

For a Successful Job Search: Solve Someone's Problem

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The surest way to get a new job is to solve someone's problem. Follow these three steps:

1. Focus on the other someone – your target audience
2. Get at their unsolved problem
3. Be the best solution – and help them understand that

I was part of an [Innovation in HR](#) roundtable last night during which HR and business experts explored hiring trends and innovations in the hospitality industry. The group discussed “open calls” for mass hiring, using ePortfolios to showcase job seekers' accomplishments, and the importance of culture and communication. The three ideas encapsulated by “solve someone's problem” resonated with the group.

Focus on Your Target Audience

Start with them, the organization, person or people that have the potential to hire you. Dig deep to understand them. Use the [BRAVE tool](#) to understand their culture. This is important because [culture is the only true sustainable competitive advantage](#).

Get at Their Unsolved Problem

It's not about you. No one cares about you. No one cares what you've done. No one wakes up and decides to hire you on the spur of the moment for no apparent reason. They care about themselves. They care about their unsolved problems. Find the organization's pain. And find the individual in the organization who feels that pain most acutely.

Be the Best Solution

Communicate how you can solve that problem, how you can ease that pain. Be ready to answer [the only three true job interview questions](#) about strengths, motivation and fit. Most importantly, tell your story in a way that makes them believe you are the solution to their problem.

Note this is a Leader's Perspective article, which is different than my normal, regular New Leader's Playbook articles. Those generally focus on one of the ten steps of [The New Leader's Playbook](#), drawing on learning from specific leaders (who are not PrimeGenesis clients). My “Leader's Perspective articles are comments on things I see in working with clients, read about, or hear from others.