

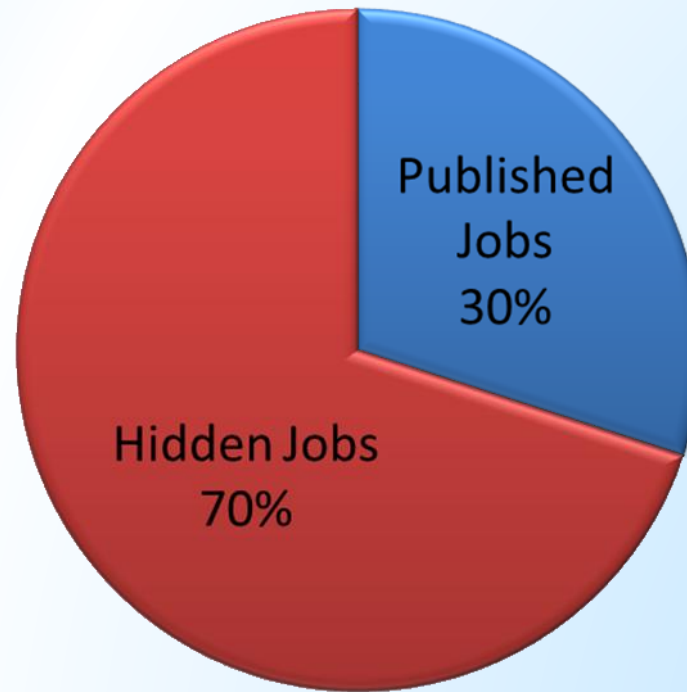
UNCOVER THE HIDDEN JOB MARKET

Over 70% of Open Jobs are NOT Posted!*

* [Forbes: March 21, 2023](#)

* [CNBC: December 27, 2019](#)

Whether or not you believe this percentage is completely accurate, two things are certain...



1. There are so many job openings that are just never publicized
2. If you ignore those you limit your opportunities for employment.

[Blue](#) text are live links

WHAT IS THE HIDDEN JOB MARKET?

Positions available
without employer advertisement



WHERE IS THE ADVERTISED JOB MARKET?

Job Boards

Company Careers Page

Classified Ads

Job Fairs

Recruiters

Trade & Professional Associations

Social Media Sites.

WHERE
IS IT?



WHO HIRING MANAGERS LIKE TO HIRE

1) People they know and trust

2) Referrals from people they know and trust

3) Strangers.



WHY JOBS ARE HIDDEN

Hiring manager looking at his/her network

Hiring manager is waiting for final approval

Recruiter waiting on company's "OK"

HR is looking internally

There's an upcoming retirement, maternity leave, etc.

HR has other priorities right now

But, are those jobs really hidden?



YOU NEED TO GET TO KNOW MORE PEOPLE

Count

The Hiring Manager

1

Department Manager

2

Division/Company leadership (3-6)

8

HR Director

9

HR Recruiter/Generalist

10

Coworkers (1-5)

15

Dependents (1-5)

Up to 20



You need to know more people.

HOW DO YOU GET TO KNOW MORE PEOPLE?

Networking is...

The exchange of information among individuals specifically to cultivate productive relationships

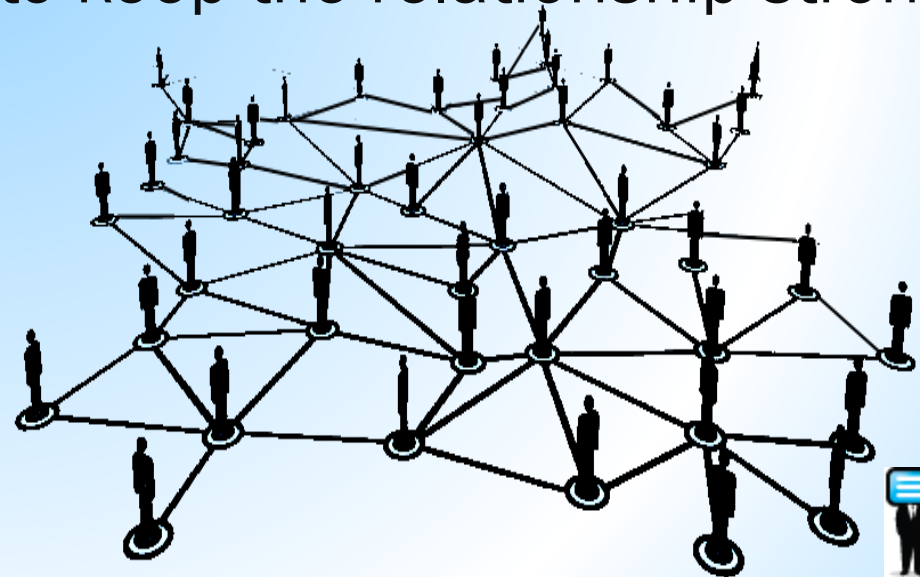
A means making connections with people... Anyone

