



PEEQ

HOW TO GET YOURSELF HIRED

2025

A PRACTICAL GUIDE FOR
HR PROFESSIONALS
NAVIGATING TODAY'S JOB
MARKET

Welcome

If you're reading this, chances are you're **job hunting** — or thinking about it. And if that's the case, we want you to know: **you're not alone.**

This guide has been created specifically for HR and People professionals looking to secure their next opportunity in what continues to be a challenging and competitive market. Whether you've recently been made redundant, are returning to work after a break, or just feel ready for something new, **How to Get Yourself Hired** is here to help.

This guide is packed with practical, no-fluff advice gathered from hundreds of conversations with candidates — plus a few tools we've found helpful.



Who It's For

- HR professionals at all levels, from Advisor to CPO
- Candidates returning to work from a period of leave
- Anyone feeling overwhelmed by the process and looking for clear direction


What's Inside

- ✓ **1. Getting Job Hunt Ready** – How to get clear on what you want and position yourself to be discovered
- ✓ **2. Finding & Applying for Roles** – Strategies that go beyond job boards
- ✓ **3. Navigating Recruitment Processes** – What to do before, during and after interviews
- ✓ **4. Accepting a Role** – How to evaluate offers and negotiate with confidence
- ✓ **5. FAQs** – Quick-fire answers to common questions we're asked daily

One Last Thing...

Job searching can be tough. Rejection stings. The silence after applications can be deafening. But remember: you're not your CV. You're a whole person with skills, values, and potential — and the right role is out there.

Let's help you get hired.



SECTION 1: GETTING JOB HUNT READY

LAY THE **FOUNDATIONS**
BEFORE YOU START
APPLYING

Lay the foundations before you start applying

1. Getting Job Hunt Ready


a) Get Clear on What You Want

Before diving into applications, take a step back and define what good looks like for your next move:

What kind of role excites you?

- What level are you aiming for?
- What location or hybrid setup suits your lifestyle?
- What kind of company culture aligns with your values, strengths, and areas for growth?


If you're unsure, use ChatGPT to explore career paths based on your CV or LinkedIn profile.

 **Prompt:** It's also okay to give yourself permission to rethink what's next. You don't have to do exactly what you've always done. Reflect on where you've felt most in flow in past roles — those moments where work felt energising, meaningful, and genuinely enjoyable. Then look for opportunities that bring more of that. It might be a similar type of role, but weighted more toward the parts that light you up.

b) Keep Learning While You're Searching

Being between roles can feel disorienting — but it's also a chance to grow:

- Learn something new — from leadership to technical skills
- Try LinkedIn Learning's 30-day trial
- Boost your confidence with tangible wins to speak about during job interviews

 **Prompt:** What could you learn this month that would boost your energy and confidence?

c) Upgrade Your LinkedIn Profile

Your CV is seen by a few. Your LinkedIn profile is seen by many.

1. Headline

- Be clear and aspirational. Include availability if relevant.
- Include terms recruiters search (e.g., HR Director | Immediately Available)

2. About Section

- Tell your story. Let your personality and values shine. Include passions, personal notes, and pinned posts/articles. Click the link for a blog on writing your 'About Section'.



Lay the foundations before you start applying

1. Getting Job Hunt Ready

3. Work Experience & Skills

- Make it results-focused. Use data:
 - E.g. "Reduced onboarding time by 30%" > "Managed onboarding"

4. Open to Work Banner

- It's now widely accepted and recommended. Use it.

5. End Dates Matter

- Don't let recruiters think you're still working if you're not — it may cost you opportunities.

6. Keywords Count

- If you're aiming for a Head of People role, but your profile looks like a freelancer, you may get overlooked. Use multiple relevant job titles (e.g. HR Director / Head of People / CPO) in your headline to get discovered.




d) Request Recommendations

Recommendations add depth and credibility to your profile.

Ask for them:

- When you leave a role
- After a successful project
- When someone sends kind feedback

 **Prompt:** Use LinkedIn's built-in feature — and guide the person on what to write.

e) Refresh Your CV

Your CV should highlight your impact — not just your experience.

What Makes a Strong CV?

- | | |
|--|--|
| <input checked="" type="checkbox"/> Clear and easy to read (ideally 2 pages) | <input checked="" type="checkbox"/> Results-oriented |
| <input checked="" type="checkbox"/> ATS-friendly (avoid tables and columns) | <input checked="" type="checkbox"/> Aligned with your LinkedIn profile |

Lay the foundations before you start applying

1. Getting Job Hunt Ready

Make It Personal (and Powerful)

- Add a short, authentic intro
- Highlight achievements using data
- Keep timelines accurate
- Don't undersell yourself – imposter syndrome is not welcome here!

