



# **HIDDEN JOBS**

## **HOW TO FIND THEM!**

**BASIC TECHNIQUES  
THAT YIELD SUCCESSFUL RESULTS**

**By Nathalie Gosset, MS, MBA**

## Book Reviews about **The Hidden Jobs – How to Find Them!**

**From Workforce Press**

*"This book has had an immediate impact in the lives of some of our clients...."*

**From Zachary Cohen, Principal, Briarwood Associates**

*"Throughout my career I have been in the position of both conducting personal job searches as well as hiring personnel. This is the first book that gives an insight to finding a profession instead of a job, and is an alternative to the same stale method of job search. I am recommending this book to all of my colleagues"*

**From David Steinmeier, CEO of MicroJoining**

*"I bought this book for a family member but ended up reading it and applying it to my own professional life. I have been running a successful consulting enterprise but sensed that it was time to upgrade the services to respond to changing market conditions. The tools in the book helped me find and highlight what made me unique as a professional and how to spotlight this unique professional value. I designed a plan to reposition my consulting services. One of the strong messages that emerges from the book is that every individual has a unique multi-dimensional profile that can't be adequately captured by a resume or advertising brochure. This book does an excellent job of describing how to convey our own unique personal value to our clients and potential employers."*

**From Douglas E. Howe "Educator & Entrepreneur"  
Practitioner Faculty  
Graziadio School of Business and Management  
Pepperdine University, Malibu, CA**

*"An Indispensable Reference for the Job Seeker - I teach global marketing and entrepreneurship to MBA students and witness the anxiety of highly talented individuals confronted with the prospect of lining up a great job. The techniques of scouring job boards, sending resumes and following with calls have become very inefficient. Jobs are now found by meeting people face to face and learning about the companies through real conversations, not emails. This book gives the nuts and bolts of planning, arranging, and experiencing these conversations. It is written for professionals, as well as for individuals entering the workforce who suffer from no network, no lead, and no perceived idea of what the next job should be. The part that is of great interest and inspiration for the MBA students are the examples of conversations provided in the book. These conversations are realistic and easy to memorize and apply. Overall, this is a good, well organized book with a lot of good sound and advice."*

**From Pat. J. Jacobs  
CEO of Advanced Personnel Services**

*"A terrific guide! As the CEO of a recruitment company focused on the biomedical industry, my profession is to line up great candidates with great jobs. The messages in this book are close to my heart. The book talks about the less understood but so important aspect of aligning the strengths and uniqueness of a person to a specific need for talent in an organization. It is not unusual for a company to create positions because they have met an applicant and they wanted to attract them to their organization. This is why I really believe in the power of networking and a great example of the specific power of your network. The great jobs do not always happen through the exchange of resumes. This book does an excellent job at describing the process for a job seeker who is exploring the possibility of being hired into a company when no positions have been posted. I have dealt with job seekers who have difficulties articulating who they are and what they are looking for, and I think that the scripts provided in the second part of the book, are really good examples that job seekers can use to express and market themselves efficiently. "*

**From Neven Karlovac, CEO of Microskia, Inc**

*"This book is outstanding. There are of course zillion self-help books but I could tell that this one is a product of real experience, as most of us had to discover these things through trial and error "*

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### **BASIC TECHNIQUES**

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**Smart About Jobs**

**[www.smartaboutjobs.com](http://www.smartaboutjobs.com)**

**By Nathalie Gosset, MS, MBA**  
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## **Acknowledgement**

The information presented in this book is the result of collective wisdom that has been refined over several years. The recipe presented has been fine tuned through trial and errors from professionals who were interested and who accepted to apply the advice that I shared. To all of the individuals who tried the recipe, I send my thanks and admiration for landing into new professional exciting circles.

My gratitude expands to friends, colleagues, and peers who took the time to review the book and provide constructive edits and corrections. Their kind gesture has strengthened this book and its ease of use significantly.

My deep thanks to all.

## **Dedication**

This book is dedicated to my husband and daughter. I am deeply thankful to them for giving me the space and quiet environment to write this book late at night and on the weekend and for showing unconditional support when I felt overwhelmed by the discovery process of publishing a book. Their faith in me fueled my energy.

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## Warning and Disclaimer

The information provided in this book is offered with the understanding that it does not contain legal, financial, or other professional advice. The reader seeking such information should consult a professional in this space.

The author and publisher make no representations about the suitability of the information contained in this book for any purpose. No warranty of finding a job or related matters is assumed in this book.

