

Five ways to hunt for a job during a slowdown

Know your Strengths

"Don't try to be everything for everybody. The last thing employers want to hear is someone is good at everything", On occasion, though, being able to do many things at a time helps. "Since companies are trying to reduce costs, there will be some positions open where a person is required to do two or three people's jobs. A networking job is a typical example",

Hone your skills

As a job seeker, a slowdown basically means your competition went up. Know how to beat it. "During a slowdown, companies will sharply cut their intake. But they will not stop hiring. Candidates should not only better their existing skills but also add more skills to their resume",

Focus on Specific Cos

Even in a slowdown, some companies perform better than others. Focus on the better-performing ones. "Identify what about that company interests you - their product or service spread, their positioning, or something unique they are doing in the market,"

Try Other Avenues

Tough times call for tough measures. You may need to take a cut in salary, but you can do it in a smart way. "If you are going to take a cut make sure you don't lose out on deferred bonuses, employee stock options etc. Your take-home will take a hit but the wealth creation should not subside",

Don't be Shy

Humans are social animals and there is no substitute for networking, "Posting your profile on every job portal out there won't help. Based on your target companies, figure out who in those companies should get to know you. Find ways to network with them. Find their connections on LinkedIn and get an introduction. Meet over coffee. Interact during an industry networking event,"