

The image is a vertical collage of three distinct scenes. The leftmost section shows a rugged mountain range under a soft, hazy sky with warm, pinkish-orange light. The middle section is a top-down view of a wooden desk with a silver laptop, a black notebook, a glass of water, a coffee cup, and a small bowl of snacks. The rightmost section is a high-angle view of a dense city skyline, featuring numerous skyscrapers and the Empire State Building prominently in the center.

How to find a job after this pandemic

Housekeeping

Shared resources:

<https://docs.google.com/spreadsheets/d/1Utkj9HsC99yK0fqFaNT1yn02tWXT04StcFtrp-M3414/edit?usp=sharing>

About me

2009-2010

(in Singapore)



EFG

2011-2012



2013

THE STRUGGLE BEGINS!



2013-2014

526 rejections over 561 days.



Get the training that makes the difference.
Management Courses >

National | World | Lifestyle | Travel | Entertainment | Technology | Finance | Sport | Video

Brought to you by 

BUSINESS BREAKING NEWS > 11:12AM | RBA refers SA move to ASIC 11:04AM | IAG faces up to \$90m in cyclon... 10:04AM | Time to check health ...

work

LATEST IN WORK



Get the training that makes the difference.
MANAGEMENT COURSES >

'I sent out 526 resumes to land my dream job'
TALK about persistence. Dominic Soh sent out more than 500 resumes for over a year before he could get a job. Here, he tells you what you can do differently.
MORE CAREERS NEWS >



Hillary Clinton in massive email stuff-up



'I sent out 526 resumes to land my dream job'



The man who answers the ungoogleable



The secret hidden in Clinton's portrait

RIGHT NOW IN FINANCE

423 READERS

Hillary Clinton email scandal email address

236 READERS

Bill Clinton portrait: Monica Lewinsky's blue dress in shado...

175 READERS

Treasurer Joe Hockey is forcing Chinese investor to sell \$40...

THE AGE BusinessDay

News Markets Quotes Portfolio Budget 2015 Money Property Focus Small Business Exe
Today's News Comment World Business Mining Banking & Finance The Economy Aviation Ener

You are here: Home > Business > Workplace >

Melbourne man's change of tack lands dream job after hundreds of applications

August 29, 2015

6 reading now ☆ Read later

Nina Hendy

Dominic Soh sent out 526 identical resumes but didn't find his ideal job until he adopted a more targeted approach, writes Nina Hendy.

 Tweet 0  Share 5  Share 0  Share  Pin it  submit

 Email article  Print  Reprints & permissions

Despite hundreds of knockbacks over the course of a year, Dominic Soh wasn't deterred when job-hunting after university. The Melbourne man was so determined, he sent out 526 resumes over 561 days during his search for a job after university, but the "pray and spray" method just wasn't working.

Using an approach otherwise known as resume spamming, Mr Soh had hoped that, eventually, he would land a rewarding role given he had both a Masters in Engineering Management and a Graduate Diploma in Management under his belt. But actually getting to the interview stage was hard work in



2014-2015



2015-2017



2017-today





1 OPPORTUNITIES

**2 RECESSION-PROOF YOUR
CAREER**

3 WHAT MIGHT ELON MUSK DO?

4 HOW TO DISRUPT YOURSELF

**5 5 THINGS TO DO TO THRIVE IN
ANY MARKET OR ECONOMY**



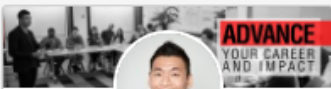
1.

OPPORTUNITIES



[Home](#)[My Network](#)[Jobs](#)[Messaging](#)[Notifications](#)[Me](#)[Work](#)[Learning](#)

[Switch to the #1 LMS - Try our award-winning learning management system, trusted by 23M+ users.](#) Ad ...



Dominic Soh

Resilience & Future-Proofing
Specialist | International & TEDx
Speaker | Data Science Learner |
Employer Liaison Officer | Featured
on Entrepreneur.com | Author |
Ultramarathoner

Who viewed your profile 1,014

Views of your post 252

Unlock tools to job search smarter
Try Premium Career for Free

Saved items

Recent

personaldevelopment

careers

success

disruption

Harvard Business Review

Groups

Harvard Business Review

The Success Braintrust

HR discussion group - mode...

Show more

Events

Followed Hashtags

personaldevelopment

Start a post



[Write an article](#) on LinkedIn

Sort by: Top

↑ New posts

Mariya Radysh commented on this



Philippe Guichard • 2nd

Industrial Designer: Triple Bottom Line & Circular Economy • TEDx & Keynote Spea...
3h • Edited •

°C The "Blender", our version of the hot seat °C

[Tathra Street](#) and I started The Blend, a mastermind for entrepreneurs ar ...see more

The Blend

mastermind for entrepreneurs
and change-makers

12 • 11 Comments



Like



Comment



Share

Most Relevant



Add a comment...



Mariya Radysh • 1st

2x TEDx and Inspirational Speaker | Thought Leader on Human Potential | ... 3h...

Aaaaw, this is so generous of you [Philippe Guichard](#) and [Tathra Street](#)



• 1 Like



Today's news and views



• **Should CEOs cut pay instead of jobs?**

1d ago • 6,289 readers

• **Coronavirus: Official Updates**

1d ago • 2,891 readers

• **Here's who's hiring right now**

1h ago • 755 readers

• **What to do if you've lost your job**

1d ago • 1,007 readers

• **Smiggle, Peter Alexander close doors**

17h ago • 147 readers

Show more

Ad ...

Transform your corporate legal department with
SimpleLegal.



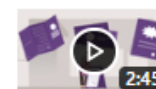
Dominic, learn the latest in modern legal
tech

Follow

LEARNING



Top learning pick for you



What is offline marketing?

From Offline Marketing Foundations

[About](#)

[Help Center](#)

[Privacy & Terms](#)

Here's who's hiring right now

[Share](#)

By Cayla Dengate, Editor at LinkedIn

Updated 2 days ago ⓘ

Some industries — from government services to food production — are hiring to meet coronavirus-related demand. The three industries most likely to be hiring right now are IT, healthcare, and finance, [according to LinkedIn data](#).

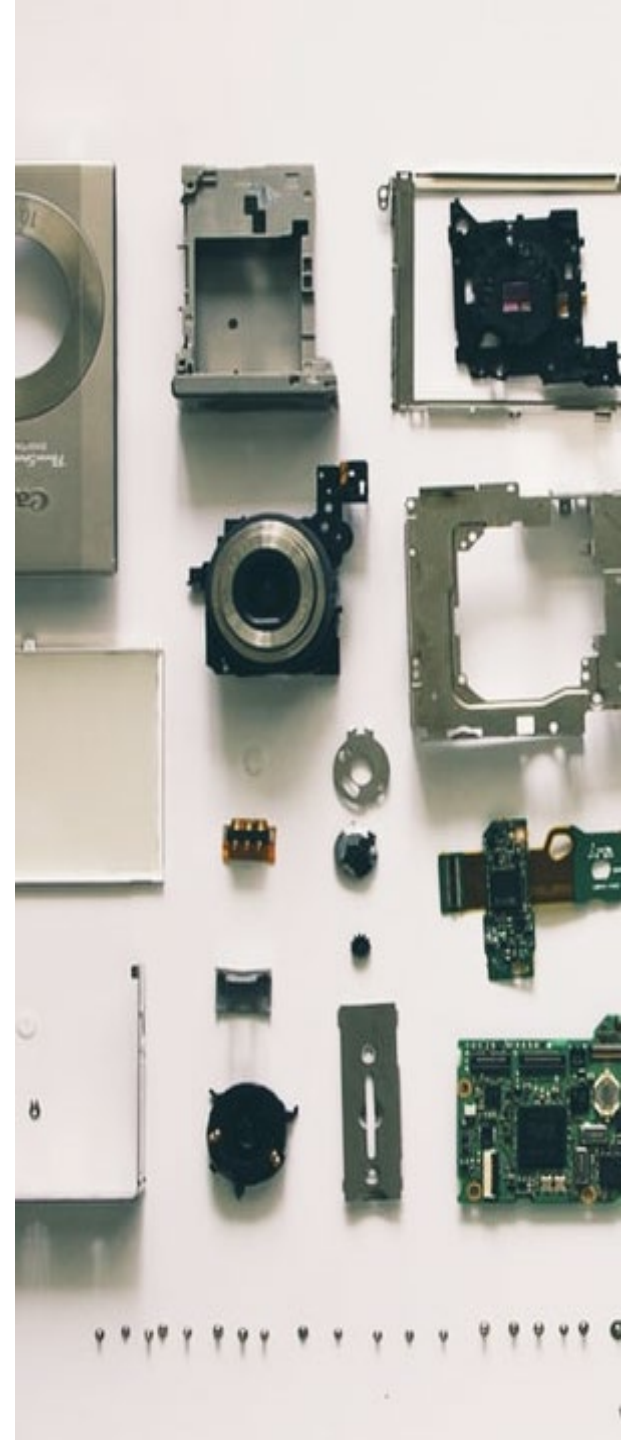
Here's who's recruiting right now:

