



THE MODERN JOB SEARCH

Leveraging relationship to stand out in an AI-driven market, without dozens of online applications.

REALITY CHECK & MINDSET

The job market has fundamentally changed.

- Job security is not guaranteed.
- Layoffs are normal, not personal failures.
- Job searches often take months, not weeks.
- Online applications are no longer the primary path to opportunity.

How to adapt to today's job market:

- Build financial runway. Work toward 6-9 months of financial cushion where possible.
- Reduce reliance on a single income source. Consider consulting/fractional side gigs or diversified income.
- Always be interviewing, even when happily employed.

Your goal is not just a job. Your goal is choice, confidence, and optionality.

ABS (ALWAYS BE SEARCHING)

01 Clarify Direction

- Know what you're moving toward.
- Define must-haves and dealbreakers
- Identify what energizes vs. drains you
- Clarify what you never want again

02 Identify Target Companies

- Choose 10-20 companies aligned with your goals
- Prioritize culture and fit over prestige
- Research leadership and stability

03 Identify Key People

- At each company, select:
- 3-5 peers or leaders to connect with
 - Focus on people, not recruiters
 - Choose those whose path genuinely interests you

04 Connect Without Pitching

Send request with no ask.
Sample: *"I've been following your work and would love to connect."*

05 Start Curiosity-Based Conversations

Once connected:
"I'm exploring next steps and would love to learn from your experience. Would you be open to a 15-minute conversation?"

06 Create a Weekly Rhythm

- 5 new connections
- 3 follow-ups
- 1 informational call
- 1 reconnection

Consistency builds momentum.

07 Expand the Web

Ask during conversations:
"Who else should I speak with?"

Let relationships compound.

08 Maintain a Strong Resume

Your resume is:

- A confidence anchor
- A value narrative
- A calling card

Keep it ready, current, and powerful.

09 Never Stop Building Options

Even when employed:

- Continue conversations
- Track achievements
- Maintain visibility
- Preserve financial runway

Connection creates options.