HOW TO GET THE JOB: THE ROLE OF CREATIVITY AND INNOVATION IN THE

JOB APPLICATION PROCESS

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by

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<u>Abstract</u>

   This thesis proposes recommendations for job applicants in order to effectively

promote themselves in the job application process. With the United States work force

being very competitive, elements of the job application process being hundreds of years

old and the job application process progressing into an impersonal process, individuals

are struggling to find success with their job hunt. To come up with a solution, I

examined both traditional job application processes, such as resumes, curriculum vitae,

cover letters and the job search itself, and nontraditional job application processes, such

as applying with a video, video game, social media account and much more. Overall,

evidence shows that innovation and creativity are prerequisites to success in the job

application process. Finally, I recommend ways for individuals to implement creativity

and innovation into their job application process in order to succeed.

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I. Introduction

Today, academics and practitioners will tell you how high the barriers of entry to the job market are in their respective fields. They refer to the fierce competition in the industry and how long it took them to find a job. Between 1990 and 1995, the unemployment rate in the United States ranged from 5.6 to 7.5 percent (Statista, 2017). This is relatively close to the unemployment rate in 2009 during the great recession which fell at 10.0 percent (U.S. Bureau of Labor Statistics, 2012).

In 2016, 2.7 percent of recent graduates were unemployed (U.S. Bureau of Labor Statistics, 2017). This seems minute compared to the unemployment rate in previous years. However, in the fall of 2017, about 20.4 million students are attending an American college or university (National Center for Education Statistics, 2017). This is over a 5 million person increase since 2000 (National Center for Education Statistics, 2017), not to mention the 7 million person increase since 1990 (National Center for Education, 2012). Although the unemployment rate seems low, the number of students gaining a higher education degree is dramatically increasing every year. Therefore, competition is in fact everywhere. Regardless of one's major and one's degree, competition becomes inevitable when over 20 million students attend higher education institutions.

The chart below shows the unemployment rate from 1992 to 2016 varying in education.
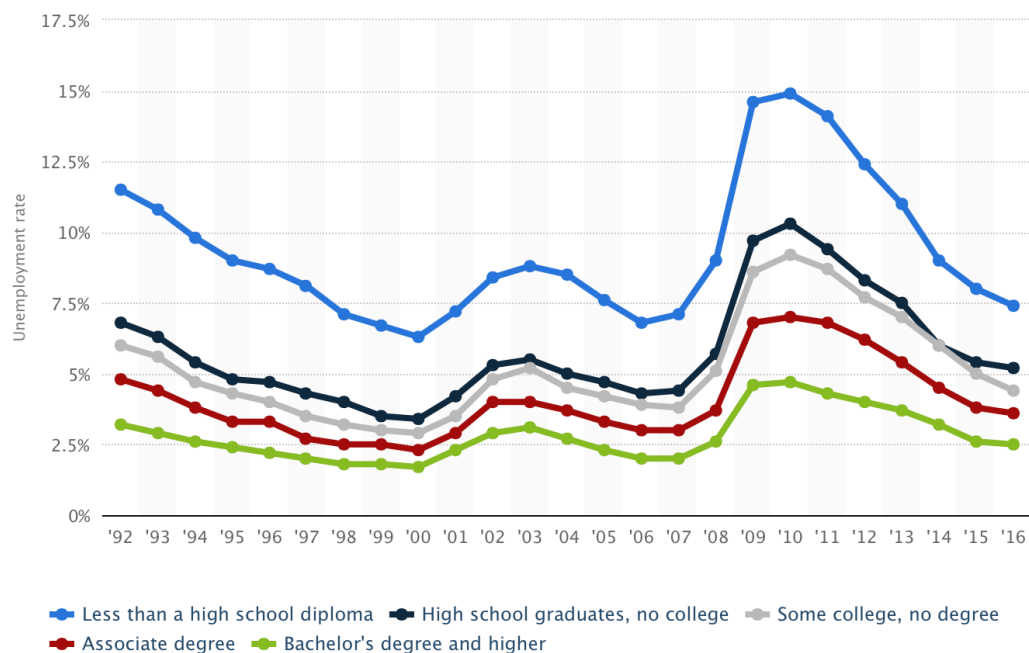
Figure 1. Unemployment rate in the United States from 1992 to 2016

In higher education, we are told incredible anecdotes about individuals who took control of their lives by no longer waiting on a standard procedure or someone else to do the work for them. These people took their respective industries by storm when they took their future into their own hands and decided that the norm was out-of-date.

A story such as this: in Fall 2007, all of the hotels in San Francisco were booked due to a convention. During this time, two men – Brian Chesky and Joe Gebbia – offered air beds and breakfast for $80 a night. After the convention ended, the men continued working to pay their rent. At this time, they wondered why individuals do not compete with the hotel industry. Eventually, they decided to take matters into their own hands and

challenge the hotel industry by allowing people to stay at homes instead of hotel rooms. They called their brand "AirBedandBreakfast".

About a year and a half later, the men struggled to catch wind for their brand. It was at this time that the men brainstormed different ways to catch users' and investors' attention. The two men thought of the brand name – AirBedandBreakfast. The brand was currently focusing on attracting people to spend the night, but was missing the breakfast part. Soon after, the men decided to send breakfast to their hosts. Since eggs are a terrible idea when trying to ship breakfast, they decided on sending boxes of cereal to their hosts . After conducting research, they found someone who could print attention-grabbing labels onto cardboard boxes. The men ordered 1,000 cereal boxes. While still broke, they folded the cardboard boxes right in their own kitchen. Finally, they had 1,000 boxes of cereal. They sent boxes to the small number of hosts that they had at the time, and they gave some to investors after meeting with them. People started talking about these boxes, and began to want some. Even though the cereal inside of the box was from the store, the box was unique to the brand and related well with their vision. Soon, an investor bought into the brand, because of the legendary cereal boxes. In 2009, the brand finally gained traction, and the brand became known as "Airbnb" (Get Paid for Your Pad, 2011).

These men did not only come up with an idea that would bring people together globally, but they also thought outside of the norm for the brand. They changed the hotel industry by inventing a network for people to open up their homes to those visiting and creatively promoting their brand to be successful in the age-old industry. In order to challenge the hotel industry and make an impact, they needed to invent something that goes beyond hotels and motels. In order to bring in a more consistent flow of users, they

needed to stretch their creativity further than before. After years of being in debt and struggling to pay rent, the men went beyond textbook tactics. They created custom cereal boxes for their hospitality service brand. Because of the creativity and innovation these men exhibited when launching their brand, they are now a multimillion dollar men who own a multibillion dollar brand (Tom, 2017).

The successful foundation of business is in knowing what the consumer wants or needs (Lumen, 2013). In 2007, Chesky and Gebbia found a need within their target audience and built a business based on affordable and convenient places to stay for out-of-towners. Therefore, the foundation of their entire approach to inventing and promoting their brand is their target audience. Why not implement these obvious truths from these individuals? Why not break the norms of our industries and focus on our target audience instead of the traditional and out-of-date tactics?

