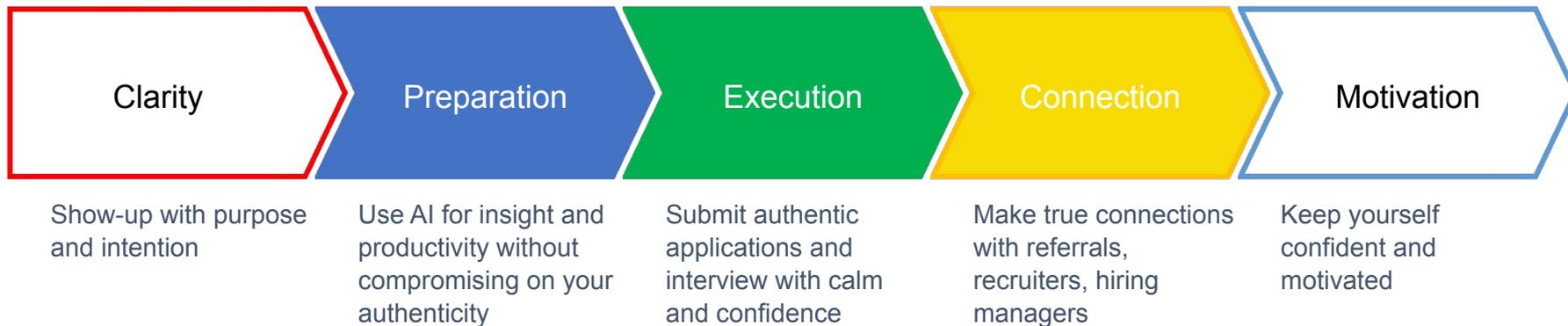


A roadmap

Using a structure approach to job search

Seeing job search as a project with different streams of work



Key question

How can I use AI in job search to increase efficiency and insight, but still preserve authenticity?

The 4 pillars of authenticity in the age of AI



Ownership

AI supports you -
but you remain the
decision-maker.

Clarity

What do I want
and why?

Judgment

Is this pitch
accurate?

Does this pitch
clearly show how
I'm a fit for this
role?

Voice

Does this sound like
me?

Would I feel
confident saying
this out loud?

Connecting: who you are, what you believe and what you do



- Introduce a new tool
- Demo:
 - Scan the job market
 - Identify roles to apply
 - Know which skills are the most valuable

Job scanning exercise

in digital sales United States Search

Jobs Date Posted LinkedIn Features Company Associate All filters Clear 2

Sort by: Relevance

Digital sales in United States 10,367 results Job alert Off

Digital Sales Planner
The Atlantic
New York, NY, US
Collaborate with Pre-Sale Marketing & Sales teams to create compelling and competitive media plans; provide data-driven & ...
3 company alumni work here
1 week ago

Digital Sales Manager
Healthline Media
New York, NY, US
The Healthline Sales Team is responsible for driving revenue at the company. Utilize Sales CRM tools to track all pertinent accoun...
Be an early applicant
2 weeks ago

Partner Manager, Global Accounts, Walmart Media Group
Walmart eCommerce
Hoboken, NJ, US
Walmart Media Group is seeking experienced sales professionals to help build and sell Walmart Media ...
3 connections work here
6 days ago

Digital Sales Planner
The Atlantic · 60 Madison Avenue 8th Floor, New York, NY 10010, US
Posted 1 week ago · 157 views

Save Apply

See how you compare to 33 applicants.
Reactivate Premium for Free

Job	Company	Connections
• 4/10 skills match	• 201-500 employees	3 company alu
• 33 applicants	• Publishing	2 alumni

Job description

The Atlantic has, for more than 160 years, advanced ideas that matter and sp global conversation on the most important issues of our time. We aim to bring and original thinking to questions of consequence, on topics ranging from po the economy, and global affairs to technology, science, and culture. As the th longest-running magazine in America, we find ourselves at a remarkable mor one of both continuation and transformation, of upholding our legacy while continuously reinventing ourselves for the future.