Need a Second Opinion?

- Run your CV through ChatGPT's Custom GPT 'Resume' to review structure, clarity, and keywords. A neutral view can sharpen your message.

Tailor for Every Role

- Generic CVs rarely land. Tailor each one using the job description's language.



f) Don't Go It Alone

Job hunting isn't a solo sport.

- Talk to former colleagues or mentors
- Practise interviews with someone you trust
- Join communities (online HR groups, webinars, forums)
- Reconnect with ex-clients or managers
- Ask for feedback on your CV or LinkedIn

Action Steps



Headline

Update your LinkedIn headline and About section



Recommendation

Add or request at least one recommendation





Upskill

Complete one online course this month



Feedback

Ask 1-2 people for CV feedback



SECTION 2: FINDING & APPLYING FOR OPPORTUNITIES

GO **BEYOND** JOB BOARDS
TO FIND ROLES THAT ARE
ACTUALLY **RIGHT** FOR YOU

Go beyond job boards to find roles that are actually right for you

2. Finding & Applying for Opportunities

a) The 4 Pillars of a Successful Job Search

Job hunting isn't one-size-fits-all. Use multiple routes to uncover the right role:

1. Your Network

- Reconnect with ex-colleagues and contacts
- Post and engage on LinkedIn – visibility matters
- Let people know you're exploring new opportunities

"Your next role might come from a conversation - not a job ad."

2. Agencies & Search Partners in Your Niche

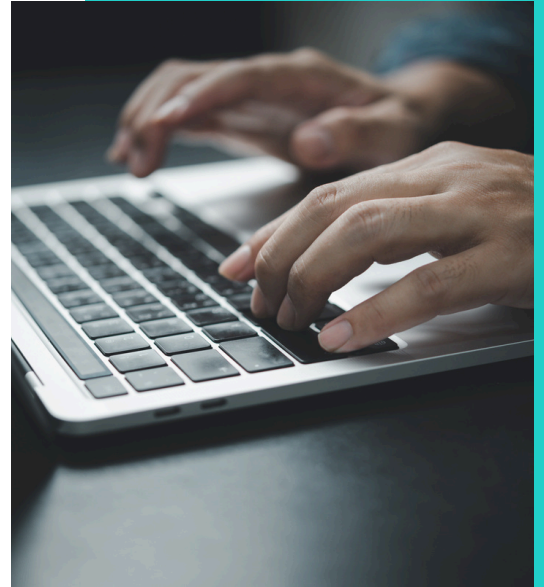
- Work with both boutique and larger agency firms
- Build strong recruiter relationships
- Make your goals and availability clear

3. Job Boards & Adverts

- Tailor your CV for each role
- Don't just hit apply – follow up where you can

4. Direct Outreach

- Use ChatGPT to create a target company list
- Reach out to relevant decision-makers
- Keep it friendly and exploratory – not a hard sell



b) Cover Notes (Not Cover Letters)

Skip the formalities. A short, tailored cover note is more impactful.

- Add context to your application
- Show personality and relevance
- Use ChatGPT to draft and refine your message
- Keep it concise and relevant to the role!

Go beyond job boards to find roles that are actually right for you

2. Finding & Applying for Opportunities

c) Be More Selective, Not More Active

Avoid scattergun applications.

Instead:

- Focus on roles where you match 80%+ of the criteria
- Tailor your CV to show your fit
- Use ChatGPT to highlight gaps and make improvements