Staying in touch with your contacts to keep the relationship strong

Not asking for a specific job

Not about who you know...

It's about who knows you!



WHY NETWORK TO FIND A JOB?

Your odds of getting a job through a job board website: **1 in 250 (0.4%)**

University of Michigan

Employee referrals only make up **7%** of applicants, but **40%** of hires

University of Michigan

Speak with Someone who Currently Works at the Company.



WHO TO NETWORK WITH?

Strategic Partners...

- Professionals who are in complimentary businesses, yet share the same target market

Subject Matter Experts...

- People in your professional area, who may know more than you, with whom you can share ideas

Your Current Network...

- People you are already connected to
- Strengthen & leverage your existing relationships.



BUT, WHAT IF YOU ARE AN INTROVERT?

Networking is Perfect for Introverts!

Introverts don't like big crowds...

Networking works best as a 1-on-1 activity

Introverts tend to be quiet...

That makes you a good listener

Introverts don't like to talk about themselves...

You are introspective, yet curious about others – a good helper

Extroverts will seek out and try to speak with too many people...

That's Quantity, not Quality!

YES,
I'm an introvert.
NO,
I don't hate people.

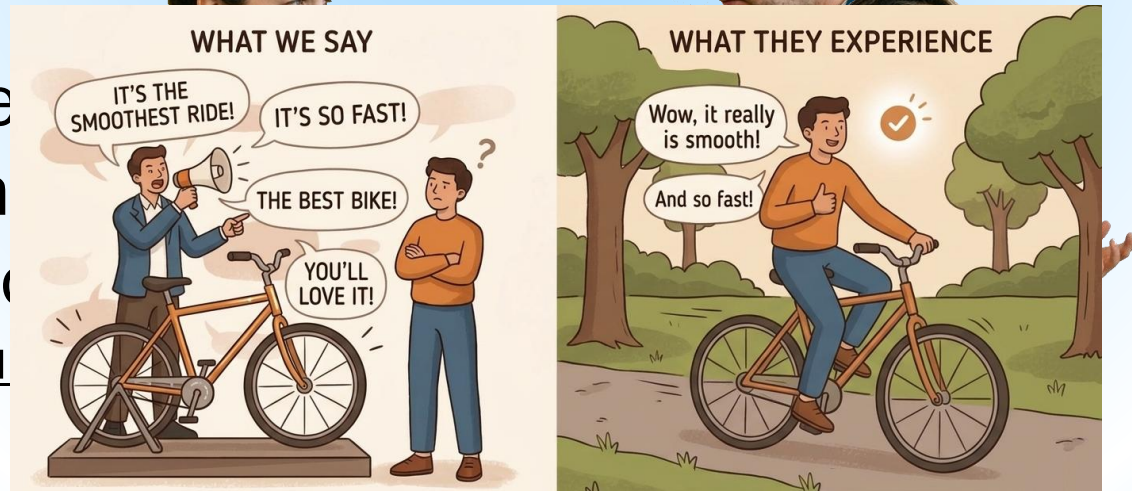
WHEN NETWORKING DOESN'T WORK

Business cards and elevator speeches introduce,
but they don't build trust

People trust what they experience more than what we say

Instead of asking: “How can I network with this person?”
Ask yourself: “What is something interesting or helpful I share?”