- Atlassian is hiring [more than 230 people](#) in NSW.
- UNSW is hiring for more than [150 positions](#) in NSW.
- Commonwealth Bank is [hiring for more than 80 roles](#) Across Australia.
- Salesforce and Mulesoft are [hiring for more than 40 roles](#) across Australia.
- ING Australia is [hiring for 35 roles](#) across Australia.
- The University of Sydney is [hiring for more than 30 roles](#) in Sydney.
- TikTok is [hiring for 20 roles](#) in NSW.
- DocuSign is [hiring for 12 roles](#) across Australia.
- Workday is [hiring for 16 roles](#) across Australia.
- Australia Post is hiring [600 casual workers](#).
- Amazon Web Services is hiring for [more than 300 roles](#) across Australia.
- Kraft Heinz is [hiring more than 30 people](#) across Australia and New Zealand.
- Blackbird Ventures portfolio companies are hiring [more than 340 people](#).
- Datacom is hiring [more than 1,000 people](#) across Sydney, Adelaide, Brisbane and Canberra.
- Defence Force Recruiting is [hiring 50 specialty roles](#) across the country.
- Airwallex is [hiring 15 people](#) in Melbourne.
- Macquarie Telecom Group is [hiring more than 20 people](#) in Sydney and Canberra.
- Serco is [hiring 1,500 people](#) across Australia.
- Services Australia is [hiring 5,000 people](#).
- Coles is hiring [more than 2,000 casual staff](#) across the country.
- ALDI is hiring [more than 130 jobs](#) across the country.
- BHP will hire [1,500 people](#) across the country.
- Telstra is [hiring more than 3,500 roles](#) the country.
- Aecom is hiring for [more than 100 jobs](#) across the country.
- Chemist Warehouse owner CW retail is hiring [more than 70 people](#) across the country.
- Glencore is hiring [more than 50 roles](#) across the country.
- Spotless is [hiring more than 70 roles](#) across the country.
- Downer is [hiring for more than 100 roles](#) across the country.
- State and Federal Government jobs can be found on the [new JobsHub website](#).

<https://www.linkedin.com/feed/news/heres-whos-hiring-right-now-4530699/>

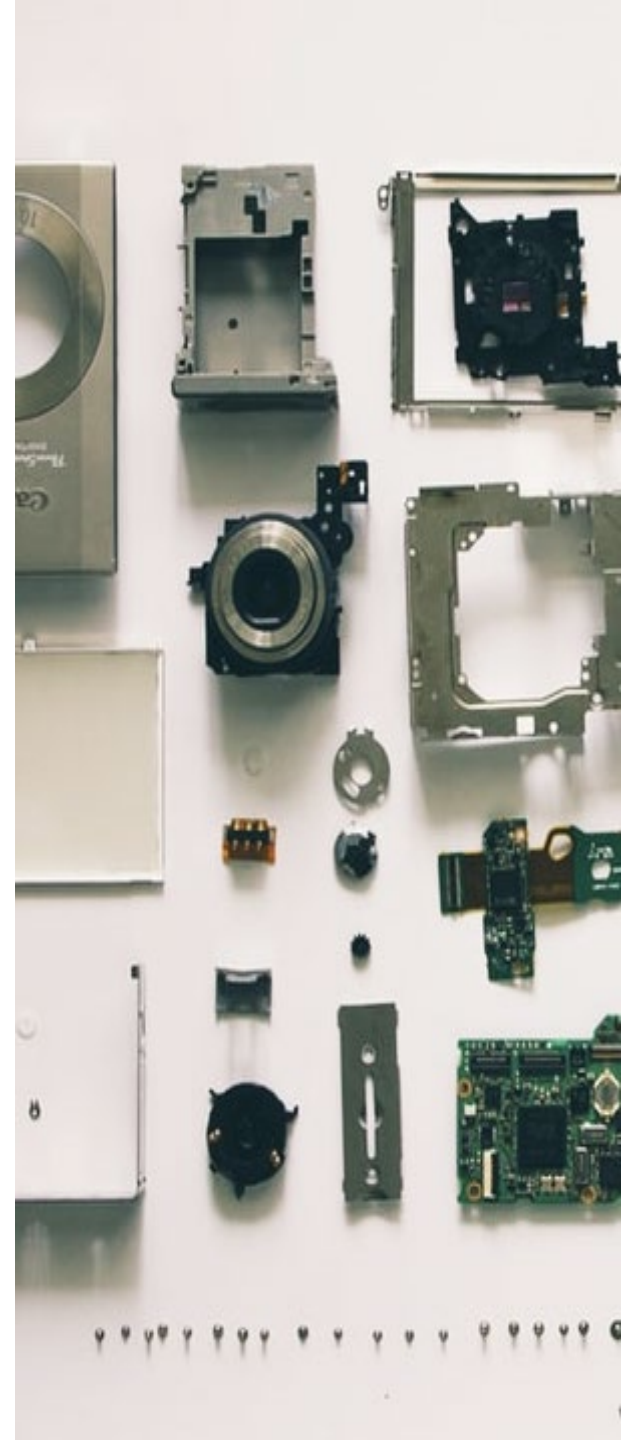
Obvious areas

- Supermarkets
- Pharmacies
- Food delivery
- Healthcare
- Cleaning services



Other areas

- Service stations
- Factories/warehouses/logistics
- Hardware & DIY stores
- IT
- Farms
- Call centres
- Manufacturers of high demand products (toilet paper, hand sanitisers, etc)
- Distilleries
- E-commerce
- Education (online)
- Waste management
- Funeral services



Other areas

- Government bodies

VIC.GOV.AU[Information and services](#) [About the VIC Government](#) [Search website](#)

Working for Victoria

The \$500 million Working for Victoria initiative helps Victorians, including people who have lost their jobs due to the economic impacts of coronavirus (COVID-19), find new work opportunities. Some of these roles will provide vital contributions to our state's response to the pandemic. We want to support as many Victorians getting back into work as quickly as possible.

What is Working for Victoria?

If you are a jobseeker in Victoria you are invited to register your details on the Working for Victoria site to access new work opportunities.

Eligible workers can apply their skills to new roles or take up training opportunities for specific roles. At the same time, organisations and employers looking for workers can find experienced and screened staff who are ready to work.

The Working for Victoria initiative is part of the Victorian Government's \$1.7 billion Economic Survival Package. It is designed to connect workers with new opportunities that will help our community and contribute to Victoria's ability to respond to the pandemic.

Am I eligible?

If you have Australian working rights you are eligible to participate.

How do I apply?

The Victorian Government has partnered with Sidekicker to match potential applicants with work aligned to their skills and experience.