Impact-oriented job boards

80,000
HOURS



Prompt: Give me a list of impact-oriented job boards relevant to **[area of expertise]**,

Tips for using job boards

- **Blend broad + niche**

Don't rely exclusively on one board. Use 80,000 Hours + one or two niche ones (like EA Opportunities or DevelopmentAid) + a general aid/UN board (ReliefWeb, UN Careers) to get full coverage.

- **Be selective / set alerts**

Because niche boards often have fewer listings, turn on alerts so you don't miss something good when it appears.

- **Optimize your profile / visibility**

On boards like DevelopmentAid, your profile (CV, keywords, area of expertise) often plays a large role in whether recruiters ever see you. Use all available "matchmaking" features.

- **Check cause / domain boards**

If your interest is in climate, global health, AI governance, biosecurity, etc., find the specialized boards in those domains. (EA communities often maintain curated lists of domain boards.)

- **Use community / network hubs**

Many high-impact roles circulate inside communities before (or instead of) being publicly advertised. Being active in EA, policy, global health networks can give you early access.

- **Watch out for premium / paywalls**

Many niche boards offer "free" viewing but charge for premium matchmaking, CV exposure, or broadcasting services — weigh cost vs expected return.

- **Don't ignore tenders & consultancy lists**

Some roles in international development are posted as "tender / contracting" rather than "staff jobs." Platforms that also list grants / tenders (like DevelopmentAid) can help you catch those.



- Application documents
- Interviews

Your
application:
what does a
recruiter see?

First impressions matter: Recruiters take **6–10 seconds** to scan a CV initially.

What they look for:
Clear structure,
alignment with the job,
and impact.

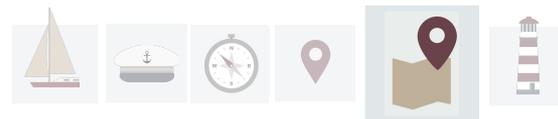
The Two-Minute Test –
are your strengths,
value added and fit for
role clear?







Your Map: Recruiters



The more complete your profile, the more likely you are to get recruiter views

Years of experience

+ Total years of work experience

Industries

+ Candidate industries

Postal code / Zip code

+ Enter location or zip code

Years in current company

+ Years working in their current company

Schools

+ Schools attended

Profile languages

+ Languages used on LinkedIn

Years in current position

+ Years working in their current position

Fields of study

+ Topics studied in school

Network relationships

+ How closely you're connected

Your Skills section is important



Good morning, Sarah

I'm looking for a product leader with a degree in industrial engineering with a degree from Georgia Tech with some sales training.

13196,000



Actions

- + Start a new AI-assisted search prompted with "I'm looking for a product leader with a degree in industrial engineering with a degree from Georgia Tech with some sales training."
- + Create a new AI-assisted project prompted with "I'm looking for a product leader with a degree in industrial engineering with a degree from Georgia Tech with some sales training."
- Q Start a keyword search for I'm looking for a product leader with a degree in industrial engineering with a degree from Georgia Tech with some sales training.



Your Map: Recruiters



Jobs ▾ | Date posted ▾ | Experience level ▾ | Salary ▾ | On-site/remote ▾ | Easy Apply | All filters

Recruiter + Financial Advisor in United States Set alert

2 results

 **Financial Advisor**
Equitable Advisors
Saddle Brook, NJ (On-site)
5 benefits
Actively recruiting
Promoted · [Easy Apply](#)

 **Financial Advisor**
Equitable Advisors
Saddle Brook, NJ (On-site)
5 benefits
Actively recruiting
Promoted · [Easy Apply](#)

 See more jobs with these suggestions:

- See jobs based on your profile

Financial Advisor

Equitable Advisors · Saddle Brook, NJ (On-site) Reposted 1 month ago · 1,230 applicants

 Full-time · Entry level

 5,001-10,000 employees · Financial Services

 See how you compare to 1,230 applicants. [Try Premium for free](#)

 Skills: Investments, Financial Planning

[Easy Apply](#) [Save](#)

Meet the hiring team

 **Jonathan V.** · 3rd
I am hiring at the Saddle Brook NJ office! Equitable Ad... [Message](#)

Job poster



Your Map: Recruiters



in RECRUITER PROJECTS CLIPBOARD JOBS REPORTS MORE

Start a new search... Saved / History

Showing results for

Job title
Project Manager +
Technical program manager, Program mana...

