



**Embark on a  
new career path  
*and start to  
love what you do***



Bright Careers

## How to make a rational decision for a fresh, professional start

Work is part of everything you do. It's where you spend most of your productive hours during the day, and, whether you like it or not, it partly defines you. So you should make sure you enjoy what you do. However, you might find yourself in a position where you're less than happy about your current position and company. **Work happiness and a sense of purpose are the leading factors in a fulfilling career path.** If you find yourself in a less satisfying or unhappy position, this might be the moment to look around. But before making any rash decisions, it's important to reflect internally and understand why you are not getting the job satisfaction you need. Is it the role, the growth opportunities, the company culture, or is it something else? The reasons could also be more practical: the hours, commute,

or stance on remote working don't suit you. Make sure that you know why you are considering a new role. When you know what's bothering you in your current position, you better know what will fulfil you professionally in the near future. Especially when you've been working for some years, you understand your likes and dislikes in work.

## To recruit or not to recruit, that is the question

When looking for a new job, you can search for yourself or get in touch with a recruiter. Working with a recruiter can be beneficial, but it is not always the case.

Most recruiters are specialised in supporting both job seekers and companies to make a good match. But there are also a lot of recruitment agencies that will simply use your resume to get to prospect companies. This happens on all levels. Therefore, it's important for you to know what kind of recruiter fits you and has your best interest. In today's modern work



environment, it's also good to operate with a biased-free perspective. Human capital is what runs a company. When people are put first, there should be a standard of inclusivity. Make sure that when you want to work with a recruiter or an agency, they operate from this biased-free mindset and place talent and experience above anything else. The recruiter can take away a lot of the hassle of doing online searches for vacancies, understanding the open roles and getting an interview. They know what a company is looking for and should know what position you are looking for – the human factor combined with their professional skillset. Just make sure that you touch base occasionally for full transparency on the progress of the job search.

## DIY to go sky-high

You can also decide not to work with an intermediate for your new professional step. If you



are a DIY person with good social skills, go for it. Nonetheless, everyone can use some help, and for that reason, we share some of our top tips for a successful job search. Times might have changed since the last time you searched for a new job, so that's why we share our **top tips** on how to search for a new job.

## 1 Build a professional brand on LinkedIn

Of course, you probably already have a LinkedIn profile, but is it up to date? Fill in your work experience and education, and don't forget to enrich it. Add your roles, responsibilities, team size and achievements per job, especially when relevant for the next step you want to take. Add any awards, certificates, diplomas, whitepapers, blogs, recent projects and press clippings relevant to your profile. Don't forget to ask people for a recommendation; having three recommendations not older than two years is optimal.

Have a professional picture taken and get rid of that selfie or outdated picture. You can also add a cover photo on your LinkedIn-page as part of your professional brand.

You probably have a good idea of what you don't want from your next job but have you also written out your needs for a new role? Consider the position,

## 2 Create a job search strategy

future perspectives, and the perks and benefits important to you — for example, remote working, promotion opportunities, pension plans and salary scales. Don't forget to consider what kind of company culture

appeals to you. Do you like a lot of team activities in and outside of work? A flat company structure or precise managerial levels? And what about diversity in the workplace? It's good to write down what's indispensable to you so you can ask these questions during an interview.

Now that you've created a professional profile and a job search strategy, the time has come to list companies you're interested in.

## 3 Focus your search

Start by writing down the names of companies that appeal to you. Once you have a list of companies, you can check their websites and see if they fit your job search criteria. Sometimes, the websites are not fully updated, so it's also good to check the company's social media and online articles. Maybe you know people who work there, and you can ask them some questions — leading us to the following recommendation.

Get in touch with people you know. Ask around, and be open and transparent to your network. Make sure your contacts know what

## 4 Use your network



skills you are looking for. They might be able to connect you to someone in their network or have a position in their company that suits you. LinkedIn can show if people are second-degree connections.

Before applying for a new job, check your social media profiles. Recruiting is primarily digital. Recruiters will check all profiles. We mentioned that it's imperative to have a professional profile on LinkedIn, but don't forget to check your other accounts. If possible, you can choose to set them to private, remove accounts, or change your name and handle. Just make sure that the online content related to you is content you support. You can even delete your name from unwanted or old Google search results. Google how that works!

## 5 Audit your social media

OK, you found a job you want to apply for. That's awesome. To write a cover letter, you should read the vacancy and go over the company website. Make sure that you write about why you could be an excellent fit for the company and the role. The letter should be personal, professional and not too long. Your CV should also stand out. Ensure that there are no odd gaps in your CV; if you found yourself in between jobs for a certain period or taken extended parental leave – there's no shame in mentioning that in your CV. Send it over to two or three people you trust who have a critical eye and can offer you constructive criticism when you feel it's almost good to go.

## 6 Get someone to read and check your CV and cover letter



It's good to prepare yourself for your interview. Here's a list of handy things to check, read up on or research before your interview:

- Research the company online, read their annual report and recent press clippings;
- Take some time to research the management teams and see how long they've been with;
- Get a good understanding of the position they are recruiting for;
- Don't forget the names of the persons interviewing you; research them too beforehand – you might have some mutual friends in your professional network;
- You should also prep the questions you might have. This looks strong. Some questions you could ask during the interview should be about the job itself, the company's recruitment process, and the growth opportunities.

## 7 Prep, but don't over-prepare

All this will give you more insight into the process and the company. You should never forget that an interview is a moment for both sides of the table to see if there's mutual interest in working together. However, never over-prepare. This only adds to feeling more nervous than you should be and might give the impression that you are not good in stressful situations or lack personal skills.

Always check and see how the other person is doing afterwards; a job interview is like a date. It's normal to ask about the next steps and possible timeline after the first interview, and when you don't hear anything from the other person, you can always reach out. Don't be shy. Sending a message of thanks is also a lovely thing to do; it adds to your likeability and makes you top of mind.

## 8 Follow-up



## All systems are go

It's all about knowing what you want and when you want it. You will ace the recruitment process if you follow these efficient steps. Make sure you trust your instincts and mind – when these align, you know that the next step is a go. In short, to make it even easier for you, here's a little cheat sheet checklist to make the whole process even smoother for you.

# The Bright Careers Job Search Checklist

- 1. Have a rounded & professional personal brand on LinkedIn**
- 2. Have a job search strategy**
- 3. Focus on companies you like**
- 4. Tap into your network**
- 5. Audit all your social media**
- 6. Get a second opinion on your cover letter and CV**
- 7. Prep your interview**
- 8. Follow-up**



Following up: ready to leap into a new career but prefer to get in touch with a recruitment specialist? Sure thing. Get in touch with Lukas now and schedule an appointment [www.brightcareers.nl](http://www.brightcareers.nl)