*Less frantic applying.
More strategic targeting...*

Action Steps



Reconnect

Reconnect with 3 people in your professional network



Target

Identify 5 target companies and reach out



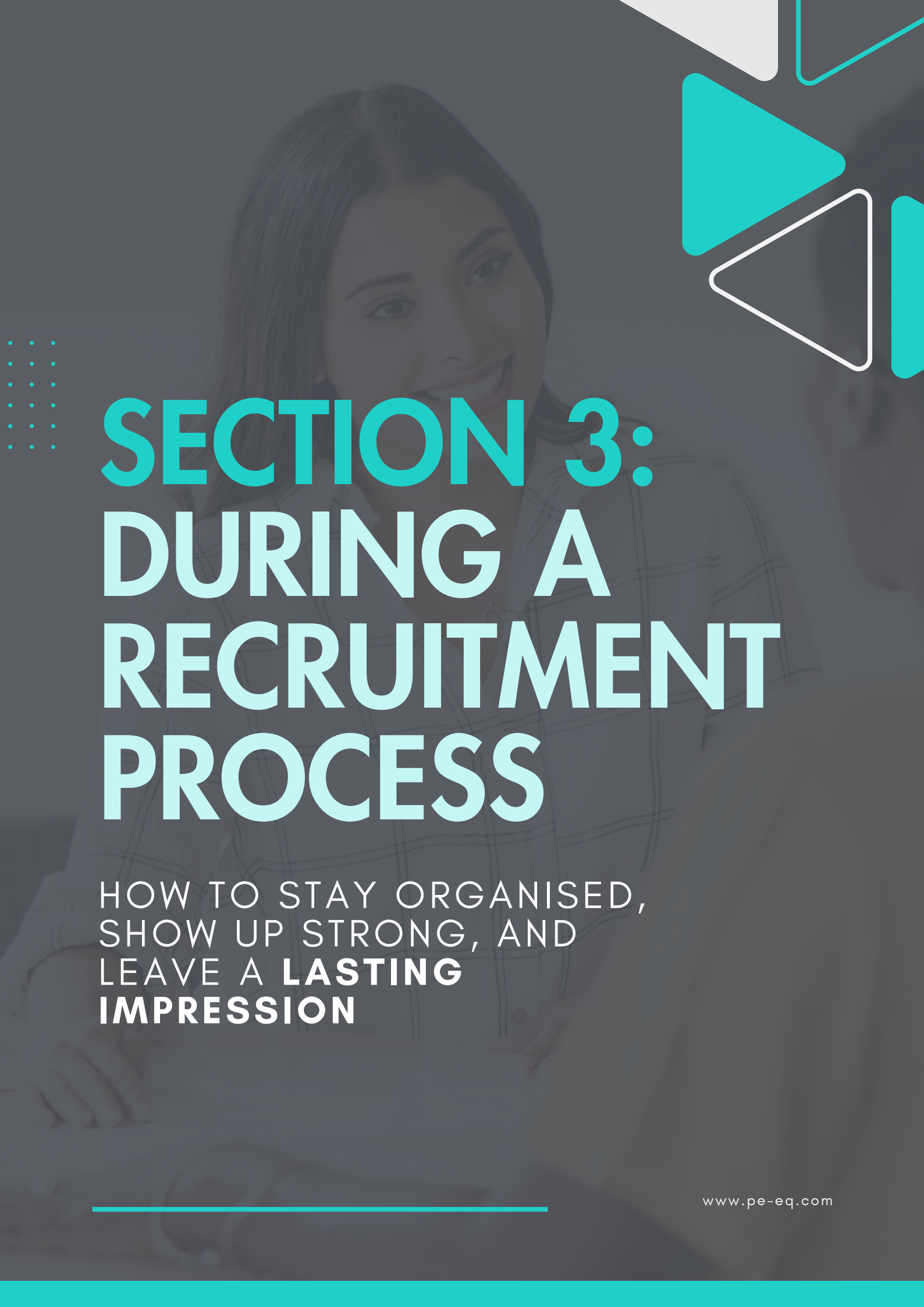
Cover Note

Create a reusable cover note template with ChatGPT



Audit

Audit your weekly job search habits for focus and return



SECTION 3: DURING A RECRUITMENT PROCESS

HOW TO STAY ORGANISED,
SHOW UP STRONG, AND
LEAVE A **LASTING**
IMPRESSION

How to stay organised, show up strong, and leave a lasting impression

3. During a Recruitment Process

a) Keep Track of Every Opportunity

Job hunting is more than sending applications — it's a process of discovery. A simple job search journal can help you stay organised and intentional.

Use it to log both practical details and personal reflections, such as:

- ✓ Company, role, contacts, and follow-ups
- ✓ Your gut feel about each opportunity
- ✓ Lessons from leaving your last role
- ✓ What's energising (or draining) you
- ✓ Whether you're staying true to what you really want

Interviewing is a skill and like any skill, it improves with practice.

