tomorrow university of Applied Sciences

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HIDDEN JOB MARKET

HOW OPPORTUNITIES ACTUALLY WORK





WHO am I?

- Artificial Intelligence Educator and Community Builder @ReDi School of Digital Integration
- Learning and Development Program Facilitator @WomenInTech Alliance
- Program Facilitator @HERA Sweden
- Marketing Lead @AI Öresund

Agenda

01	The Hidden Job Market
02	Mindset Shift
03	Outreach That Works
04	Practical Exercise: Draft your first outreach message
05	Creating Opportunities: How conversations lead to referrals and roles
06	Action Plan: Your next steps for this week
07	Key Takeaways & Closing

How did you get your last opportunity?

The Visible Market

What most people do

Search for jobs online ▶▶ Apply ▶▶ Wait ▶▶ Repeat

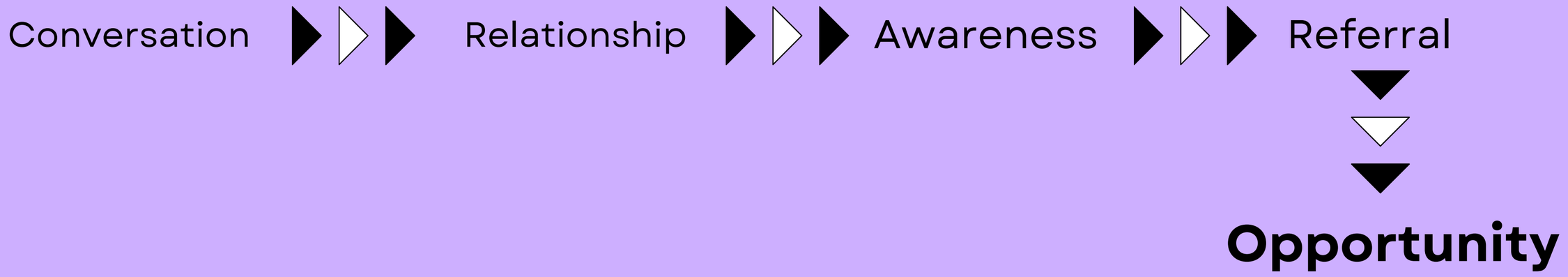
What actually happens

- A hiring manager asks a colleague.
- Someone sends a name.
- A role gets created for the right person.

Most roles are filled before they're listed or by the time the listing is up, someone internal already has an edge.

How Opportunities Actually Move

Many opportunities start with people before they appear as job postings.



The hidden job market is not a place, it’s a strategy.

Why Companies Hire This Way

Companies prefer:

- Lower hiring risk
- Trusted recommendations
- Faster hiring
- Candidates already known to them

People trust people more than applications.



Mindset Shift

Most people ask:
❌ "Who is hiring right now?"

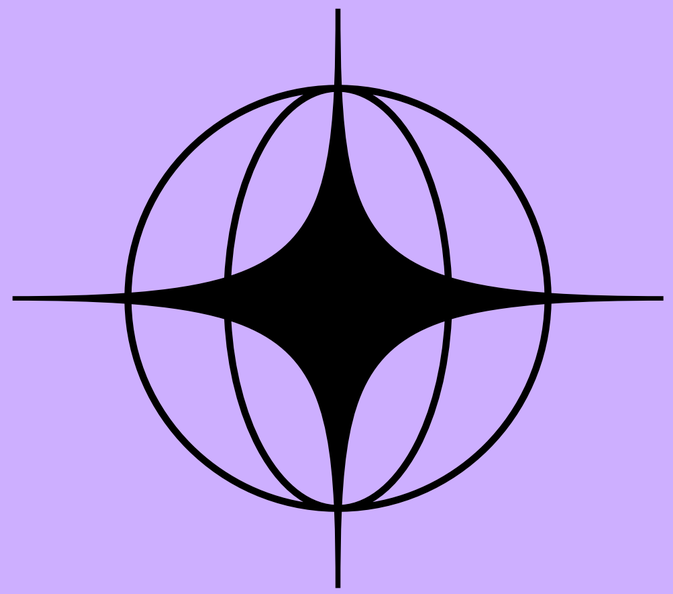
Applicant Mindset
- Find openings
- Submit applications
- Compete with everyone else
- Wait for responses

Successful job seekers ask:
✅ "Who should I be talking to right now?"