When you share
solve a problem
you remain top of mind
(This is your chance)



TYPES OF NETWORKING

- One-on-One
 - Email
 - Phone / Virtual
 - Meet for coffee or lunch
 - The Informational Interview!
- Social Media
 - LinkedIn
 - X (Twitter)
 - Facebook
 - Instagram
 - Blog
 - Comment on other's Blogs
- Groups
 - Job Seeker Support
 - Meetups
 - Professional Associations
 - Form work groups
- Others
 - Job Fairs
 - Volunteer Organizations
 - Chamber of Commerce
 - Family Functions
 - Religious Groups
 - Any check-out line.

THE INFORMATIONAL INTERVIEW

- It's a meeting/conversation. It can be formal or informal
- The job seeker seeks information of the industry and the corporate culture of a potential future workplace. Or, advice on your career
- The employed professional learns about the job seeker and judges their professional potential and (future) fit to the corporate culture
- It is not about hiring, and not even about a specific job.
(It's all about learning)



INFORMATIONAL INTERVIEW – WHAT TO DO

- Ask for:
 - Advice & Information on a company, industry, etc...
 - More contacts
- Don't ask for a job!
- A simple “How to” way initiate:
 - Ask a mutual contact for an introduction
 - Send an email request:
 - Reference your recent contact, or a mutual connection
 - Ask if you can schedule only a few minutes together
- Have ready (and ask) productive questions:
 - Don't take up too much of the other person's time
 - Get information to help in your job search.



WHAT TO DO NEXT? CULTIVATE THE RELATIONSHIP

Follow up (24 – 48 hours):

- Write a thank you email
- Request a LinkedIn connection
- Send a direct text (if they gave you a cell #)



Follow-Up Strategies (days/weeks/months):

- Send an article, podcast, or book recommendation
- Comment on or share their public professional posts
- Connect them with someone else in your network
- Offer assistance or an idea, without pitching your services

There's a fine line between Networking and Stalking.

SEARCH FOR SMALL AND START-UP COMPANIES

Smaller and Newer companies need your talent to be immediately competitive

- [Wellfound](#) (formerly AngelList): A comprehensive site for startup hiring. It allows you to filter by funding, salary, and equity, providing direct access to founders
- [Underdog.io](#): A curated marketplace for experienced tech talent. You submit one application, and the team manually vets and introduces you to high-growth companies
- [Top Startups](#): This site specifically focuses on newly funded companies that are actively hiring.

[Blue](#) text are live links

IN SUMMARY

- Hidden jobs are filled without an employer posting
- Over **70%** of Open Jobs are NOT posted
- Hiring Managers prefer to hire who they know & trust
- Most hidden jobs are not well hidden, if...
 - You network with enough people – Anyone
 - Get Informational Interviews
 - Search for small companies & start ups.



THANK YOU

TO FIND THE SLIDE DECK

The screenshot shows a web browser at the URL `thebreakfastclubnj.com/speakers/`. The navigation bar includes links for Home, About Us, Job Search, Resources, Partners, **Speakers** (circled in red with an arrow), and Blog. The main content area is titled "Speakers" and features social media links for Facebook, Twitter, and LinkedIn. Below this is a section for "2026 Meetings" with a table. A red box highlights the link "Uncover The Hidden Job Market - 2026-10" in the "Presentation Material" column, with an arrow pointing to it. On the right sidebar, there is a search bar, a "RECENT POSTS" section with five "Monthly Meeting" links, and an "ARCHIVES" section with links for August 2026, July 2026, and June 2026.

Meeting Date	Speaker	Topic	Presentation Material	Chat Log
December 12, 2026	Bill LaChance	Key Money Saving Strategies During a Career Transition		
November 14, 2026	Naga Pranay Tumuluri	AI for Your Job Search		
October 10, 2026	David Schuchman	Uncover the Hidden Job Market	Uncover The Hidden Job Market - 2026-10	
September	Sam Velu	What really happens		

NEXT MONTH AT TBCNJ...

Saturday, November 14 @9:30am!

Naga Pranay

“AI for Your Job Search”