Victoria's response to coronavirus

- [Victoria's response to coronavirus home](#)
- [Latest restrictions in Victoria](#)
- [Health information](#)
- [Jobs information](#)**
- [Business information](#)
- [Schools information](#)
- [Translated health information](#)
- [Support from the Australian Government](#)

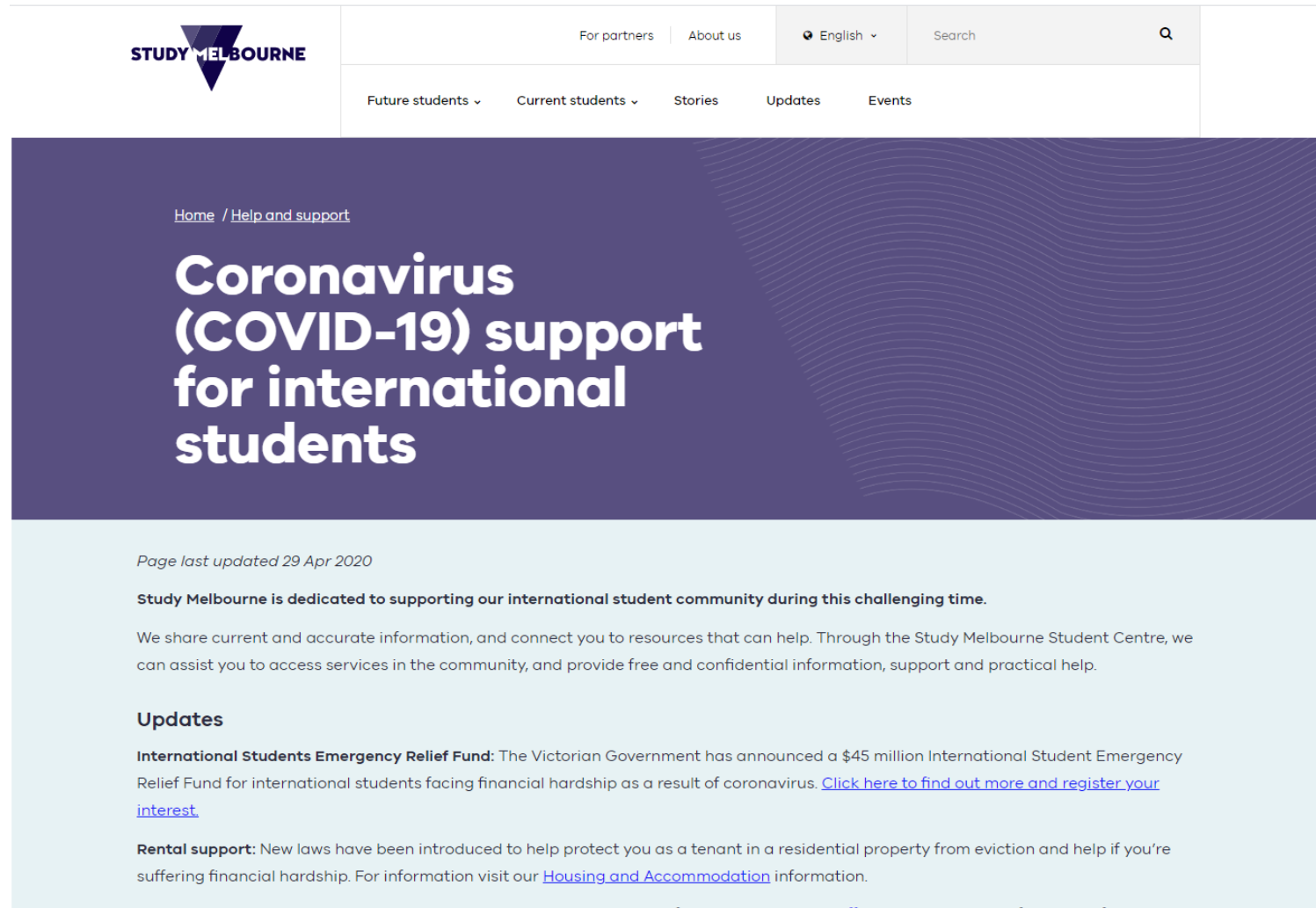
Related links

- [Latest health updates about](#)

<http://vic.gov.au/workingforvictoria>

Other areas

- Government bodies



The screenshot shows the Study Melbourne website header with the logo on the left and navigation links (For partners, About us, English, Search) on the right. Below the header is a secondary navigation bar with links for Future students, Current students, Stories, Updates, and Events. The main content area has a dark purple background with the title 'Coronavirus (COVID-19) support for international students' in white. Below the title, it states 'Page last updated 29 Apr 2020'. The text continues: 'Study Melbourne is dedicated to supporting our international student community during this challenging time. We share current and accurate information, and connect you to resources that can help. Through the Study Melbourne Student Centre, we can assist you to access services in the community, and provide free and confidential information, support and practical help.' There is an 'Updates' section with two items: 'International Students Emergency Relief Fund' and 'Rental support', both providing links to further information.

STUDY MELBOURNE

For partners | About us | English | Search

Future students | Current students | Stories | Updates | Events

[Home](#) / [Help and support](#)

Coronavirus (COVID-19) support for international students

Page last updated 29 Apr 2020

Study Melbourne is dedicated to supporting our international student community during this challenging time.

We share current and accurate information, and connect you to resources that can help. Through the Study Melbourne Student Centre, we can assist you to access services in the community, and provide free and confidential information, support and practical help.

Updates

International Students Emergency Relief Fund: The Victorian Government has announced a \$45 million International Student Emergency Relief Fund for international students facing financial hardship as a result of coronavirus. [Click here to find out more and register your interest.](#)

Rental support: New laws have been introduced to help protect you as a tenant in a residential property from eviction and help if you're suffering financial hardship. For information visit our [Housing and Accommodation](#) information.

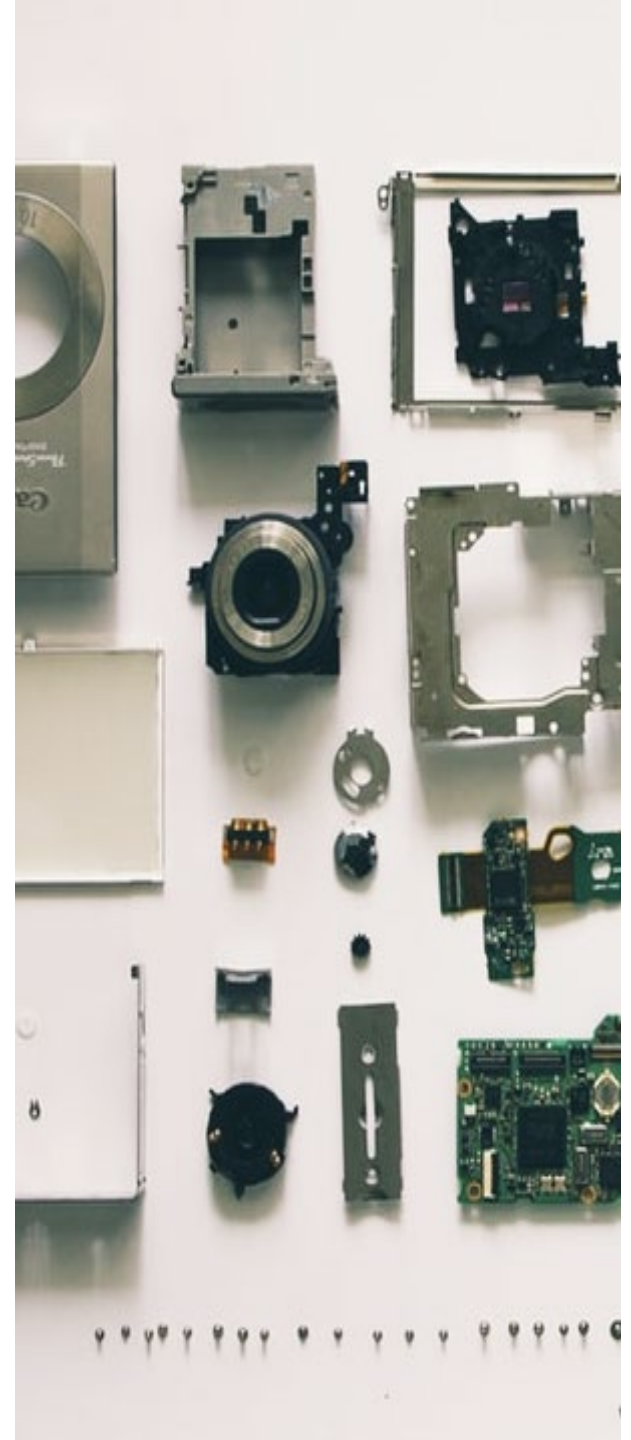
Coronavirus: Know how to spot a COVID-19 scam and how to protect yourself. Visit the [Consumer Affairs Victoria](#) website for more information.