When applying for a job, everybody uses the same application process to "stand out" in their respective industries. But there is a flaw in this method. How can one stand out if everyone is doing the same thing? The vast majority of applicants are applying using resumes and cover letters. These methods were great when our grandparents used them, but they were also innovative and new at that point. Our world is far more advanced and connected today. Hundreds of articles and scholars point out that individuals need to focus on their target audience – in this case, the employer – when writing their cover letter and altering their resume (Edmondson, 2015). Yet, not everyone is doing so. If one were to have the employer as the foundation of their application, then one would not continue to alter a few words on the same resume, or insert name here on their cover letter. If the foundation of our application was truly the employer, then we

would be inventing new and creative ways to apply and stand out. Competition has increased dramatically, but the majority is still applying through an out-of-date process.

In this paper, I will be comparing and contrasting traditional applications to creative applications. Using examples similar to AirBedandBreakfast, I will compare the success rate of both. Then I will transition to why implementing innovation and creativity into the job application process is vital to standing out in the work force. Additionally, I will give examples of how anyone can stand out in any industry – whether creative or analytical.

II. Traditional Methods

Traditional methods of the job application process are traditional for a reason – they worked. Even Fortune 500 companies use resumes, cover letters and job searches (Hanson, 2012)! Organizations would have found different ways for candidates to apply if they did not receive the information they needed in order to continue with the application process if these traditional methods did not do the job. However, in today's industry, it takes more than traditional application methods to land a job. This is why we find a bit of change within the methods – transitioning to digital. I will discuss each of these methods in chronological order starting with job searches and ending with curriculum vitae.

1. Job Search

Since the introduction of the internet, the evolution of searching for a job has changed dramatically. Instead of picking up the weekly newspaper and flipping to the classified job listings section, job openings come directly to the candidate.

Today, one-third of the population in the United States has a four-year degree or higher (Wilson, 2017). Therefore, competition is fierce. Competition is no longer coming from the same age and expertise level, but rather senior executives, graduates from other countries, as well as college drop outs. On the last business day of July 2017, there were about 6.2 million job openings in the United States (USA Gov., 2017). With roughly 19.5

million graduates unemployed, the competition continues to be an issue when applying for jobs. Standing out and proving oneself in the application process is vital.

Searching for a job is no longer a process one needs to go out of their way in order to find. Instead of making a special stop to get the paper, searching through the classifieds and then sending an application through the mail, technology has brought the job application process to the applicant. There are websites dedicated solely to the job search; based on key words, these websites will find the applicant and promote job openings within the scope of the profile user. In the past five years, the use of social media for recruitment has grown 54 percent (Tallulah, 2016). Additionally, 79 percent of job seekers use social media in their job search (Tallulah, 2016). Job searching is now integrated with one's lifestyle. One no longer has to go out of their way to find it. Now jobs and careers are looking for individuals.

2. Cover Letter

Cover letters are typically one-page documents that are meant to introduce oneself, justify why the applicant is the best candidate for the job, fill in places a resume cannot describe and further explain some aspects of a resume (Slack, 2014). Throughout the cover letter, one is meant to exemplify their voice and portray their character showing the employer an inside perspective of who the candidate is (Bowers, 2009).

According to Steve Hochstadt, chair of the history department at Bates College, a cover letter is the most important part of the application process (Ashley, 2004). He goes

on to say that a cover letter creates a lens in which the rest of the application documents will be read (Ashley, 2004). This document is one's first – and sometimes only – way to relate to the organization's culture in which the candidate is applying. This document also demonstrates their writing skills, as well as their qualifications for the job (Ashley, 2004).

Cover letters became a fad in the professional industry for business to business exchanges and deals in the 1930s (Lurie, 2013). Specifically, in 1936, The Wall Street Journal wrote, "Certain factual information is vital, yet equally important is some insight into what is in the minds of those charged with investment responsibilities if the full capabilities of an investment consultant are to be realized," concluding that cover letters provide much needed information (Lurie, 2013). Although Wall Street Journal thought highly of cover letters in the 30s, for almost 20 years following, there is no record of employers asking for cover letters in an application process. In 1957, cover letters slowly began to take precedent in the application process. Job openings began to ask for written cover letters stating the applicants desired salary (Lurie, 2013). In 1965, cover letters began to be mainstream and an important – if not the most important – part of the application process (Lurie, 2013).

There is less of a standard for cover letters. Some argue that the cover letter should be short and straight to the point (Editor, 2017); while others believe that the letter should be no longer than two pages, but consist of three to five paragraphs (Ashley, 2004). Some believe that one should start off with basic information about them self – to which position they are applying, how they heard about the job opening, who they are, etc. (Ashley, 2004). While on the other hand, some believe that one should be creative

and spunky in their opening paragraph – mentioning information about the company and how they will fit into the environment (Editor, 2017). Although there are many ways to write a "proper" cover letter, almost every professional can agree on tailoring one's cover letter to the employer to which they are applying.

Some recruiters have claimed they do not even look at one's resume if they dislike their cover letter (Lurie, 2013). However, according to reCareered, 90 percent of hiring employers ignore every cover letter ever sent to them (Lurie, 2013). Once again, there are various different outlets that encourage teaching jobseekers how to properly write a cover letter, and how to make it look professional and yet aesthetically appealing. However, what is the purpose if only 10 percent of recruiters look at cover letters?

Based on this research, we need both innovation and creativity to make a difference and stand out within the application process.

<u>3. Resume</u>

In 1482, Leonardo Di Vinci wrote the first recorded resume to gain support from the Duke of Milan (Burdick, 2016). Little did he know, this was going to gain traction and eventually set precedent for job applicants starting in 1930 (Burdick, 2016). Resume comes from the French word, "résumé," meaning 'summary' (Burdick, 2016).

In 1930, as resumes were gaining traction in the job application process, they were informal (Collins, 2011). According to Collins, most resumes were written on scraps of paper while meeting with employers. Within a decade, they became more similar to forms at a doctor's office – including weight, age, height, marital status, etc.

Eventually, with technology on the rise, resumes became more formal and expected in the job application process (Collins, 2011). Applicants began implementing aesthetics, and including personal information within their resumes (Collins, 2011). Today, resumes include infographics and colors to catch the attention of the recruiter (Collins, 2011).

A standard resume is a summary of one's previous experience, skills, education and contact information. It is the basic, professional information about oneself. A resume is a selling point. One is promoting them self and trying to be the best applicant in the entire process. Their resume is the gateway into the interview process, where the employer will learn more about the applicant, ask about their resume and get a better feel of who they are as an individual.