Locations
Singapore Kuala Lumpur, Malaysia +
New Delhi Area, India,

Skills
Business strategy Analytics +
Market entry, Analysis, Corporate developm...

Companies
+ Add companies
IBM, Microsoft, Oracle,

Education Any to 2012
Asia Pacific Institute of Information Techno...
Universiti Malaya +
Asia Pacific University of Technology and...

Keywords
+ Add keywords

View more

1K total candidates 71 have company connections 230 engaged with your talent brand 27 past applicants

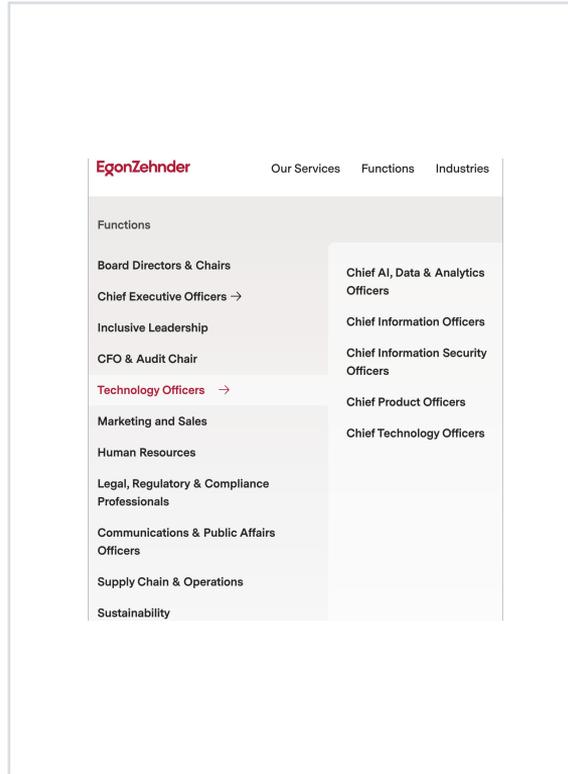
71 with company connections 1 - 25

Rahmat Amirul · 3rd
Project Manager, Business Analytics at Microsoft
Kuala Lumpur, Malaysia - Information Technology and Services
Current Project Manager, Business Analytics at Microsoft 2011 - Present
Founder at Eyesight Analytics 2013 - Present
Past Project Manager at Splashtop Inc. 2008 - 2011
Business Analytics at Global Delivery Center 2005 - 2008
2 Company connections

Ming Xu · 2nd
Senior Project Manager at IT Services Co.
Singapore - Information Technology and Services
Current Senior Project Manager, Business Analytics at IT Services Co. 2011 - Present
Past Data Analysis at Techpt Inc. 2007 - 2011
BA Analyst Intern at DFJ Dragon Fund 2005 - 2007
5 Company connections Recruiting activity

Kapil Kaur · 3rd
Engineering Project Manager at YTC Telecom
New Delhi, India - Information Technology and Services
Current Engineering Project Manager at YTC Telecom 2011 - Present
Founder at Eyesight Analytics 2013 - Present
Past Project Manager at Access Technologies Inc. 2008 - 2011
Business Analyst Intern at Citi 2005 - 2008
7 Company connections 4 Shared connections

Recruitment agencies



Prompt: Give me a list of impact-oriented recruitment agencies relevant to **[area of expertise]**

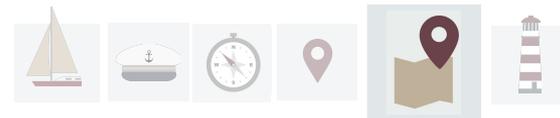


Connect

- Referrals, hiring managers
- Strategic networking exercise



Your Map: Referrals



Referred candidates
are **7 times more likely**
to be hired.



Referrals only make
up **7% of applications**,
but **45% of hires**.