Relationship Mindset
- Identify interesting people
- Start conversations
- Learn and build visibility
- Create future opportunities

Become known before opportunities appear.

Who Should You Reach Out To



Start With These People:

- Professionals in roles you want
- Employees at companies you admire
- Alumni
- Former colleagues
- Community members
- LinkedIn connections

Ask yourself: Who already knows something you want to learn?

Outreach Template

Hi [Name],

I came across your profile and saw your work in [field/company].
I'm currently exploring this path and would love to learn from your experience.
Would you be open to a short 15-minute conversation sometime next week?

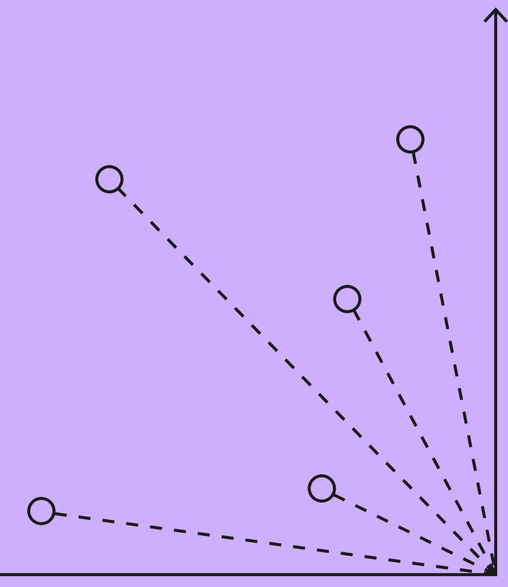
Thanks in advance,
[Your Name]



Stress that the goal is learning, not asking for a job.

Questions That Create Great Conversations

- What attracted you to this type of work?
- What skills matter most?
- What surprised you about this work?
- What helped you progress to where you are today?
- What's something you've learned recently that changed your perspective?
- What does a typical day look like?
- What would you focus on if you were starting today?
- What parts of the job do you enjoy most?
- What parts are most challenging?
- What skills will become more important over the next few years?
- Are there people, communities, or resources you'd recommend I follow?
- Would it be okay if I kept in touch and updated you on my progress?