There are hundreds of articles that explain how to write a proper resume – giving the reader tips and tricks, do's and do not's. Each article essentially says the same thing: adjust the resume to one's potential employer, put one's name and contact on the top, list one's professional objective, use the right key words, etc. (Business Insider, 2012).

Even though hundreds of articles preach the best practices to perfect a resume, studies show that hiring employers spend only a few seconds viewing each resume (Sanburn, 2012). Many businesses have created templates that users can download and adjust according to their background. This allows for creativity within the borders of a 8.5x11 inch resume. Hopeful that this will increase the viewing rate per resume for recruiters, many people take advantage of these templates adding creativity to enhance their resume. However, recruiters continue to spend an average of six seconds viewing each resume (Sanburn, 2012).

Based on this research, it takes more than creativity to stand out. If everyone becomes creative, then really no one is.

4. Curriculum Vitae

Curriculum vitae, CV, is a summary of one's experience and skills (Doyle, 2017) – similar to that of a resume. It derived from Latin and translates to, "The course of my life" (Razvi and Johnson, 2016). Typically, CVs are multiple pages long, and include one's academic background, experience, degree(s), research, awards, publications, presentations and other achievements (Doyle, 2017). The differences between a resume and a CV are the length, as well as the content. A resume includes work history and credentials, while a CV is more specific in what one has accomplished and is typically used outside of the United States (Doyle, 2017).

The origin of the CV is similar to the one of resume. It started 500 years ago when de Vinci was hoping to get a job from the Duke of Milan (Razavi and Johnson, 2016). He prepared a list of skills and achievements to impress the Duke (Razavi and Johnson, 2016). In the 1940s, an average CV would read one's height, weight, age and marital status. These were key factors in promoting oneself to a potential employer (Razvi and Johnson, 2016). A couple of decades later, CVs began to include hobbies and interests. Eventually, in the late 80s, CVs transitioned into the prestigious, professional documents that they are today (Razvi and Johnson, 2016). Today, there are various platforms in which one can promote their CV (Razvi and Johnson, 2016).

A CV includes more detailed information in one's academic background (Doyle, 2017). A standard CV includes one's basic information, similar to that of a resume, but can also include one's date of birth, citizenship, visa status, gender, marital status, spouse's name and children (Doyle, 2017). Employment history and education will follow. Each section is list in chronological order and includes positions, dates, majors and training certifications (Doyle, 2017). At the end of a CV is one's professional qualifications. Here, one will mention their certifications and accreditations (Doyle, 2017).

Typically, CVs are not "creative". One may implement a tone of voice within their CV in order to stand out, however, most CVs are not decorated within the 8.5x11 inch paper. Similar to a resume, recruiters spend an average of six seconds viewing a CV as well (Sanburn, 2012). CVs need an update. They were invented in the late 1400s and are out-of-date. Ingenuity and creativity needs to challenge the application process.

III. Proposed Solutions

According to Webster's Dictionary, creativity is defined as having the quality of something original rather than imitated, or managed to get around legal or conventional limits (Webster, 2016). The "greats" that have walked this Earth were not ones to follow the norm of their time. Aristotle was a philosopher who was constantly challenging ethics, logic and science, and Pablo Picasso was an artist who created cubism by painting all sides of a three-dimensional subject onto a two-dimensional surface. These men used their creativity to challenge ideas of their time creating original theories and art.

Innovation, on the other hand, is derived from innovate, and is defined as the introduction of something new (Webster's Dictionary, 2016). Harvard Business Review takes this one step further and says that innovation, at its core, is solving problems (Satell, 2017). Innovation can take many forms – in fact, along with creativity, innovation can take infinite forms. It may not just be designing technology, but also ideas; it can be both tangible and intangible, it can be a good or a service, it may even be a process implemented into an organization (Business Gov., 2017). Technology and ideas have evolved because of innovation. People that took a need and turned it into a reality. Inventors such as Thomas Edison who invented the light bulb and bifocals, and Frederick Winslow Taylor who invented the scientific management theory which lead to Henry Ford implementing the assembly line among his employees. These inventors created ideas and devices that changed the work field of their time.

Then there are those that have implemented both innovation and creativity into their legend. Leonardo da Vinci implemented his original imagination and a new idea to

create flying objects, and Joe Coulombe wanted to challenge the convenient store companies, so he implemented imagination and invention to create Trader Joe's; Mark Zuckerberg imagined a network where Harvard University students could communicate and interact with one another, eventually creating Facebook, and Garrett Camp and Travis Kalanick wanted a cheaper and more convenient way to travel throughout the city, inventing Uber; Prince wanted to change the sound of music by adding treble and funk to his sound, eventually branding himself, and Jack Dorsey had the idea and desire for any business – big and small – to have the ability to make a transaction with credit or debit cards, creating Square. Similarly, in the job application process, Alec Brownstein wanted to land his dream job, so he created an online ad targeting potential employers when they search their own name, and Chew Lijuan also desired her dream job and eventually created a 'Creativity Can' as her job application; Marius Fietzek wanted to stand out in the job application process, so he created a video game for employers to play and learn about himself professionally while giving them a taste of his personality, and Jeanne Hwang desired the same, so she set up her CV on Pinterest in order to implement social media into her job application; Lukas Yla was in the same city as his desired organization, so he pretended to be a delivery man to deliver donuts with his resume inside of the box, and the man who applied for multiple jobs in his field, but got no attention, then became the client in order for employers to even know his name. These people used innovation and creativity to boost their careers and become legends in their respective fields.

1. Creativity

According to Scientific American, the creative process consists of many interacting cognitive processes and emotions (Kaufman, 2013). Creativity can come from any part of the brain region and can be both conscious and unconscious (Kaufman, 2013). Creativity comes in vastly different forms. It can be artistic and complex, or problem solving and simple; tangible or intangible; designed by construction workers or doctors; verbal or nonverbal; loud or mute. Creativity is infinite and can be applied in any situation.

Tina Seelig, the executive director of the Stanford Technology Ventures Program believes that creativity is a renewable resource that can be tapped into at any moment, and can be taught (Smith, 2012). Aristotle taught his ideas which were creative ways to explain reasoning, while Pablo Picasso used his creativity in one way, and later was taught a different form of creativity. Aristotle and Picasso are two prime examples of individuals who used creativity in different ways, and it was both natural as well as learned in both stories.

a. Example 1: Aristotle

Aristotle is a Greek philosopher who focused on analyzing and arguing ethics, logic and science (History.com Staff, 2009). Aristotle had many original ideas. For example, he argued logic. However, it was not a simple idea about logic and how it works; Aristotle wanted to come up with a process in which anyone and everyone could

use in order to reason everything about reality (Biography.com Editors, 2017). He combined science and philosophy in order to come up with his process. In order to reason the same, we must characterize objects the same. The process also included ethics, or a moral code (Biography.com Editors, 2017). This way, not only is there a universal process to reason everything about reality, but there is also a universal law of logic, where humans maintain the same values (Biography.com Editors, 2017).