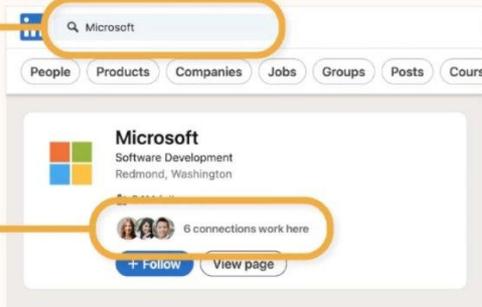
Your Map: Make a list of companies



Making company connections

Step 1

Look up company of interest



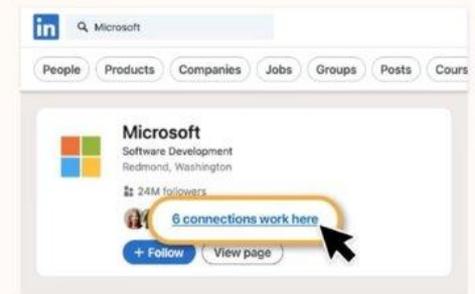
Step 2

See who you know there

Making company connections

Step 3

Reach out to connections





Your Map: Hiring Managers



1 Search for the word: hiring + "job"

2 Select Posts in the filter

3 Use the "All filters" option to select the company(ies) you are interested

The screenshot shows a LinkedIn search for 'hiring "Product Manager"'. The search results are displayed on the left, with several posts from Facebook. The filter panel on the right is open, showing 'All filters' selected. The 'Author company' filter is set to 'Facebook'. A 'Show results' button is visible at the bottom of the filter panel.



Your Map: Connections



Here's how you can export your LinkedIn connections (names, emails if available, and other details):

- 1. Go to Settings & Privacy**
 - On LinkedIn, click on your profile picture (top right).
 - Select **Settings & Privacy**.
- 2. Access Your Data**
 - In the left-hand menu, click on **Data privacy**.
 - Then click **Get a copy of your data**.
- 3. Choose What to Download**
 - Select **Connections** (or the full data archive if you want everything).
 - Click **Request archive**.
- 4. Verify**
 - LinkedIn may ask you to re-enter your password.
- 5. Download the File**
 - Within about 10 minutes, LinkedIn sends you an email with a download link.
 - The file is in **CSV format** (you can open it in Excel, Google Sheets, etc.).

⚠ Note: LinkedIn doesn't always provide email addresses anymore (due to privacy settings). You'll get names, current positions, and sometimes company names — but only emails if your connections have chosen to share them.



Your Map: 2025 Updates



What's New in LinkedIn's 2025 Algorithm?

LinkedIn's algorithm is designed to show users the most relevant and engaging content. In 2025, the platform has made some key updates to improve user experience and prioritize meaningful interactions. Here's what's changed:

1. **Focus on Quality Over Quantity** LinkedIn is now prioritizing high-quality, original content over frequent, low-effort posts. This means posting just for the sake of posting won't cut it anymore.
2. **Engagement Matters More Than Ever** The algorithm now values meaningful interactions—comments, shares, and thoughtful reactions (like the "insightful" button) over simple likes.
3. **Video Content Gets a Boost** Native videos (uploaded directly to LinkedIn) are being prioritized over external links or third-party videos. Short, engaging videos perform especially well.
4. **Niche Relevance is Key** LinkedIn focuses on showing content to users based on their specific interests and professional fields. This means your content needs to be highly relevant to your target audience.
5. **Penalty for Over-Promotion** Posts that are overly promotional or sales are being demoted. The algorithm favors content that provides value, educates, or sparks conversations.

Exercise 1 – CREATING A STAKEHOLDER MAP

- Increasing awareness of who is in your network and key stakeholders

1. Using the 'Creating Stakeholders' handout, please start by highlighting all the ways contacts can serve and provide value to each other.
2. Self-work: please list all the groups you belong to or have belonged to, including online and face to face groups and your role
3. List in the next sheet 'Stakeholder map' listing the names of contacts from each group and use the key to show how they may be helpful.

S= Supporter, I = Information holder, M = Mentor, G = Gatekeeper
4. Asterisk those with whom you'll make contact over the next three months

CREATING A STAKEHOLDER MAP

