

5 Tips for advancing your career during a crisis

The word “challenging” might be an understatement to describe today’s job market. That doesn’t mean there aren’t things you can do to stand out to the companies that are hiring.

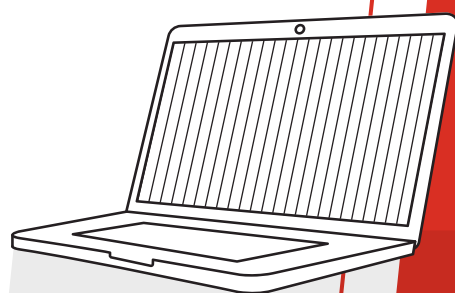
Check out these tips to keep yourself visible and primed to find your next big opportunity, no matter the environment:

Tip #1

Update your **LinkedIn** profile for recruiters

Take your LinkedIn and other profiles as seriously as recruiters do. Add both a banner and profile image. Use keywords that match your goals. Further boost visibility by sharing content, using #hashtags, and commenting on posts.

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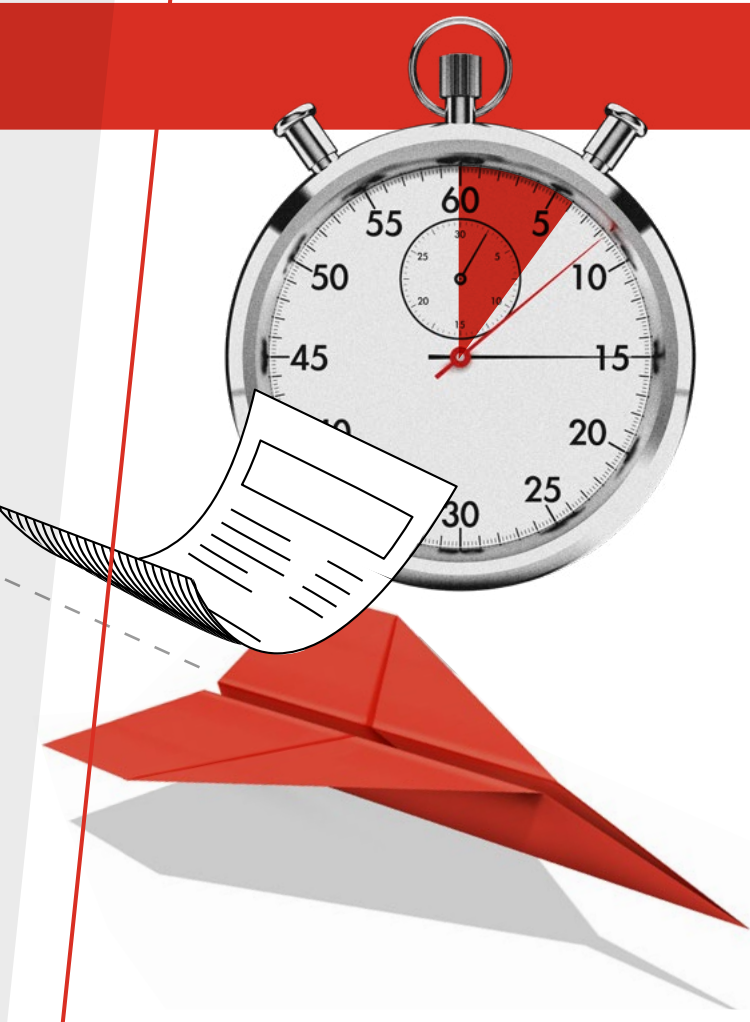
70% of employers use social media profiles to vet candidates, and over half have found disqualifying content.

Tip #2

Make your **resume** more engaging

6 seconds or less: That’s how long it takes hiring managers to judge your resume. Make it easy for them to get through it; use a clean, easy-to-read layout and triple-check for errors. Ensure your work history is current and that any gaps are explained. Use section headers to make it more readable. Solicit feedback from trusted contacts. Leverage action words.

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Tip #3

Stay relevant by learning new skills

44% of companies wish they could increase the quality of their talent pool; grow your skills to get noticed by recruiters! What skills are companies hiring for? What can help you get to the next level? Impress recruiters by always adding to your competencies, no matter the marketplace.



Tip #4

Network to get past hiring gates

Introduce yourself to new contacts on appropriate social media channels and in-person events. Nurture these into true relationships, not just favor-based situations.

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80% of roles aren’t posted online, your network is often the best way to get the inside track.

Tip #5

Boost your brand through **volunteering**

From Korn Ferry CEO Gary Burnison: Volunteering **“is an excellent way to nurture your network and meet new people in a different context.”** This helps recruiters who want to strengthen their culture through like-minded hires! Showing off your charity work can help recruiters see the real you and elevate you to the top of the candidate list.

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