Aristotle never settled. He created original ideas and argued traditional concepts. He created a universal process of thinking through his original ideas. Due to his philosophy and ideas, many researchers throughout the centuries have argued and tweaked his process. However, Aristotle will always be studied in education programs, and his philosophies will always encourage us to think outside of our comfort zone.

b. Example 2: Pablo Picasso

In 1881, one of the most influential artists by the name of Pablo Picasso was born (Pablo Picasso Biography, 2009). In his early years, he was a well-known realist artist and was trying to find his distinct style of painting. In 1901, he moved to Paris where he found his passion – cubism (Pablo Picasso Biography, 2009). Cubism is an abstract style of art that incorporated all sides of a subject in the canvas (Webster's Dictionary, 2017). The idea behind cubism is that the subject is not two-dimensional. Although the canvas is a two-dimensional surface, everything being painted is three-dimensional. Picasso wanted to portray this in his artwork.

Picasso created an original style of painting, due to the idea to incorporate all three-dimensions into a two-dimensional canvas. With this, Picasso has gone down in history as arguably the most influential artist of the 20th century. He was simply coming up with an original idea to try and find his style as an artist.

c. Think Creatively

Thinking creatively is important to everyone in any workforce. Learn from Aristotle, he never settled with the norm. He used his ideas to guide him in life, and became one of the most well-known philosophers to ever walk this Earth. Following this trend, Picasso showcases how he learned how to be creative. He was not born with creativity; he was born with a steady hand. However, he learned cubism and how to implement it into his paintings. Creativity was taught to him.

Creativity is infinite, and allows one to never settle and is able to be learned. Therefore, everyone has the ability to stand out among the crowd. Implementing creativity into the job application process will allow one to be noticed by potential employers among the sea of applicants.

2. Innovation

Innovation is a new way to solve problems. There are just as many ways to innovate as there are to solve a problem (Satell, 2017). According to Hal Gregersen, co-author of "The Innovator's DNA," innovation can be learned and mastered by five key

factors – questioning, observing, networking, experimenting and associative thinking (Srinivasula, 2013).

In order to think innovatively, one must question things around them in order to challenge the norm (Srinivasula, 2013). They must also observe their surroundings to notice the most tedious of details others may miss (Srinivasula, 2013). Broadening one's network is important to anyone – whether innovative thinkers or not (Srinivasula, 2013). Gregersen mentions experimenting as an important trait to have in order to test new ideas (Srinivasula, 2013). Lastly, associative thinking is connecting differences in different aspects of the world (Srinivasula, 2013).

Thomas Edison observed the problems he faced when inventing electric light, as well as questioned why others have not perfected it yet. Thinking as an innovator, after many trial and error, Edison invented electric light. With a similar thought process, Frederick Winslow also questioned and implemented associative thinking to improve time management in the workplace. He connected problems in one aspect of the workforce, to ideas in a different industry and began to connect the dots. Eventually, leading to his idea of the assembly line. Henceforth, Edison and Winslow are examples of individuals implementing innovation in their lifestyles

a. Example 1: Thomas Edison

In 1879, Thomas Edison invented electric lighting that could be used in everyday facilities, such as homes (National Park Service, 2015). He worked to achieve electricity

for a year and half before he found the perfect recipe to bring light into dark spaces (National Park Service, 2015). Soon after his discovery of safe, incandescent lighting, Edison began focusing on the electric industry, so much so that the General Electric we know today was initially called Edison General Electric (National Park Service, 2015).

His drive to achieve an idea that many had worked hard, but failed to achieve before is the driving force behind his fame (National Park Service, 2015). Although Edison was the first to discover electricity, the idea of electric lighting was not new (National Park Service, 2015). Edison discovered and invented a new way to produce electricity without being the first to imagine a concept of electric light. His innovation is still used and continually improved on today.

b. Example 2. Frederick Winslow

Frederick Winslow is known as the father of scientific management (Mee, 2016). In 1881, Taylor introduced time study, a study of the time it takes for a single human to do a single task (Mee, 2016). This was the start of his introduction to the theory of management sciences, or scientific management (Mee, 2016).

The ideology behind scientific management is efficiency (Mee, 2016). Taylor realized that production was inefficient, waste was excess and there was tremendous unused potential (Bateman, Snell, Konopaske, 2015). He applied scientific methods to analyze work and determine the most efficient process in production (Bateman, Snell, Konopaske, 2015). Taylors scientific management would be a driving factor in the

industrial age, and actually encouraged Henry Ford to implement the assembly line within the factory (Bateman, Snell, Konopaske, 2015).

Taylor took ideas that already existed, such as scientific methods, and implemented them into his management studies. By combining factors and concepts that were already discovered, Taylor was not necessarily creative, but rather innovative within his scientific management theory. Therefore, he discovered a new concept that is still used in production and management over a century later.

c. Think Innovatively

Both Edison and Winslow are innovative due to their consistent questioning, observation and implementation of associative thinking within their daily lives. If Edison never questioned why electric light had not worked before, or observed why all of his failed attempts did not work, then he would have never invented a perfected version of electric light. Similar with Winslow; if he had never questioned or connected issues within different aspects of the workforce, he would not have significantly impacted the industrial revolution. Implementing these thought processes into one's daily life will allow them to think innovatively. Applying these thought processes into their job application process will allow them to excel in the hiring process.

Questioning one's application will help perfect the components within the process. Observing who has been hired by the potential employer will allow one to compare and contrast their application to others. Networking with employees in the business gives one the head start when applying. Experimenting with one's application

allows for trial and error, eventually perfecting each element. Lastly, applying associative thinking by connecting what others have done to excel to the issues one faces when getting hired in order to innovatively stand out and achieve their goal. Therefore, one should use a similar thought process as Edison and Winslow into their application process in order to find a solution to their components in the job application process.

<div align="center">3. Creativity and Innovation</div>

Creativity is the cognitive and emotional process of original thought which allows for one to never settle. Innovation is a thought process in which pushes the boundaries and perfects systems. What happens when one implements both creativity and innovation into their lifestyle and professional careers? They become legendary. There have been many examples of individuals who have used a creative process and innovative thought to achieve success in their careers. Following are examples of such, and lessons of how they became successful.

a. Lesson 1: Implement associative thinking into the components of the application

After applying various different times, one may wonder why they have not received any response on their application. A solution to this would be to think associatively. Leonardo da Vinci associated different animals to humans and founded inventions that were far beyond his time. By connecting what other animals do right to

the lack of ability humans have allowed him to be the foundation of helicopters, guns and scuba gear. Doing the same within an application process will allow one to find the issues they face within their application and alter it accordingly.