Story time

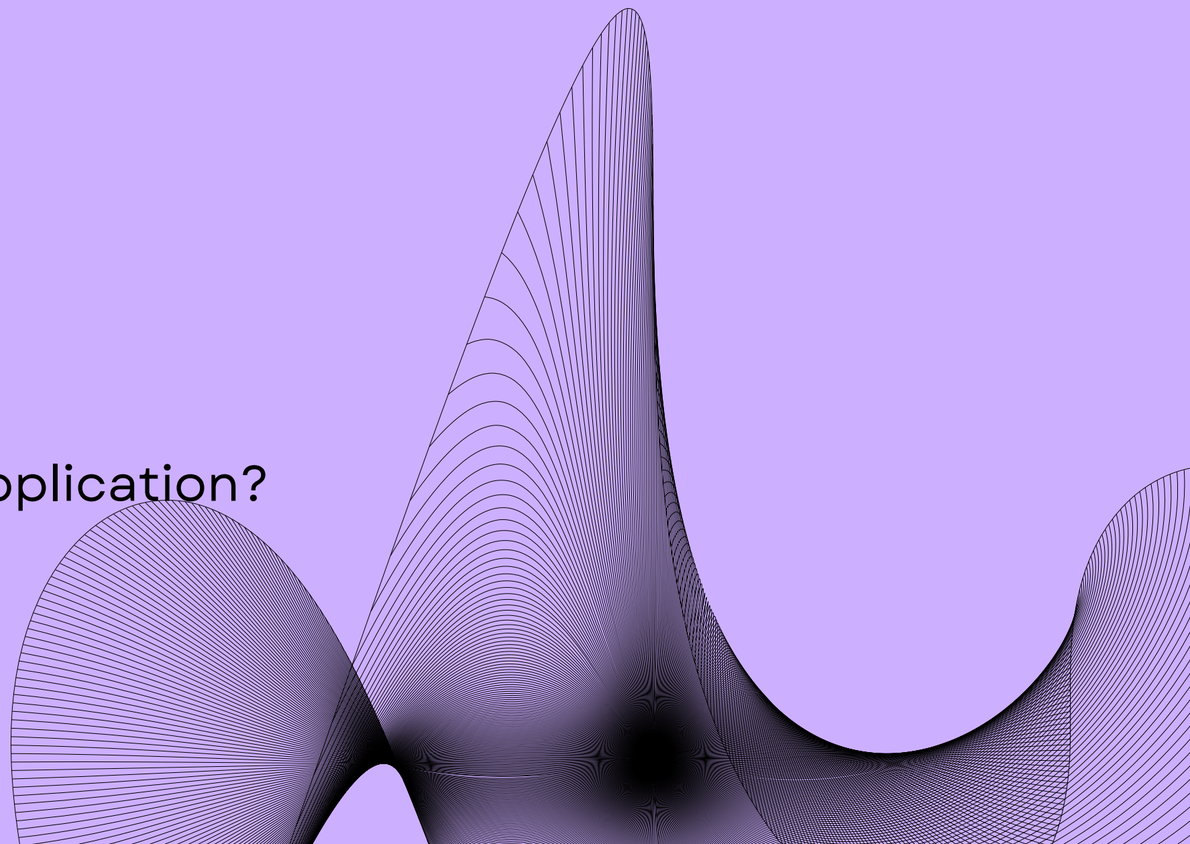
Activity: Career Detective

Partner A has 5 minutes to tell the story of how they got their most recent opportunity (job, internship, project, volunteer role, etc.).

Partner B acts as a detective and can only ask questions such as:

- How did you first hear about it?
- Did someone tell you about it?
- Did you know anyone there?
- Did you speak to anyone before applying?
- Did anyone recommend you?
- What happened before you submitted the application?

Then switch.



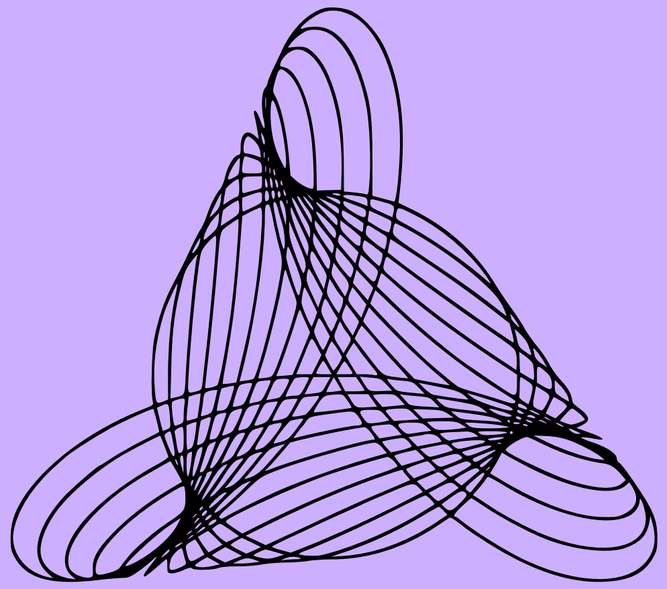
Action Plan

This week I will focus on:

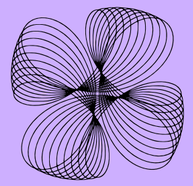
Contact

1.
2.
3.

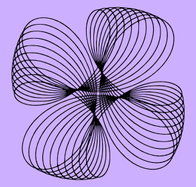
My goal:



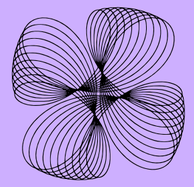
Remember



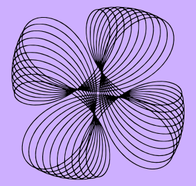
Relationships create visibility



Outreach and networking are learnable skills



Small actions create momentum



Start today: one message, one conversation, one new connection at a time.

Thank you

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