

5 ways to stay open to opportunity

It's natural to like being wanted. Even if money won't entice you to change jobs, sometimes the opportunity of a lifetime comes up and you just can't say no.

With the [future of work](#) changing faster than a catwalk model, it's important to remember that the role or career that you're [headhunted](#) for may not have existed five years ago or the last time you were looking for a job.

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Top tips for staying open to opportunity:

1. **Keep your resume, [SEEK Profile](#) and other social media up-to-date.** "If you are open to the next opportunity, keep your social media (profiles) current," says Jason Walker, director at [Hays](#). This enables you to react quickly. Walker recommends seeking out endorsements and testimonials from former employees and colleagues to add to your profile. Also make sure you are consistent across profiles, resumes and cover letters.
2. **Stay current.** Make sure you're always learning something new. Continuous professional development is essential in getting ahead whatever industry you're in. Look for ways to add to your resume by studying. That doesn't always mean signing up for a [degree](#). It could simply be taking [short courses](#) or signing up for [online study](#). If you don't need work specific skills then learn more about marketing, management or other expertise that can be used across all industries.

3. **Network.** Make sure you belong to industry organisations, attend events, present, volunteer and find other ways to elevate yourself above others, says Walker. When it comes to [networking](#), participation is key. “What that does is it opens you up to the opportunity to get known in your industry.” Another way to sell your brand (that’s you) is to get yourself on radio or TV or in newspapers and magazines. You don’t have to be on national TV to be noticed. Seek out specialist web TV channels or podcasts as a way of getting your name and brand out there. When the time comes, you come across as an expert in your field.
4. **Keep your USP updated and fresh.** Your [unique selling point](#) (USP) grows and changes with you as your career progresses. Review it from time to time in light of your own development and changes in your industry.
5. **Keep up to date with future trends.** “You have to keep an eye on what’s happening on the horizon,” Walker says. “If there is a mass change in the industry you’re in you need to be ready.” Ask yourself what changes are going to impact you the most in your industry. Be one of those individuals who reacts first, not last.

Finally, always respond to job offers. This may not be the one for you. But the contacts could come in useful in the future. Don’t just brush them off.

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