Leonardo da Vinci was born on April 15, 1452. He was an artist, architect and inventor (Biography.com Editors, 2017). Mona Lisa and The Last Supper are his most famous works of art (History.com Staff, 2009). However, many do not know that he also designed inventions that were far beyond his time. Da Vinci designing things like weapons of war, flying machines and water systems. He took his imagination literal and brought these abstract concepts to life through his sketches. Although he was never able to actually invent the subjects of these inventions, they are the foundation of helicopters, guns and scuba gear today (InventHelp, 2008).

Da Vinci seemed to have a fascination with people taking flight. He designed a "Flying Machine" which resembles that of flying animals – such as bats and birds (InventHelp, 2008). Although, at this time there was not enough energy to lift the flying object in order to begin to take flight, da Vinci discovered the basic shape of airplanes in which we use today.

One of the reasons da Vinci was a great artist, is because he created *ideas* and *concepts*. His art portrayed a meaning, and his inventions were based off of what humans were living without. Da Vinci noticed the world around him, and created ways for the world to interact with one another. Even without electricity and the proper resources, when da Vinci had an idea, he ran with it. He implemented both creativity and innovation in his designs, and we continue to use them nearly six centuries

later. One should follow da Vinci's footsteps in order to associate success factors that others have used in the job application process into their own.

b. Lesson 2: Be bold

When standing out among a sea of applicants, one has to truly make an impact – truly differentiate themselves apart from the rest. This will allow a recruiter to remember the specific applicant more so than the others. In order to do this and catch the recruiters attention, one needs to be bold. Be bold either within the boundaries of the elements of a job application process, or be bold with new methods to apply for a job. Be bold like Prince.

Prince is known and loved by many because of his bold and unique style – both in music and appearance. He never let society tell him what to do or who to be. The fact that Prince always took a stance towards what he believed, showcasing his bold character, he is now in the Rock and Roll Hall of Fame. Being bold by standing for what one believes or being true to oneself is what get's the attention of others. Showcasing this trait in the job application process is what get's noticed.

Born in 1958, Prince was born into a musical family (George-Warren and Romanowski, 2001). Since he was acclimated to music at such a young age, Prince found a love and passion for it. He was able to self-produce and play nearly all of the instruments in most of his albums (George-Warren and Romanowski, 2001).

In the eighties, when Prince was starting his career, many other artists were taking the stage as well – Michael Jackson, Bruce Springsteen and Madonna (George-Warren

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and Romanowski, 2001). Even though the competition was fierce at this time, Prince had no problem finding a way to stand out and differentiate himself from the other artists. Prince had an idea to distance himself not only through his sound, but also through himself as a brand.

Prince's sound is unique and distinctly different from all other music coming out during the eighties and nineties. Prince mixed rock with pop while adding a twist of funk into his sound (George-Warren and Romanowski, 2001). Although people could tell his sound apart from any other artist, Prince continued to differentiate himself even further. Prince branded himself by implementing sexual innuendos in almost all of his songs and changing his name to an unpronounceable symbol (George-Warren and Romanowski, 2001). He took the messages he conveyed through his sound, and emphasized it in his lyrics and in his lifestyle.

Having a vision to create a different sound, Prince went beyond music which let to setting himself up for success. Not only branding his sound, but also branding himself, he has influenced the music industry and individuals alike. Portraying himself as different, he caught the media by storm, allowing himself to be a light for those struggling to find their true selves. By separating himself in such a way, even postmortem, Prince continues to live through the ages as a legend. Similar to the tactics one should take in their job application process – be bold in order to differentiate oneself from other applicants within the job application process.

c. Lesson 3: Networking is key for getting hired today

According to Harvard Business Review, networking is a necessity in today's world. Research has shown time and time again that professional networks lead to more job and business opportunities (Casciaro, Gino, Kouchaki, 2016). There are plenty of virtual networking opportunities for any individual. There is even a social medium dedicated primarily for professional networking and job searching called LinkedIn. Knowing someone on the inside of an organization gives one the heads-up in the application process.

Mark Zuckerberg is the co-founder and CEO of Facebook, a social network (Biography.com Editors, 2017). According to Biography.com, Zuckerberg always had an interest in computers. In the Fall of 2002, Zuckerberg attended college at Harvard University. Here, he quickly developed a reputation of being the go-to software developer on campus. After developing multiple connections around campus, Zuckerberg decided to create CourseMatch, a site which guided students in a direction based on the courses students with similar paths chose (Biography.com Editors, 2017). Before his sophomore year, he also created Facemash, which compared two student's pictures and users could vote on who was more attractive. Soon after the launch of Facemash, the university shut it down as it was inappropriate.

After becoming popular around campus as the creator behind these websites, three students approached him with an idea – the Harvard Connection (Biography.com Editors, 2017). The Harvard Connection was planned to be a student dating network

(Biography.com Editors, 2017). After agreeing to this, Zuckerberg eventually veered away and started a new network with his friends called The Facebook.

The Facebook started out as a broad social network for Harvard students. After spending countless hours in his dorm room developing The Facebook, Zuckerberg eventually dropped out of college to focus solely on this project. Based on a similar concept as the Harvard Connection, he wanted to create a network, but instead of focusing on individuals looking for a relationship, he wanted it to be individuals sharing their lives together. However, in 2004, The Facebook was open only to Ivy League students.

This quickly changed. In 2005, The Facebook expanded to multiple different colleges, high schools and even international schools. At the end of 2005, the site had 5.5 million users and a new name - Facebook (Phillips, 2007). At this time, many large companies wanted to advertise on this popular platform. However, Zuckerberg was not yet ready to succumb to selling out (Biography.com Editors, 2010). Zuckerberg focused on expanding the site to anyone both nationally and internationally.

Zuckerberg took a concept and expanded it to 250 million people (Biography.com Editors, 2017). He did not only expand on an idea and turn it into an original concept, but he ended up developing it and making it come to life. Zuckerberg brought his creation to life, and is now thriving as a billionaire off of it (Biography.com Editors, 2017). Networking lead to Zuckerberg's success, and is vital in leading one to be successful.

d. Lesson 4: Never give up

When there are obstacles, such as rejection, find new solutions to reach the dream. Rejection always makes one contemplate their qualifications.. Rejection is not always the end of that opportunity. According to Dr. Steve Maraboli, a best-selling author, rejection is actually just a re-direction to something better (Maraboli, 2015). There will always be something in the way of the perfect dream job. If one were to give up, they would never achieve their dream. Take after Garrett Camp when fighting for his dream.

In 2008, Garrett Camp was having trouble hailing for a cab (Uber, 2017). This simple story with only a minor issue caused Camp to create one of the most valuable startups in the world (Hartmans and McAlone, 2016). Why not simply press a button on a smartphone to signal a cab? And that is exactly what he did.

Not even two years later, Camp had the prototype app for UberCab ready (Chokkattu and Crook, 2014). In Janurary of 2010, Camp and his colleagues test the app in New York City. In July, UberCab decided to test the waters in San Francisco (Chokkattu and Crook, 2014). In the end of 2010, the company changed their name to Uber.

