

THE TRUTH ABOUT JOB SEARCHING

The Counterintuitive Cycle of Effort and Hope

Job searching can feel like a question mark dangling over your day: “Will this ever work?” But here’s the paradox: the less effort you give, the more hopeless and drained you feel - and the more purposeful action you take, the more energized and hopeful you become.

Why Doing Less Can Make Us Feel Worse

When days pass without much happening in terms of results, discouragement can creep in. We may find ourselves thinking: “What’s the point?” The truth is that, in addition to sending resumes when you see a job posting, there are several other job search activities that can help boost your efficiency and - as a consequence - also end up boosting your sense of purpose.

Many job seekers have found that task planning and persistent, active effort not only increases their odds of getting hired - it also prevents burnout, anxiety, and emotional drain. On the flip side, lower levels of activity often lead to discouraging thoughts: “This is hopeless!” or “Maybe I just can’t do this.” Doing less not only lowers the chances of success, but it also deepens despair.

Why Action Fuels Hope

Each small act - researching potential employers, meeting with others who work in your field, engaging in strategic job task planning, working on new ways of explaining your background and skills, tracking your job-search activities, etc. - ignites energy.

As you build momentum, your confidence grows. You start believing in yourself - because you did something useful, something relevant today. It’s more than just checking boxes: you’re actively shaping your future. That momentum not only makes your job search more effective - it also makes the experience feel meaningful.

A Mindset That Sustains You: Turning Frustration into Forward Motion

Job seekers who view their search as a chance to learn and grow rather than a desperate chase, tend to stay more consistent and resilient in the face of rejection. If you organize and plan your weekly schedule of activities, and approach your role as manager of your job search with curiosity and a desire to learn and develop your knowledge and skills, you will find that your energy levels and motivation increase. Your chances of landing a job will also improve!

Even on low-energy days, committing to one small task - such as watching a related video clip, meeting a friend to update them on your efforts, or visiting a company’s website to see what they say in their *About Us* section - can reignite your spark.

The Ripple Effect of Effort

Momentum breeds momentum. Being in charge of your own job search plan and taking action makes you feel productive, capable, and connected. Hiring managers notice candidates who are consistently engaged, organized, and enthusiastic - not just capable. Employers aren't impressed by zip files of resumes - they're drawn to people who seem to care, who follow through, who see challenges and keep going.

A Daily Invitation

- Once you have identified all the possible job-search-related tasks, create a weekly schedule. Include various types of activities: reviewing job ads, customizing your resume accordingly, reviewing employer websites, listening to webinars, working on your interview skills, telling others what you are working on and why, expanding your labour market insights, etc.
- Every day, as you carry out your scheduled tasks, keep track of what you've done and what you've learned, and make sure you jot down any new ideas that might have arisen as a result. Keeping day by day notes of your growing list of actions will be proof that you've built momentum.

SO, HERE'S THE TRUTH

- Doing more doesn't make the job search worse - it makes it better.
- Every purposeful action - no matter how small - is a step toward clarity, confidence, and connection.
- It's not just about finding a job; it's about discovering you've got what it takes to navigate uncertainty - and come out stronger and more hopeful at the end of it.

When effort becomes the engine of your search, hope becomes your co-pilot.

And that changes everything.

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