<http://studymelbourne.vic.gov.au/help-and-support/support-for-students-coronavirus>

The Danger!

What happens when the panic buying slows down?

Understand the difference between a **job** and a **career**.



2.

RECESSION-PROOF YOUR CAREER

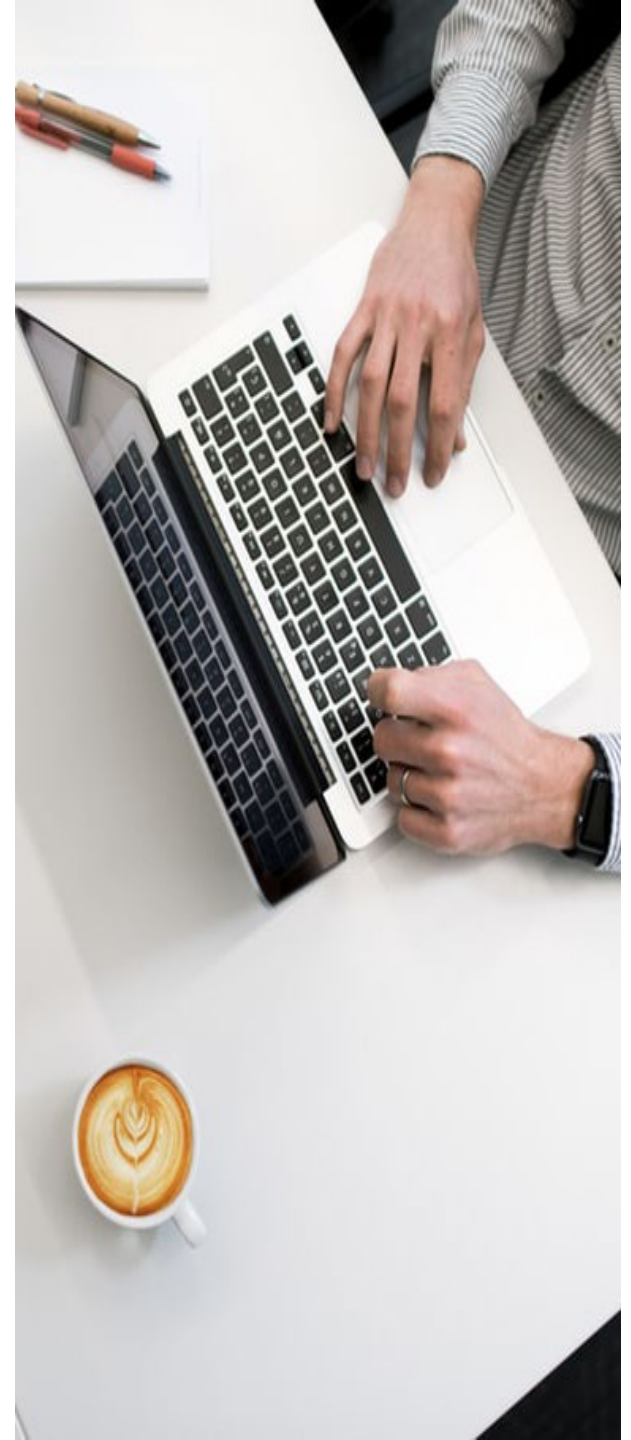


Be entrepreneurial

Create experience for yourself.

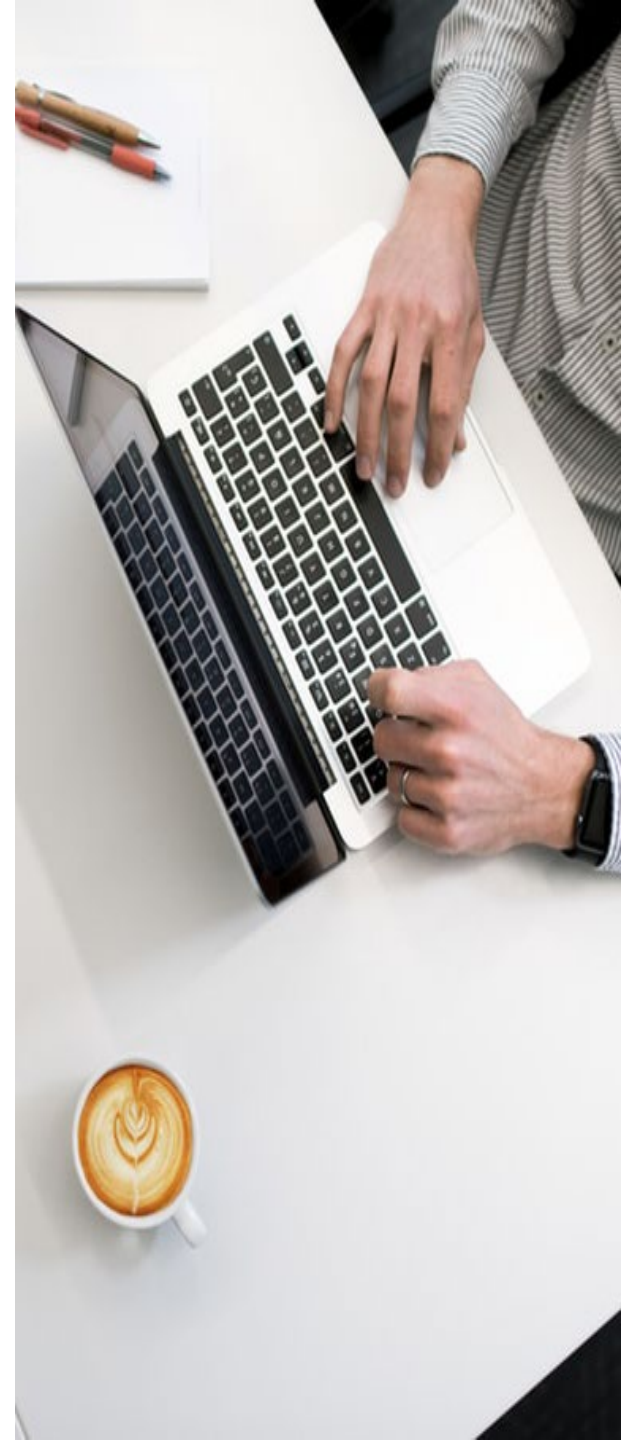
Offer value to:

- start-ups
- small businesses
- charities
- not-for-profits



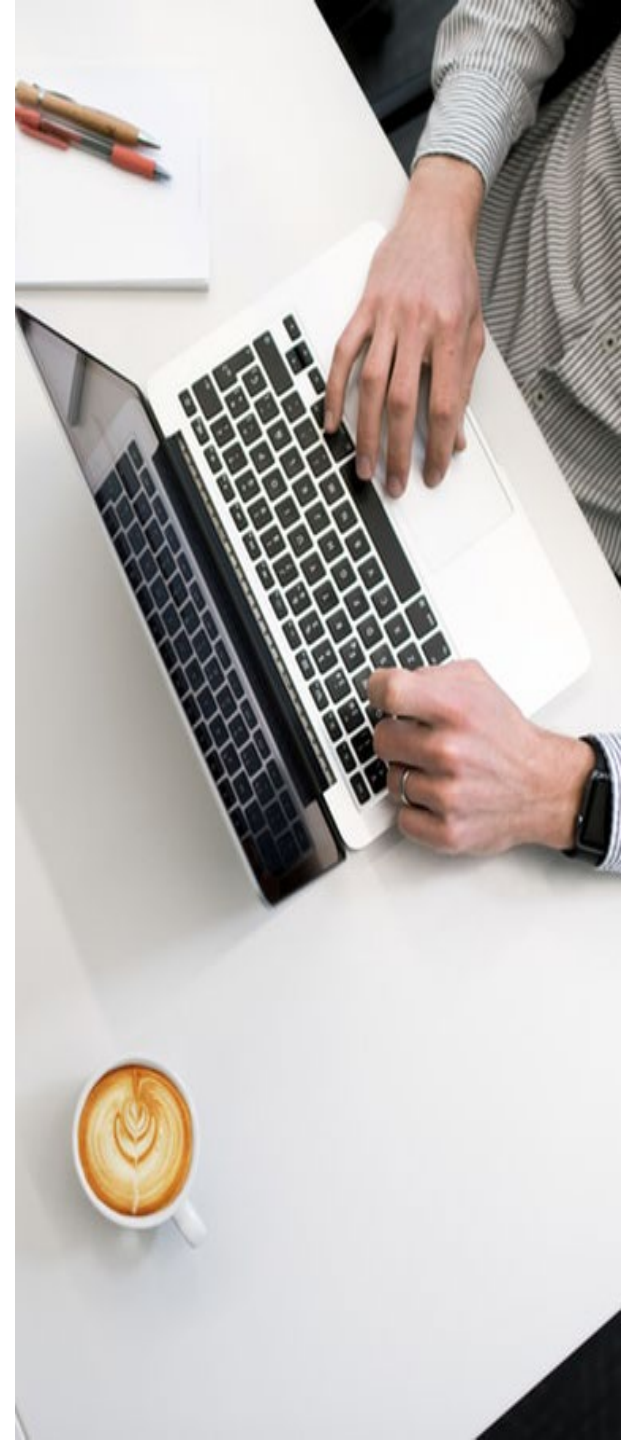
Be entrepreneurial

- **Marketing:** Freelance social media marketing
- **HR:** Recruitment, onboarding or careers advice
- **Accounting:** Taxes and cashflow
- **Engineering:** Create technical designs and drawings



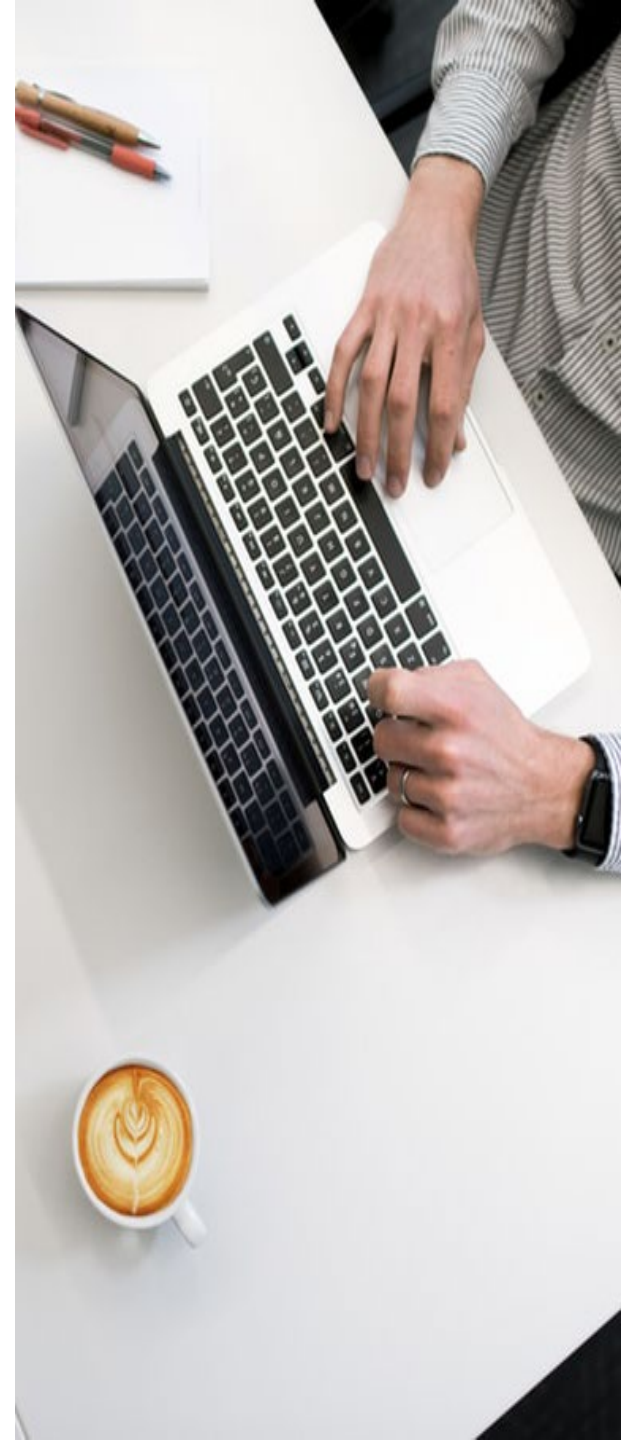
Be entrepreneurial

- **Commerce:** Offer consulting or strategy advice, growth hacking
- **Social work:** Volunteer for social support services
- **Data science:** Visualisation and analytics
- **Software engineering:** Web/app development, software deployment
- **Law:** Employment law, IP



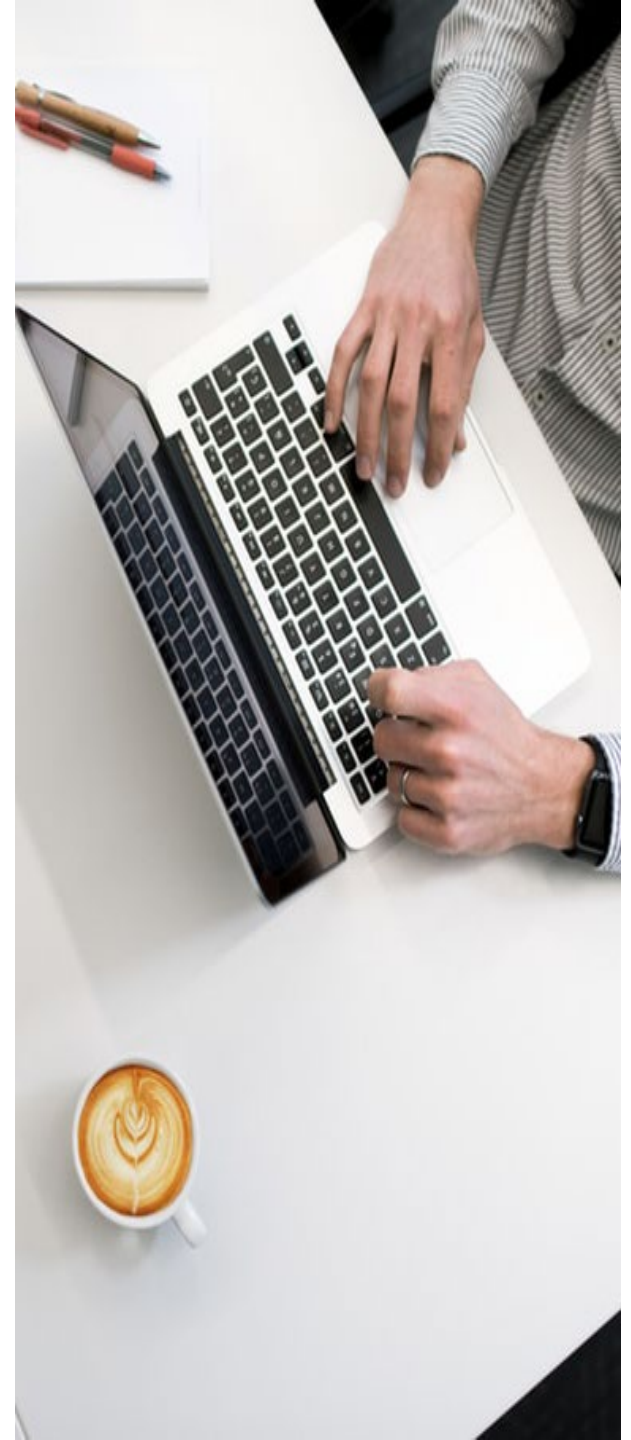
Self-investment

- Technical skills
 - **Xero/MYOB** for accountants
 - **Java** for programmers
 - **Python and R** for data scientists
 - **AWS** for systems analysts
 - **AutoCAD/Solidworks** for engineers
 - **Excel** for management consultants
- Other technical skills
 - Agile
 - Project management
 - UI/UX
 - Social media management
 - Copywriting
 - Salesforce