Even though the common person loved Uber, the company did not have the proper license to act as a taxi service (Chokkattu and Crook, 2014). However, when Camp has a good idea, he fights for it. The company worked around this issue, and required all of their drivers to get licensed before working for Uber.

The idea behind Uber was based on an unrecognized desire from the consumers of the taxi industry. Camp experienced the struggle of hailing for a cab and decided to

solve the issue. He had an original idea and executed it. Little did he know that his idea was going to eventually value at over $60 billion (Hartmans and McAlone, 2016). Even though rules and regulations stood in the way of Camp, he never gave up on his dream. This applies to the job application process. After rejection, one may want to give up and try something new. However, take after Camp and find ways around the rejections.

e. Lesson 5: Continuously observe

There are always ways for one to improve on the elements of their job application. To find how one can improve on their job application, they must observe their surroundings and competition. Constantly observe in order to see what others are doing right in which can be implemented in the application; observe where the organization can improve, and allow that to be a selling point in the application; observe the culture of the organization to see how one would fit. Observing leads to understanding and learning.

In 1954, Joe Coulombe started his career as a convenience store researcher for Rexall, a chain drugstore (Kowitt, 2010). Soon, Rexall asked Coulombe to start a convenient store in California in order to compete with 7-Eleven (Kowitt, 2010). Coulombe never backed out of a challenge, he started Pronto Markets. Since Coulombe was an expert in convenient stores, he decided to pay his full-time employees fairly. Unlike 7-Eleven, he paid his employees the median California family income in order to retain employees (Kowitt, 2010).

Throughout the life of Pronto Market, Coulombe continued to keep up with studies and research regarding convenient stores. After a few years of successfully competing with 7-Eleven, Coulombe found that the rate of students enrolled in higher education was increasing (Kowitt, 2010). Realizing this, he decided to take advantage of this opportunity and started selling alcohol to these students (Kowitt, 2010). He found this to be a huge success for Pronot Market. Eventually changing the name to Trader Joe's in 1967 (Trader Joe's, 2017).

In 1970, Coulombe jumped on the environmental movement and transitioned his store to be "green" (Kowitt, 2010). Flourishing from the transition, Coulombe separated his brand from virtually every convenience store at that time. By creating a niche for Trader Joe's, the company did, and continues to thrive from young "green" adults.

Joe Coulombe combined his innovation with creativity. He found what he was going to do, innovatively paid his full-time employees significantly higher than his competitors and creatively set his brand apart from other chain convenience stores. By combining innovation with creativity, he created a convenience store that redefined standards in the industry. By continuously observing competitors and how they were treating employees, Coulombe set himself apart by altering the way employees were treated at his convenience store. The same should be applied in one's job application process. Continuously observe the competition, and find how one can stand out, and find their niche within their job application.

f. Lesson 6: Never settle for mediocrity

While everyone is settling with turning in resumes and cover letters to get a job, one will stand out by taking a step away from the norm and applying with something no one else has done. Resumes and cover letters are mediocre. Do not settle for mediocre. At least, that is what Jack Dorsey, CEO of Square, did.

In 2009, after a friend could not finish a transaction due to the company having the inability to take his American Express card, Jack Dorsey knew he needed to create a system where any mobile device can accept credit card (Dickey, 2012). In 2010, he already launched the brand – Square.

Square is an attachable card reader which connects to any smartphone (Dickey, 2012). Over three million merchants use the card reader in 2013 (Lapowsky, 2013). The concept behind Square is so simplistic, many wonder how it had not existed before (Lapowsky, 2013).

An obstacle in their growth was the fact that the founders of Square had no experience in finance when inventing this idea (Lapowsky, 2013). Dorsey, along with the other co-founders, were creative innovators. He goes on to explain, "We get to design what we want to see in the world rather than doing what other people think should be done." Taking an idea and bringing it to life, through countless naysayers, might not have been done by people who understood the ins and outs of the financial industry (Lapowsky, 2013).

Even though Dorsey and his colleagues had no former knowledge of the industry, they had an idea and a vision. With this in mind, their opportunities were endless. Dorsey

took an original thought and turned it into an industry game-changer – all while not taking no for an answer. While society was settling for not having the ability to pay for certain things, Dorsey found this unacceptable. He did not settle for mediocre, nor should one who is trying to stand out among a sea of applicants. Traditional methods to the job application process are mediocre and no longer serve the applicant justice.

g. Think Creatively and Innovatively

Creativity is infinite and innovation is as limited to the number of solutions to a problem, both can be learned and practiced, and both can be implemented in any situation. Anyone can implement these two processes – CEOs, musicians, artists. It allows for individuals to excel and go beyond the norm. The job application process has evolved throughout the years to be impersonal and fast-paced. With applicants applying innovation into their thought processes in order to discover a solution to the problem job applications created, and practicing creativity in order to allow themselves to stand out among the crowd, individuals are changing the job application process as we know it.

IV. Recommended Ideas

Both creativity and innovation can be taught and learned. Practicing implementing both into a lifestyle will allow one to stand out in various aspects in their lives. Implementing both into a job application process allows for individuals to be noticed – and potentially acclaimed – within their respected fields. With competition so high, individuals need to go above and beyond in order to simply be asked to schedule an interview.

Following are recommendations of individuals who have found success by applying creativity and innovation into their job application process. These examples go beyond perfecting one's resume. These individuals open the eyes of potential employers to them. They take initiative and execute original ways to apply for jobs and internships. By taking these recommendations and implementing them, or versions of such, into one's job application, the more likely one is to stand out to the recruiter.

1. Recommendation 1: Pay attention to details

When applying for a job, make sure to pay attention to detail. One, for the obvious reasons such as grammar and misspellings, but also for the small, finite part of the application in which is missing. Find what is missing and implement that into the application process. Pay attention to the details in others' applications, as well as your own, and figure out what one does better and apply it.

Alec Brownstein is a senior copywriter at an advertising agency (Indvik, 2010).

