

## Careers + Leadership: Advancing Your Job Search During The Holidays

Contrary to popular belief, businesses are actively seeking and hiring candidates during the holiday season. How can job hunters use this time to advance their job search?

Some advice from Chuck Pappalardo, managing director of retained executive recruitment firm Trilogy Search Non+Profit:

### *The holiday spirit*

Mr. Pappalardo advises job seekers to actively reach out to companies and executive search firms over the next 30 - 45 days. "Executives tend to curtail travel during the holiday season, often using this time to catch up at home and at the office," said Pappalardo.

Pappalardo also advocates a personal touch when contacting prospective employers and recruiters during this time period. "Use the phone rather than email. It may seem counter-intuitive but executives are actually at their desks and have the time to speak. For many, the budgeting process has been completed, and their focus is now on scenarios and strategies for the coming year."

He adds, "And one shouldn't discount the notion of 'holiday spirit;' it's human nature to be a bit more open and kind this time of year so those hiring are likely to be more receptive to a candidate's pitch."

### *Have a game plan*

Make sure you have a game plan for what you want to accomplish whether it's an internship, informational meeting, interview or introduction. While it may seem as if one is narrowing his or her opportunities, it actually helps you and, most importantly, those you are networking with if you are focused in your request.

### *Build your personal brand*

Use this time to leverage your social networks. This can lead to important and beneficial connections. Make sure to share smart information, relative to your areas of expertise and interest.

Two caveats:

First, keep your social networking professional (or private) as posting inappropriate or too personal information can negatively impact opportunities.

Second, don't rely solely on technology for communication and outreach; as noted above, a personal touch, such as a handwritten holiday card or note, can cut through the noise.

### *Help others*

This time of the year is associated with good deeds, generosity and giving.

Responding to informational inquiries on Linked In and commenting on relevant blog posts or online articles can help establish your expertise and build community. Also, assisting others with their job searches can create reciprocity and expand networks.

There are typically many opportunities to volunteer with a non-profit during the holiday season. The organization's work may align with your career aspirations, adding another dimension to your resume. Or, engaging with a non-profit may result in new connections or simply make you feel good. And, feeling good boosts confidence—an essential element in effecting a successful job search.

We'd love to hear and share your comments, experiences, and advice on how job hunters can effectively use the holiday period to advance their job search. Please email us [here](#).

Kindest regards,

A handwritten signature in black ink, appearing to read 'CP', with a long horizontal line extending to the right.

Charles Pappalardo

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Chuck Pappalardo is a 25-year veteran of the retained search industry, with expertise in hiring, leadership development, Board dynamics, and career advancement on behalf of the private sector and non-profit, philanthropic and educational institutions. He is managing director of [Trilogy Search Non+Profit](#), a retained executive search firm headquartered in the San Francisco Bay Area.