Electronic

- Are you up-to-date, active, and engaged on LinkedIn and other social media channels?
- Identify various methods to reach your target audience.

SRW²D Approach

This approach, helps you identify jobs where you might not be looking. The acronym stands for:

Speaking

- Be a host, not a guest – reach out to people!

- Have conversations in person with people wherever you are, with colleagues,
- acquaintances etc.
- Pick up the phone and call anyone who recently gained employment to see if their company is hiring
- Contact the human resource office and/or the head of the department for which you are interested in working

Reading

- When reading, infer what kind of jobs are needed even if they are not advertised
- Read publications that cover where you want to work

Writing

- Send targeted, personalized emails sharing your resume with companies you think could use your talents
- Send personal emails to your network - you never know who may know of something!

Walking

- When walking, pay close attention to hiring signs, new tenant postings, neighborhood signage etc.

Driving

- When driving, notice new businesses being built or that are for lease
- Identify businesses you have not noticed before that may be hiring

Want to learn about online programming that can be developed just for your organization? Contact Barbara A.F. Greene today at barbara.greene@greeneandassociates.com.

Kitty

Kathryn “Kitty” Meyers
LtCol USAF (Ret)
SPHR, SHRM-SCP
Chapter Transition Liaison Officer