He has always been interested in working in a creative environment with creative people

(Indvik, 2010). In order for him to get recognized by only the best employers, Brownstein

ended up purchasing future employer's names on Google AdWords (Indvik, 2010).
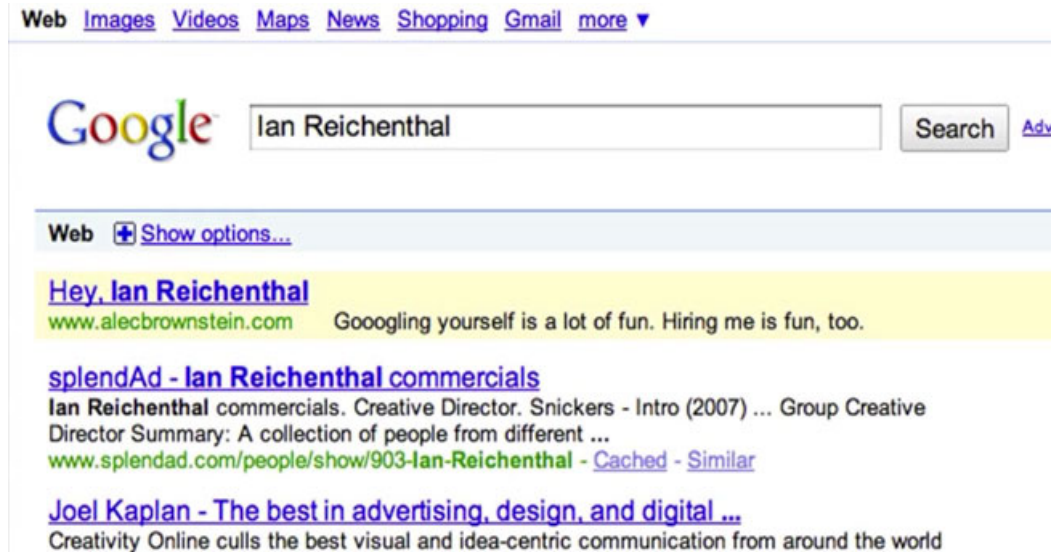
Figure 2. Screenshot of Browstein's Google Adword message

In 2009, Brownstein was Googling his favorite creative directors and began to

notice a lack of advertisements within the search (Indvik, 2010). With Brownstein

Googling himself "embarrassingly frequently," the opportunity really presented itself

(Indvik, 2010). Brownstein decided to advertise on the names of the five creative

directors he admired most (Indvik, 2010). The Google AdWords was a link to his website

and read, "Hey, [creative director's name]: Goooogling [sic] yourself is a lot of fun.

Hiring me is fun, too" (Indvik, 2010). Since he was the only person bidding on the

names, he got the top search spot for only 15 cents per click – the entire campaign only costs him $6 (Indvik, 2010).

When these directors Googled themselves, they were in shock. Brownstein was first to advertise to these professionals providing a new, innovative way to get hired. Due to the low barriers of entry to purchase Google AdWords for potential employers, we can assume not many thought to literally advertise themselves using their target's name as SEO keywords. Brownstein proved his creativity and innovation to work in the advertising industry, has since received awards for his self-promotion campaign and is now a senior copywriter in New York (Indvik, 2010).

Brownstein paid attention to details and found what was missing from his application. This is a necessity for applicants. Pay attention to details, such as the recruiter's name spelling, grammatical errors and so on. Also, pay attention to the details that others are using within their applications in order to get hired. There may be something that is missing which can be implemented into one's traditional methods of the application, or possibly lead one to apply with innovative and creative methods.

<u>2. Recommendation 2: Do your research</u>

In order to go relatively far in the process of getting hired, one must do research on the company, the culture and most importantly, the recruiter. If the recruiter relates with an application, then the likelihood of that applicant going further in the job hiring

process is very likely. Do research on the company, and find what relative points that can be discussed in the elements of the application. That is exactly what Marius Fietzek did.

Marius Fietzek was applying for an internship at Double Fine, an independent game development studio founded by Tim Schafer (Double Fine, 2014). Tim Schafer applied to work at Lucasfilm in almost the exact same way, by creating a video game. Knowing this, Fietzek wanted to leave a lasting impression on Schafer in order to get the internship.

Instead of applying using a resume and cover letter, Fietzek applied with a video game – the same way Schafer applied to Lucasfilm (Plunkett, 2012). Within the video game, called The Applicant, Fietzek created a character portraying himself, as well as another portraying Schafer (Plunkett, 2012).
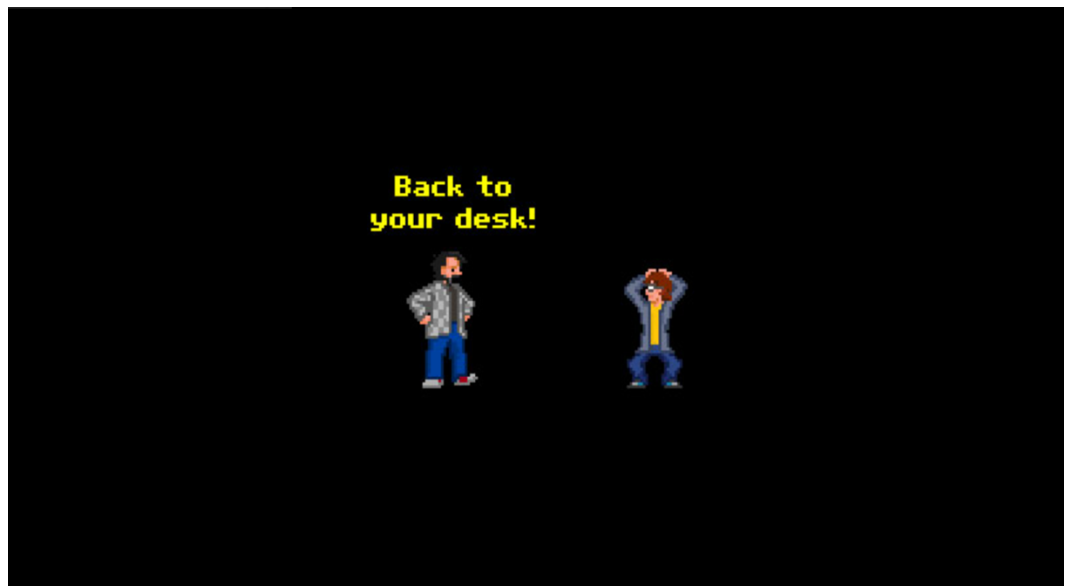
Source: Kotaku.com

Figure 3. Screenshot of Fietzek's videogame

Throughout the video game, the player learns about Fietzek. The game tells a story about Fietzek applying for the internship, getting it and then what he does during the internship. This application is interactive, and a great way to get the attention of the hiring director! The video game can be played at http://rickrocket.de/df/ (Dohrup, 2015).

Fietzek used creativity to create the story and the videogame itself. Although innovation is not apparent in this example, it is still relative. After doing his research, Fietzek decided in order to get Schafer's attention, he needed to reflect the same energy and enthusiasm as Schafer once did. Fietzek also innovatively created Schafer as one of the characters. Therefore, his creativity and innovation landed him an internship at Double Fine (Plunkett, 2012).

Do research like Fietzek in order to find a way to implement oneself into the organization and culture. The method in which one applies may come from the research they did of the company. One may find that the culture of the company does not align with their personality and, therefore, might not apply. Doing research may allow one to find information about the recruiter, which will then allow them to find ways to relate with the recruiter. Overall, ending in success for the applicant.

3. Recommendation 3: Alter an application to the employer

When applying for jobs, an overarching application will not take you far through the application process. Every organization is different and has different values, goals and culture. Alter the application to each specific organization. If an organization values

teamwork, then implement examples and skillsets that require teamwork into the elements of the application process. It is important to show how one fits into the organization. Jeanne Hwang did this to the fullest.