Self-investment

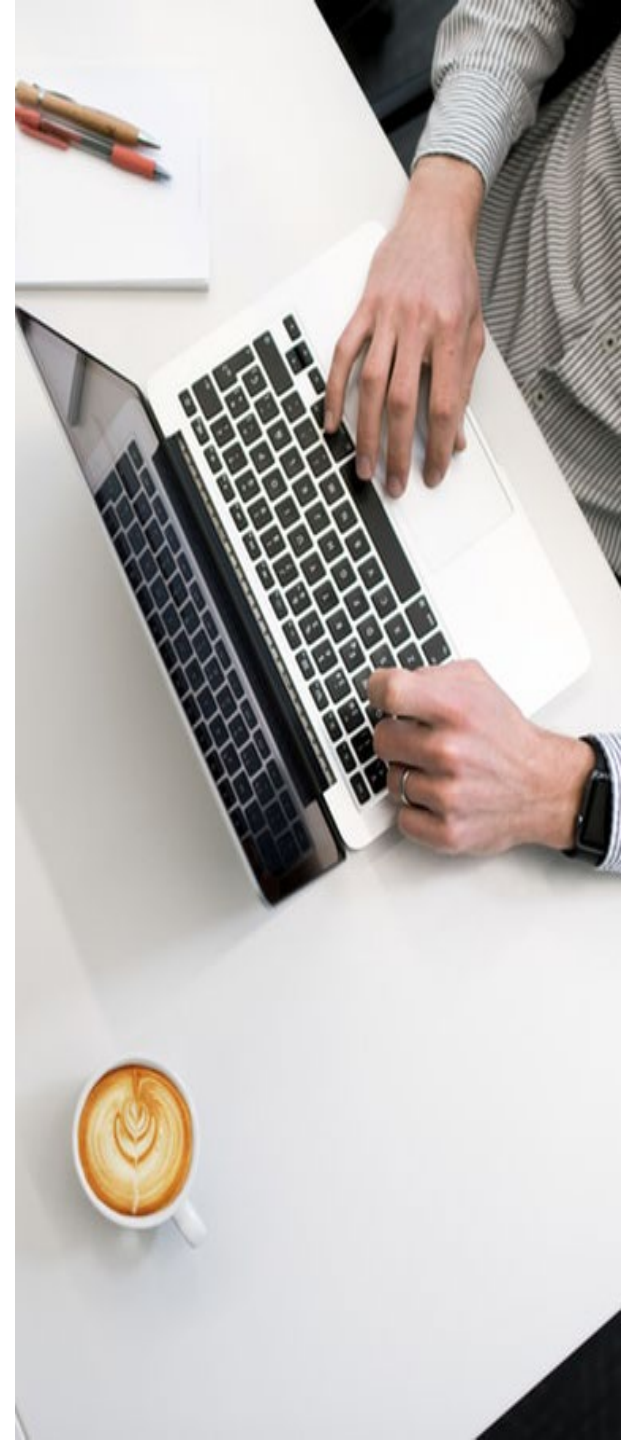
- Enterprise skills
 - Problem solving
 - Critical / analytical thinking
 - Design thinking
 - Communication / public speaking
 - Emotional intelligence
 - Cultural intelligence
 - Goal setting
 - Time management
 - Financial management



Self-investment

Online courses. Microcredentials.
Free/low cost. At your own time.

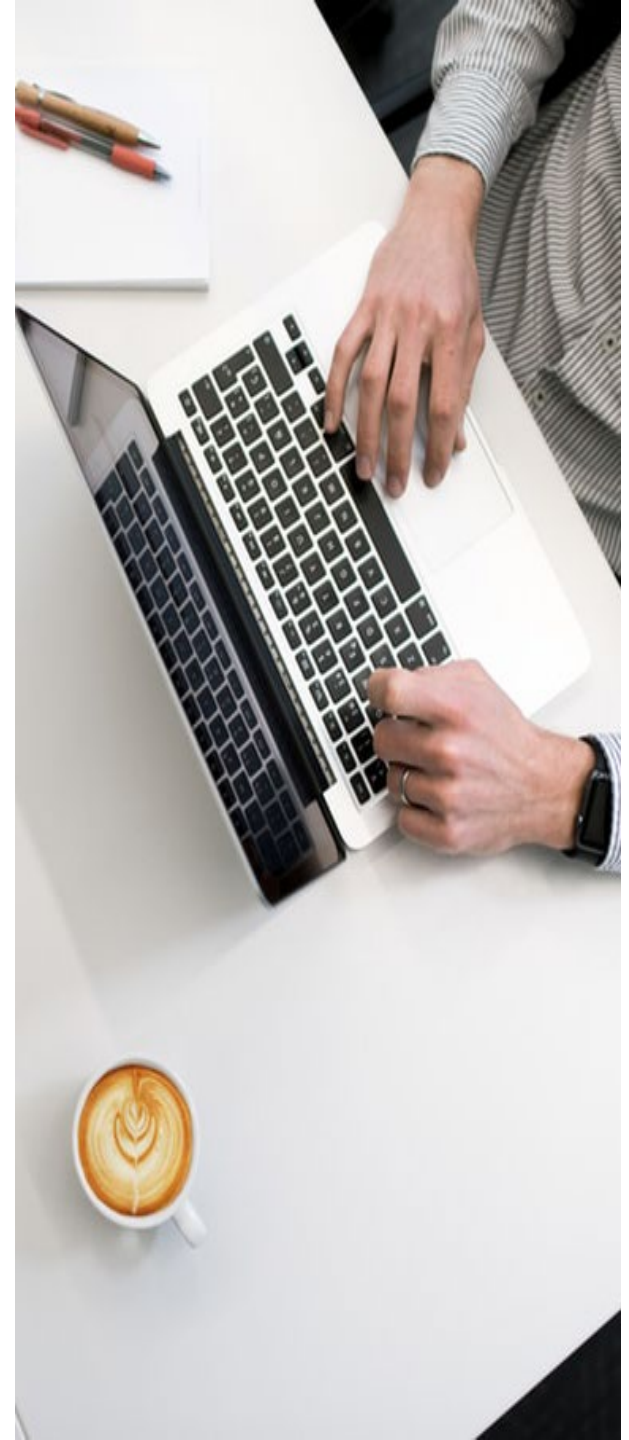
- Coursera
- Udemy
- Khan Academy
- edX
- Stanford Online



Skill Stacking

Enhance direct and complementary skills

- **Education:** child psychology, organisational development, learning management systems
- **Retail:** UI/UX, consumer behaviour
- **Data science:** storytelling using data
- **Financial services:** sales and relationship management
- **Sports:** nutrition and human performance
- **Arts/design:** colour psychology
- **Tech:** cloud platforms, mobile apps
- **Marketing:** email analytics, copywriting, lead generation



3.

WHAT MIGHT ELON MUSK DO?



