

## Everything is changing! Is it really?

Technological, economic, social, and political conditions are changing at a rapid pace. Many people feel overwhelmed and are afraid of losing touch. Even when it comes to job searches and job applications, no stone seems to be left unturned, and many are unsettled. But is so much really changing in these areas in such a short period of time as it seems?

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I have been involved in recruitment, job search, applications, and job interviews for 25 years - now as a career coach and previously as a personnel consultant. For years, one fashion has followed the next on these topics and then disappeared again. You could completely lose track of all the tips and best practices. With every technological innovation, the fundamentals of the topics mentioned seem to change, and many people think they must throw everything that has gone before overboard.

Perhaps it is time to recognise what is not changing and to stop trying to rethink what remains constant over time.

### Recruiting and applying as usual

To start with the application: In contrast to popular perception, not much has changed in principle over the years when it comes to applying for jobs. It is still about knowing your personal skills and experience and preparing them in an understandable way for verbal and written communication with recruiters or hiring managers. And storytelling, by far the most powerful communication tool in job applications, has even been practised by

humans since time immemorial.

Recruiting employees is still about selecting suitable candidates for vacancies. Despite personality tests, assessment centres and other sophisticated tools, personal interaction in a job interview remains the most important selection tool.

So, the fundamentals of recruitment and application have not changed over the decades. And why not? Because it's all about communication. The channels and speed may have changed, but the rules of good communication have not. Because it is people who communicate and they always stay the same, as they have been equipped with the same brains for thousands of years.

**Ooohhmm...**

If you hear once again that you must do everything completely differently today because what you have done so far is hopelessly outdated, I recommend that you take a deep breath. With a little distance and common sense, you will realise that even the latest sow being chased through the village has four legs, is pink and grunts. In the hustle and bustle of change, you will recognise many things that remain the same - usually the important things.

This realisation brings calm to your activities. And if you remain relaxed, you will be better able to cope with the remaining, unavoidable changes, which are mostly on the surface.

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