

CSI Methodology

(Career Search Intelligence)

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This guide is designed to help you, the job seeker, use market intelligence methods to tap into the hidden job market in new ways that will help you beat out competitors. The business of market intelligence is 90% perspiration and 10% inspiration and requires you to be part public relations manager, part project manager and part sales manager. It's also going to require that you be compelling and confident when you approach potential employers.

<p style="text-align: center;">ELEVATOR PITCH</p> <p>In 15 seconds or less, you need to be able to communicate to someone why they should hire you based on the conversation you just had. Don't lead with your elevator pitch but be ready with it for that question: "what are your qualifications?"</p>	<p style="text-align: center;">WARM CALLS</p> <p>Don't make "cold" calls. Always make sure that you have the first and last name of the person you're calling and you know exactly what it is that they do at the company. Also know exactly what it is that the company does and be excited about a part of that work.</p>	<p style="text-align: center;">DO YOUR RESEARCH</p> <p>Before calling any companies about work, make sure that you've researched which type of companies are hiring people in your field in the region that you want to work in and that you have the name and contact information for one or two people within every company that you will warm call. Know what has happened at that company recently (don't just go to their website) and know if they've recently had postings for jobs like the one you're looking for.</p>
<p style="text-align: center;">INTELLIGENCE SOURCES</p> <p>Monster.ca – use this site to find old postings for jobs that you would have wanted to apply for, learn what kind of companies are hiring those people.</p> <p>Hoovers.com – mostly information about Fortune 500 companies but lots of contact information on executives.</p> <p>LinkedIn.com – If you're not already on LinkedIn, get on LinkedIn and build your network as quickly as possible. It's a great way to search people by company and by job title.</p> <p>Voicemail Systems – call the main switchboard of the company you want to talk to after regular business hours (usually after 6pm). Surf their voicemail system to identify people and their titles. Remember – the star key usually gets you back to the main menu without hanging up. Don't leave messages for anyone at this point.</p> <p>Google – Search google for job titles and company names. Always put grouped words in quotation marks. Eg: "project manager" "BC Hydro"</p>		
<p style="text-align: center;">ABC – ALWAYS BE CLOSING</p> <p>The art of finding a job through the hidden job market is also the job of selling yourself. Always end every positive conversation by establishing a point for further contact (eg. a face to face interview, an invitation to send them your CV, referrals to other colleagues that might be hiring, etc...). Ask for referrals to colleagues that might be hiring. Ask for face time. Don't be scared to ask for what you need.</p>	<p style="text-align: center;">TOOLS OF THE TRADE</p> <p>Make sure you have access to the Internet and the phone (with a quiet place to use it). Buy a notebook and pen that is specifically for your job search. Don't use little scraps of paper. Find a friend or a fellow job-hunter that can help you with your research, your warm calling techniques and with referrals. Make sure you have a bit of money for buying someone coffee on short notice and have at least one nice business casual outfit that you can don on short notice.</p>	

The CSI Methodology (in detail)

1. Personal Assessment

This is the kind of process that organizations like **Canadian Career Moves** can walk you through. Essentially, you need to have a very clear idea in mind of what kind of a job you want. The job you want could be in a specific industry or in a specific role or for a specific employer. It doesn't matter. Just know what your dream job looks like.

2. Identify Prospect Companies

Once you've established what kind of job you want, you need to find a company that might hire someone to do that job. Let's use the example of Project Managers. I would start by going to Monster.ca and searching "*Project Manager*" (in quotation marks). Right away, I can see it's mostly IT companies and banks that are hiring Project Managers. I can further verify this finding by going to Google and searching for "*project manager*", I find more job postings that have long since passed but tell me the kind of companies I'm looking for. It looks like large IT companies and banks are the place to start. Now all I need to do is find out who the big banks and IT companies in my region are. The phone book and the Internet can help you cull a long list. Go for a big list. Don't just get a couple of companies on your list – get every one you can find.

3. Find Contacts Inside

Once you know you're looking for a Project Manager job within a bank, the key is going to be to find a senior project manager to talk to within that bank. I would start by seeing if I can find anyone online. Try "*Project Manager*" *VanCity*. You'll find several people right away. Now you just need to get their contact information. If the page you find doesn't have their phone number and e-mail, you will have to dig. To get the phone number, try searching for their name in Google. It may be posted somewhere else. For the e-mail, try their first name, period, lastname @ the domain name of the employer. Eg. john.smith@vancity.com. Send him an e-mail looking for more information about careers in Project Management. If it bounces back right away, you've got the wrong address. Try it again but with jsmith@vancity.com. Try other common combinations as well. Some e-mail addresses will only be eight letters before the @. For example, my e-mail at previous employers has been aaron.cruikshank, acruikshank, acruiksh and adcruiks. Try them one at a time until one goes through.

For phone numbers, try surfing their voicemail system at night until you get something. If that doesn't work, call the main switchboard during the day and ask for the extension of that person. Just make sure they know that you don't want to be connected to them, you just want their phone number.

4. Research, Research, Research

Find out everything you can about your contact. Find out how long they've been with the company if you can. Find some common ground between you and the contact. Most importantly, know what they've been working on within the company so that when you talk to them, you sound as up-to-date on their work as their colleagues. Make sure you do not ask them for any information that can be easily obtained off of their website. It will make you look stupid. Have your notes in front of you and in an organization fashion before picking up the phone to call.

5. Warm Call

Once you've done your homework, you need to start going through your list of contacts. Start with the low priority ones first so that you know you'll be ready to sell yourself when the big opportunities come up. Be an active listener but project your skills as strong.

6. Follow Up

Always find some actionable item to follow up with. Ask them when you can come in to meet them in person. Get some names from them for other people in the industry that you can talk to. Keep in touch with them quarterly if you think they might be able to hire you in the next 6-12 months.