The best job search journals keep you focused, honest, and clear as your journey evolves.



b) Before a Job Interview

Prep like a pro:

- Research the company and interviewer(s)
- Prepare 3-5 questions
- Use ChatGPT to practise competency-based questions
- Review recent news, updates, or company performance

c) During the Interview

- Be yourself — authenticity builds connection
- Be concise — use STAR format for examples
- Share your achievements
- Ask thoughtful questions

*You don't need to be perfect.
You need to be memorable.*

How to stay organised, show up strong, and leave a lasting impression

3. During a Recruitment Process

d) After the Interview

- Send a thank-you message
- Reaffirm your interest
- Try Loom for a personalised video follow-up
- Don't overthink it if it's a no — keep momentum going

e) Virtual Interview Tips

- ✓ Look into the camera for **eye contact**
- ✓ Test your **tech** and **lighting**
- ✓ Sit upright — **posture** affects presence
- ✓ Use **facial** expressions to show engagement



Virtual or in-person, people hire people they connect with.

Action Steps



Track

Build a job tracker
(spreadsheet or
Google Sheet)



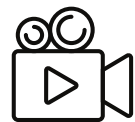
Questions

Prep questions
for your next
interview



Practice

Role-play 3 key
interview
answers



Record

Record yourself
answering "Tell
me about
yourself"



SECTION 4: ACCEPTING A ROLE

HOW TO SAY YES WITH
CONFIDENCE — OR WALK
AWAY WITH **CLARITY**

How to say yes with confidence — or walk away with clarity

4. Accepting a Role



a) Before You Say Yes... Pause

Before you accept a role, take a moment to **evaluate**:

- ☒ Is this aligned with what I said I wanted?
- ☒ Do I feel energised by the team and mission?
- ☒ Are expectations realistic and clear?
- ☒ Is the package fair and competitive?
- ☒ Am I ignoring any red flags?

It's tempting to say yes quickly — but the right yes is worth waiting for.

b) Negotiating Your Offer

Negotiation isn't about pushing — it's about clarity.

- ☒ Start with appreciation
- ☒ Be honest and respectful
- ☒ Be specific about what would make a difference
- ☒ Do your market research beforehand



How to say yes with confidence — or walk away with clarity

4. Accepting a Role

c) If You Decide to Say No

Sometimes saying no is the right move — even if the offer seems great on paper.

Reasons candidates walk away:

- Culture fit isn't right
- Gut feeling says no
- Another opportunity feels stronger
- Something important is missing

d) If You Say Yes – Make It Count

Celebrate — you did it. Then:

- ✓ Let your network know
- ✓ Ask for onboarding or reading in advance
- ✓ Set intentions for what you want from this role

Start strong by being intentional, curious, and ready to grow.



Action Steps



Priorities

Write your “what I want in a role” checklist



Weigh It Up

Compare offers against your list



Practice

Practise a negotiation conversation with a friend



Action

Decline offers clearly and respectfully if needed



SECTION 5: FAQS

THE QUESTIONS WE HEAR
MOST — **ANSWERED**

The questions we hear most — answered

5. FAQs



1. Does my CV have to be two pages?

Two pages is a good target, but three is fine for senior roles. Prioritise clarity and value over length.

3. Should I use the “Open to Work” banner?

Yes. It’s widely accepted and helps recruiters find you faster.

5. What’s the best way to find my next role?

- Networking
- Specialist recruiters
- Thoughtful applications
- Direct outreach
- Visibility on LinkedIn

7. I keep getting ghosted. What can I do?

Don’t take it personally. Keep applying, follow up once, and focus on roles / companies that value your experience.

2. Does my CV look okay? Ask yourself...

- Is it easy to read?
- Is it focused on results?
- Does it match my LinkedIn?
- Is it tailored to the roles I’m applying for?

4. Should my LinkedIn match my CV?

Yes. The tone can be different, but the facts should be the same. Inconsistencies raise red flags.

6. How do I make sure I interview well?

Prep is everything. Research, rehearse your examples, and practise mindset techniques to stay calm and confident.

8. Why is this so hard?!

Because it is! The market is SO tough — but your persistence *will* pay off. Stay focused on what you can control and try not to get too hung up on what you can’t.

Thank You



You're already doing the hard part — showing up.

Thank you for reading **How to Get Yourself Hired**. Whether you're just starting out or deep into your search, we hope this guide gave you clarity, encouragement, and a fresh sense of direction.

Here's what you can do next:

- ☒ Update your LinkedIn and CV
- ☒ Reach out to someone in your network
- ☒ Try one new tactic from this guide
- ☒ Book a Career Coaching session for tailored support
- ☒ Share this with someone who needs it

Wherever you're at in your journey — good luck!

Team Peeq

We'd love to hear from you!

What's **worked for you** in your job search? Got a tip we should add — or something we've **missed**?

Share your story or **feedback** with us so we can keep making this guide better for everyone.

Email: info@pe-eq.com

Let's Stay Connected



Email your CV
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