First Principles Thinking



First principles is a physics way of looking at the world...what that really means is that you boil things down to the most fundamental truths...and then reason up from there...

— Elon Musk



Analogy:

Electric cars will never work because batteries are too expensive.

First Principles:

What are the constitute parts of the battery (cobalt, nickel, aluminium, etc)?

What's the spot prices for those?

What if we got them from cost efficient sources?



Analogy:

Running a business takes a lot of money and is very risky.

First Principles:

How much does an e-commerce business require to start up?

Drop-shipping allows us to gauge demand before we provide the supply.

We can bootstrap and run a lean business – no need to mortgage the house.



What industries are hiring?



What sells and brings in the money?



What do people want or need now?



What do they still need to do in the pandemic?



They still need to eat, sleep, work, live, be entertained, etc.

Since people are at home:

- food and supplies
- office equipment
- entertainment
- virtual tools
- DIY tools
- childcare
- petcare

What businesses/industries are relatively recession resistant?

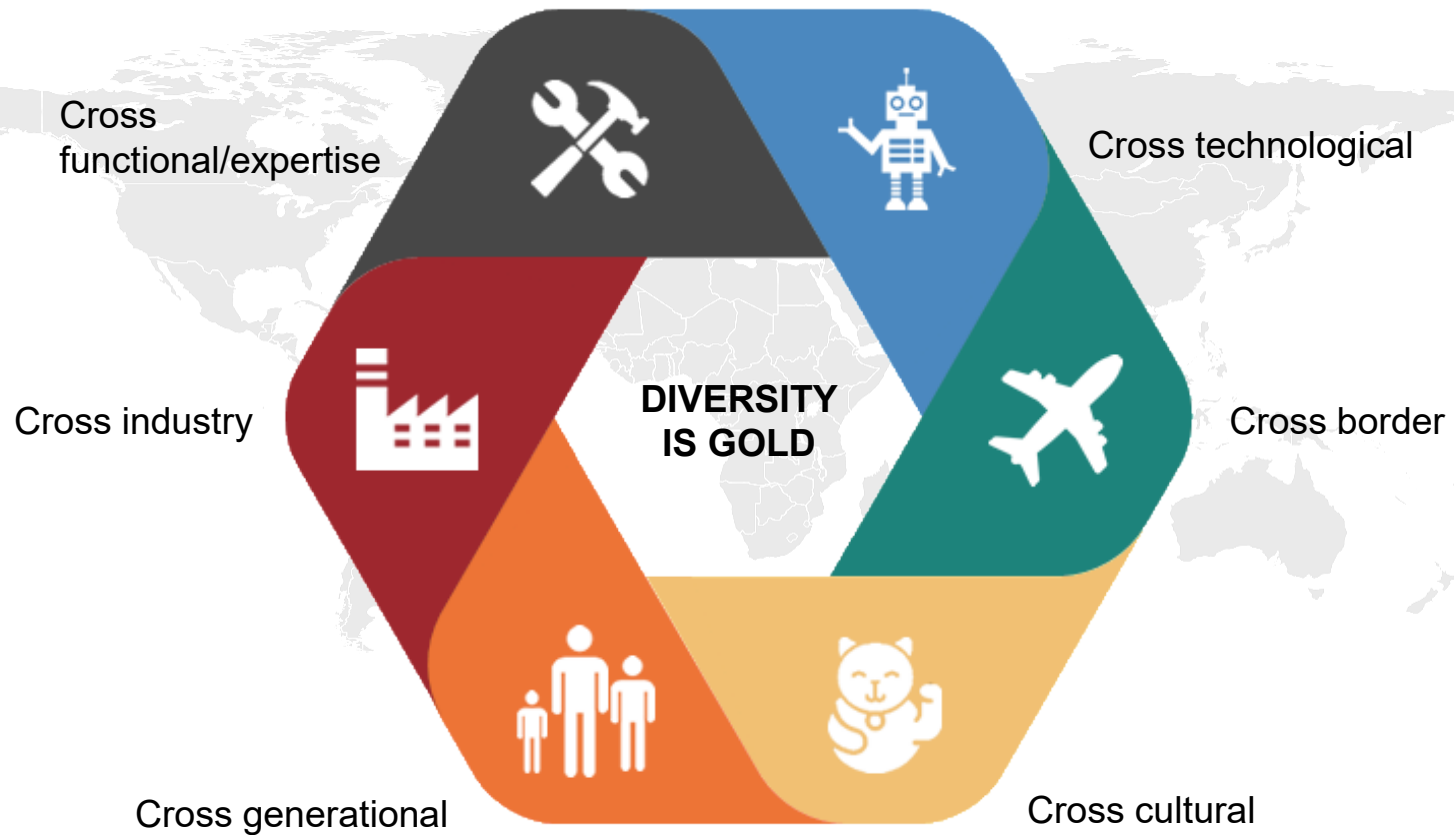
- food (groceries and fast food)
- education
- discount retail
- healthcare
- pharmaceuticals
- accounting
- transportation
- telecommunications
- utilities
- alcohol/tobacco
- physical and cybersecurity

4.

HOW TO DISRUPT YOURSELF



Disruption Framework



Disruption Framework



Cross functional/expertise

E.g. Incorporating psychology in HR and marketing. Engineers working with designers. Financial advisors working with personal/fitness trainers.

Cross industry

E.g. Using retail ideas for consumer banking. Smart-homes for the elderly (combines healthcare, architecture and tech)

Cross generational

E.g. Reaching out to the senior or Gen Z customer segment.

Disruption Framework



Cross technological

E.g. Drones for delivery. Using chatbot to get a bank account. Machine learning in accounting.

Cross border

E.g. Expanding into the Asian or African markets. Working with regional clients and colleagues.

Cross cultural

E.g. Collaborating with stakeholders of diverse backgrounds (race, ethnicity, sexual orientation, socio-economic status, etc)

5.

