



Why Is It So Tough to Land a Job?

Rethinking the Job Search in Today's Market

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As many of you are discovering, your job search is taking longer than you expected. Experienced workers and recent graduates alike are finding their job search is frustratingly long. You have tried different resumes, different sites, different locations, and nothing seems to be working. You see all of these jobs posted but no results for you. This process can make even the most confident job seekers start to doubt themselves. What is the reason behind this? Are you too old? Too young? Too little experience? Too much experience? Maybe some of those are true, but there are macroeconomic forces at play which also are tilting the scales against you.

Job postings do not equal hires

You go to Indeed or LinkedIn and see all of these jobs posted, new ones every day, yet you cannot land a job. Is it you?

Probably not.

While companies are posting jobs, they may not actually be pulling the trigger on hiring. There are many reasons for this. When budgets are made, companies have good intentions of hiring, but by the time they have to make a hiring decision, things may have changed. There may have been a new tariff announced which changes their input costs or decreases the expected demand for their product. Mass layoffs have been relatively low, so the re-org that necessitated the posting may also be delayed. Compound these postings that are not actually coming to fruition with the notifications you see on LinkedIn of people landing their dream jobs, and it can make you feel miserable and unemployable. But the truth is you do not know how many applications that person submitted, how many interviews they went on, how many times they have been ghosted before they landed that new job. Being

unemployed or underemployed is a very lonely place, with the doubt increasing every day in the echo chamber of your mind. What is the right course for you?

Shotgun vs. Sharpshooter

Less could be more.

Instead of leveraging AI to apply to as many jobs as possible, it is time to up your networking game. Internal recruiting teams are seeing more resumes than ever, but the percentage of qualified candidates is not increasing at the same rate; they just have more paper to sift through to find the right person. We recommend plugging into your network, doing coffee chats and informational interviews. You cannot risk your resume being one of hundreds that are being reviewed.

Stand out from the pile.

Search LinkedIn for the recruiting team responsible for the job and introduce yourself. Most internal team members will gladly refer a qualified candidate to a partner to reduce the time-to-fill.

Make your message compelling.

Some auto-generated paragraphs filled with AI corporate-speak will not help you. If I had a dollar for every message I have received that contained some combination of net impact, strategic initiatives, and transformative innovation, I would not need to run my business. All of those accomplishments should be in your resume. In your personal outreach, write the recruiter something compelling that makes them want to write you back.

It could also be time to find an executive coach.

This is the one which will cost you money, but it may be worth it. They can help frame your resume and message, so when you do get in front of somebody you will maximize your chances of success.

Whatever you choose, it cannot be the same process you followed in the good old days. This market is different. While you may hear the Fed talking positively about the jobs report or the unemployment numbers, that does not help you get a job when nearly two million people have been searching for more than six months. Dust off those networking skills and be a little vulnerable. Do not wait, because the definition of insanity is doing the same thing over and over again but expecting a different outcome.

In Summary

In short, today's job market can make a long search feel personal, even when broader economic uncertainty and cautious hiring are major factors. Rather than relying on a high volume of applications, job seekers can improve their odds by targeting roles carefully, strengthening their networks, sending authentic and compelling messages, and seeking coaching when useful. The market has changed, so a more focused, proactive, and human approach is likely the best way to create new opportunities.



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