The author and publisher assume no responsibility for any damages arising from the use of this book or alleged to have resulted in connection with this book.

This book is not completely comprehensive. Some readers may wish to consult additional books for advice.

## Preface

This guide has been developed with deepest respect for the individuals who are looking for their next professional opportunity. It recognizes that each person is enriched with many skills and talents. It is based on the belief that there is an ideal job awaiting everyone, even in times of market depression and high levels of unemployment.

The traditional approaches to finding jobs can be discouraging. The success rate of obtaining a job interview by applying to a posting on line is about 1%. This poor success rate is no reflection on an individual knowledge or ability to do the job. It is a natural outcome of the level of competition for any given opening. Typically, a job posting will attract between 100 and 500 resumes, up to 1000 resumes in time of economic distress. Resumes are screened rationally by the Human Resources department or Hiring Manager. But often, as overwhelming amounts of resumes are submitted, the selection of who is interviewed often defaults to the first batches of resumes that were submitted. And the selection process starts being short-circuited with the use of subjective factors (internal connections, alumni from same school, candidate names that can be pronounced easily, or a resume that has some of the buzz words in the top summary). Once the candidates understand the way resumes are screened, approaches can be used to tip the odds in their favor and programs on “how to find a job” teach the success tips of writing resumes to overcome the first screening.

This document operates differently. Instead of responding to a job opening, this book empowers you to create your future job independently of whether there is an opening for it today. It provides the sequence of steps to follow, gives you several tools and templates to facilitate your approach, and provides explicitly detailed scripts of dialogues or texts that you can use as you follow the recipe.

For the jobs that do not exist yet, no one is applying for them, and hence, no one will compete with you. Furthermore, the job responsibilities are fluid and the compensation level undefined. This provides an exclusive opportunity for you to carve the role that best fits your interest, and to align the compensation level to your expectations. Finally, the time it takes to secure a job that did not exist or was not advertised tends to be faster, sometimes just a matter of days.

The techniques presented in this book can work for any kind of job, any level of expertise, and any market segment. Once you experience the power and benefits of finding jobs that do not yet exist or are not advertised, you will shy away from the “send-the-resume” approach for finding your next job.

The “bullet” format of this guide keeps the information to the essentials and makes it easy and fast reading. Several successfully tested templates and scripts have been provided to help you start immediately.

## About the Author, Nathalie Gosset, MS, MBA

**Nathalie Gosset is a sought after keynote speaker on matters related to preparing the workforce for the jobs of the future.** Her talks are visually engaging, their content is rich with information useful to workforce organizations, and educational organizations, and her message to professionals in transition is inspiring.



In this book, Ms. Gosset captures the wisdom that she shared with many professionals seeking new jobs, new career directions, or simply wanted to change jobs for the better. For several years, under the umbrella of a volunteer based group, she helped many job seekers find how to best position themselves and how to strategically find the next great job. In 2009, in light of the mass of unemployed professionals, she decided to write down her successful recipe so that she could pass it onto others more easily.

Professionally, Ms. Gosset has over 20 years experience in the development and commercialization of technology-based products. She is currently Head of Business Development and Marketing at the [Alfred Mann Institute](#) at the [University of Southern California](#). She created and implemented this new function at AMI after leading the Engineering Department at the Institute for several years. The Alfred Mann Institute is a non-profit acceleration and incubation center for commercialization of biomedical inventions coming from USC. Ms. Nathalie Gosset is a member of several medical advisory and director boards and is on several biomedical review boards for venture firms.

She was one of three 2006-2009 North America representative for the Institute of Electronics and Electrical Engineering - Medicine and Biology Society ([IEEE-EMBS](#)), an international organization promoting bioengineering education worldwide.

Ms. Gosset received several prestigious IEEE awards:

- 2009: IEEE Engineer of the Year (from the Buenaventura Section)
- 2007: Career Service award for creating more than 50 chapters worldwide to stimulate innovation between physicians & engineers
- 2005 IEEE-RAB Leadership award for her contributions to the biomedical community
- 2005: Outstanding IEEE-EMBS Chapter Award, a global recognition

Ms. Gosset holds a BSEE from ISEP (Paris, France); MS in Telecommunications (Boulder, CO); MBA (University of St. Thomas, St. Paul, MN).

*More about the author at her website - [www.nathaliegosset.org](http://www.nathaliegosset.org)*