5 THINGS TO DO TO THRIVE IN ANY MARKET OR ECONOMY



Survivorship

Get a job to pay the bills

Championship

Apply for jobs in your industry

Relationship

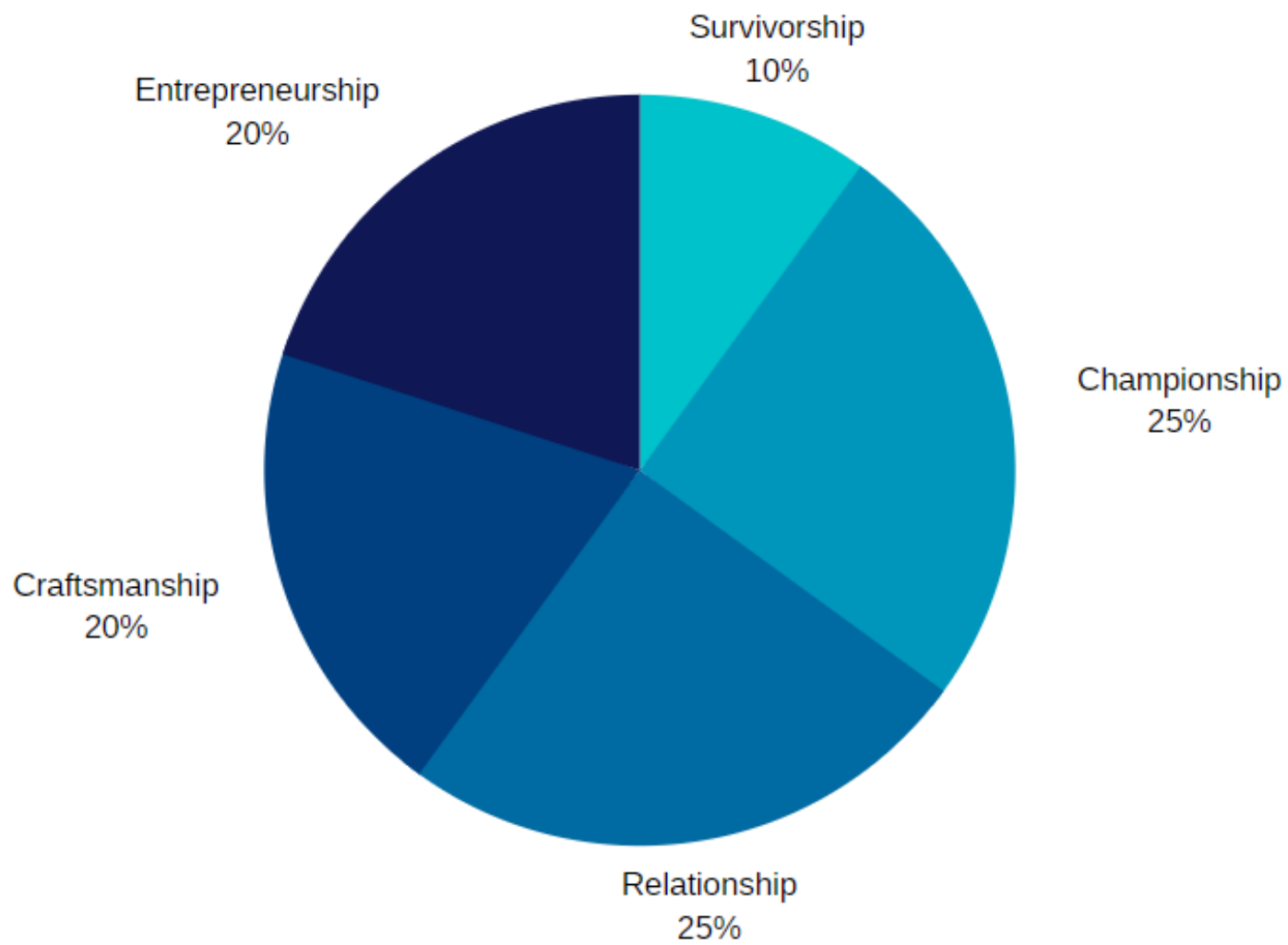
Build up meaningful connections

Craftsmanship

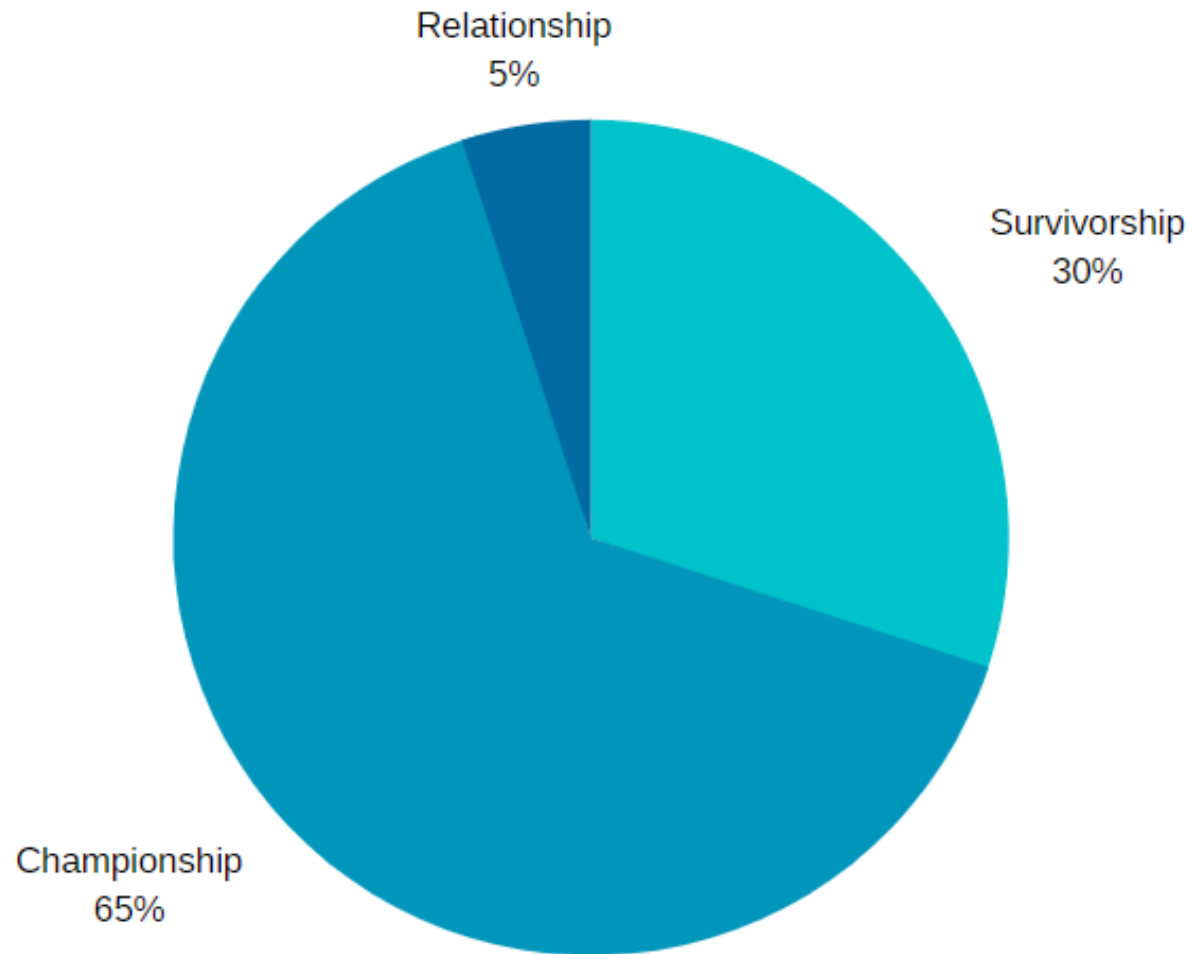
Refine your skills

Entrepreneurship

Create experience for yourself



Dangerous!



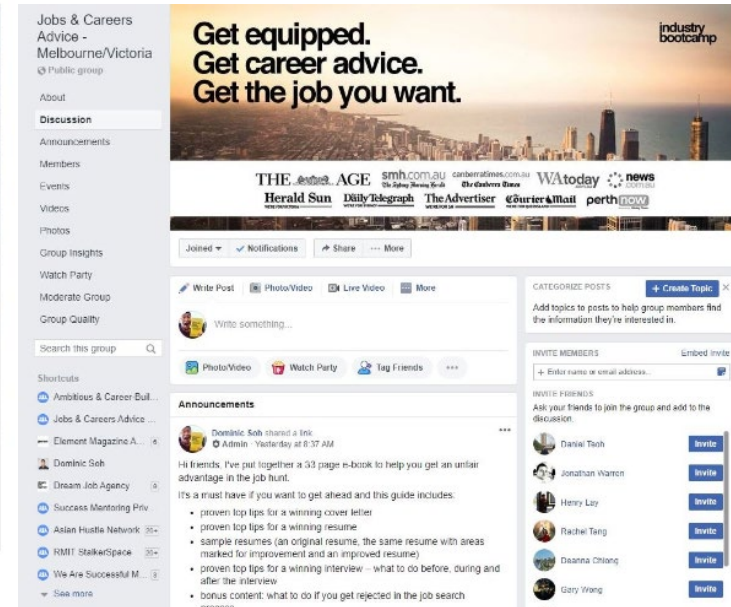
**“TWENTY YEARS FROM NOW YOU WILL BE MORE
DISAPPOINTED BY THE THINGS THAT YOU
DIDN'T DO THAN BY THE ONES YOU DID DO. SO
THROW OFF THE BOWLINES. SAIL AWAY FROM
THE SAFE HARBOR. CATCH THE TRADE WINDS
IN YOUR SAILS. EXPLORE. DREAM. DISCOVER.”**

MARK TWAIN

Questions?



STAY CONNECTED!



Slides + Careers Starter Kit:

<https://dominicsoh.com/unilodge1>

Facebook group:

<https://facebook.com/groups/jobsandcareersadvice>