

**Case study: personal networking**

James is in his early 50s and lost his job as Head of Logistics and Supply Chain at the end of 2008. He had redundancy insurance and initially was not too concerned about finding a job, and did very little job searching for the first few months. However by the time he joined Reading Job Club in September 2009 he was starting to get a bit desperate. He was mainly scanning the internet, and contacting recruitment agencies and while he was getting the occasional interview, and even two with the companies themselves, never managed to win through.

After discussing the 'hidden job market', he was encouraged to make use of his quite wide range of contacts, and in particular to find reasons to 'keep in touch'. It was suggested sending Christmas Cards to contacts, and he 'carded' his network. This led to a meeting in February and a job offer in April.