



The New Rules of Hiring: The 3-Pronged Approach

Strategic Applications

Apply to roles with tailored resumes that balance ATS optimization with authentic value messaging.

Intentional Networking

Build visibility and relationships through curiosity-driven communication, not cold asks.

Partner with Recruiters

Cultivate relationships with quality recruiters who align with your goals and industry.

Successful job seekers leverage all three approaches.

Who Should You Connect With?

In today's AI-driven job market, the hiring process can feel more clinical and impersonal than ever. But curiosity and genuine connection have become powerful differentiators that help you cut through the digital noise and create trust no algorithm can replicate.

- Who are 5 people I've lost touch with but respect or admire professionally?
- Who once advocated for me or supported my growth?
- Who works in an industry, company, or role I'd like to understand better?
- Which "weak ties" could become valuable bridges to new opportunities?
- Who would I genuinely enjoy reconnecting with even if job search wasn't a factor.

Your Networking Super Power = Lead with Curiosity

Outreach Scripts

- "I came across your profile and realized how long it's been since we connected. I'd love to catch up and hear what you've been up to professionally — no agenda, just reconnecting."
- "You popped into my mind when I saw [context]. I've always valued your perspective and would enjoy reconnecting if you're open to it."
- "I'm being more intentional about nurturing my network this year, and you're someone I've always respected. Would love to reconnect and exchange notes."

Connection Scripts

- "I'm really curious, what's been the most rewarding part of your job?"
- "I'd love to hear more about how your team approaches [specific challenge or goal]."
- "What's been energizing you most in your work lately?"
- "What trends are you noticing in your industry right now?"
- "What's a project you're excited about?"
- "What does 'great work' look like in your world these days?"
- "If you could redesign your role, what