In 2012, Jeanne Hwang (need reference) desired to work with Pinterest, a new startup company at the time (Messieh, 2012). In order to do so, Hwang knew she had to stand out in order to get noticed from the company. She decided that the best way to stand out, was to use the platform itself.

Pinterest is a network in which users "pin" things they are interested in on their "board" (Madrigal, 2014). This is all virtual, therefore, there is no actual board or thumbtacks. However, users connect with one another in order to gain ideas and inspiration. The entire point behind Pinterest is to create a social platform in which people can connect with one another and yet inspire users to go out and do something (Madrigal, 2014).

Hwang took advantage of this and decided to direct her board to present her CV.   (Pinterest, 2017). She made it professional yet interesting by pinning interesting facts about her such as her dog and a marathon in which she participated. Each of her pins had a caption in which she explained what this pin means in her life. A few pins required further explanation, so it would have a link to her Tumblr page, a blogging network (Messieh, 2012).
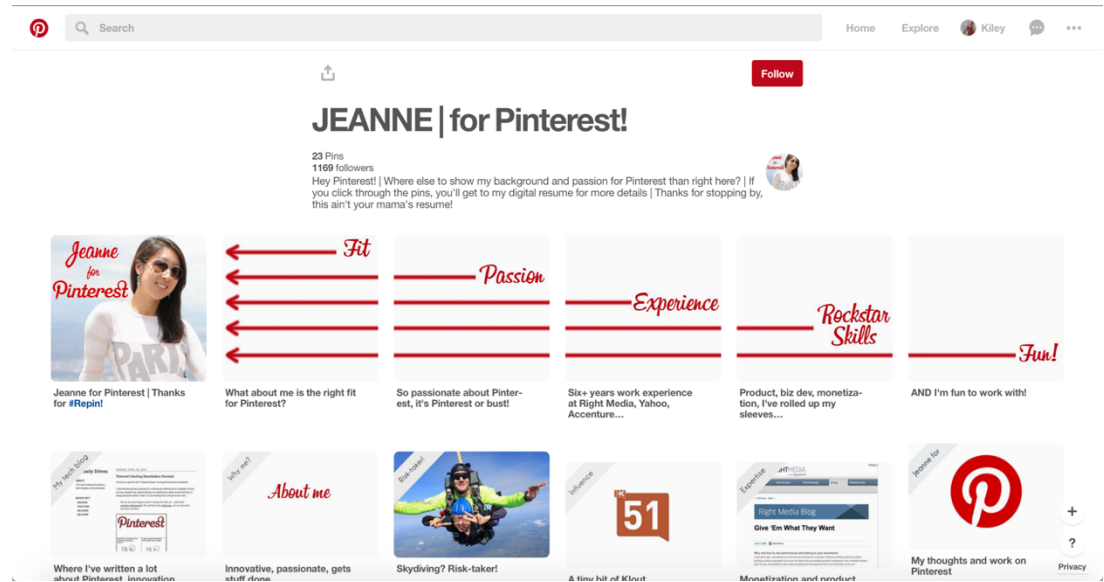
Figure 4. Screenshot of Hwang's altered Pinterest account

Although Pinterest did not seem interested in her creative and innovative way to promote herself, Pintics, Pinterest's analytics site, did (Messieh, 2012). The owner, Francisco Guerrero, said that he would hire her and make her Vice President of Marketing at Pintics (Messieh, 2012)**.**

Hwang used both creativity and innovation in order to promote herself. She established who her target audience was, Pinterest, and innovatively applied to work for the startup. She used creativity to make her CV spunky, yet professional, and innovation to apply for a job in a way which no one had applied before.

No organization is the same. They all have different values, cultures, visions and so on. Treat them as different commodities to make them feel valued and significant. These can be small adjustments, such as inputting the organization's name in a cover

letter, or applying with unique, obviously tailored to the organization elements of the job application. Big or small, alter each application to the organization that will receive it.

4. Recommendation 4: Step out of your comfort zone

Standing out and being different requires courage – the courage to go beyond one's comfort, and be noticed and remembered. Make a difference in a recruiter's mind. Step beyond the boundaries set by job application norms. Think similarly to Lukas Yla.

Lukas Yla took a step out of his comfort zone in order to leave an impression on future employers and get his foot in the door in his dream industry. In 2016, Yla visited San Francisco with high hopes of getting his foot in the door, literally. Yla decided that the best way to do that is to personally deliver donuts to marketing agencies. Inside of the donut boxes is his resume (Coffee, 2016).

Figure 5. Photo of Yla in elevator about to deliver donuts

Yla dressed as a courier for a delivery company and dropped off donuts to over 40 different companies (Lynch, 2016). Inside the donut boxes were four donuts and a note taped on the back of the top (Coffee, 2016). The headline read, "Most resumes end up in trash. Mine – in your belly." (Coffee, 2016). Within the note was a link to his LinkedIn page encouraging employees to check him out (Coffee, 2016).

Figure 6. Inside the donut box Yla delivered

In today's age, with technology taking over, not many people show up to the agencies in which they apply until they are scheduled for an interview. Yla took matters into his own hands, made sure his resume was going to be viewed and implemented positive vibes into his application – donuts. He did not depend on hearing back from an employer, or hoping for the best. Yla went out and sought his dream job face on. He mixed creativity with traditional methods, while implementing an innovative way in which employers will view his resume. This lead him to 10 interviews and he is currently working out contracts for two different agencies (Lynch, 2016).

Never shy away from an opportunity that presents itself. Stepping out of one's comfort zone includes applying with different elements of a job application, networking

with professionals in the industry, hand delivering one's resume and so on. Stepping out of one's comfort zone brings attention to the applicant, and allows them to be noticed more so than before by recruiters.

5. Recommendation 5: Defy the norm

The competition in one's application process are all applying the same way. They are all using resumes and cover letters to be seen and heard. Defy the norm. Stand out by applying with a video, a link to a website… anything! Stand out among the other applicants by changing the elements of the application process. By doing something different and taking a stance, one will never be forgotten.

In 2016, August Laustsen was a creative director form Copenhagen, and looking to move to Stockholm (Laustsen, 2017). Upon moving, he was applying for jobs to numerous advertising agencies – he found that he was not getting a single response back (Nudd, 2017).

Being a creative in a competitive industry such as advertising, one needs to think outside of the box in order to become noticed. So that is exactly what Laustsen did. He decided since creative directors do not always have time for new talent, but always have time for new clients, he decided t become one (Digital Synopsis, 2017). Laustsen sent out an email to creative directors in Stockholm that said:

"Hi [X],

My name is August and I'm the marketing director of EMERIH. We're a creative

consulting company with our main office in Copenhagen. After big success in Denmark,

we're now planning on expanding to the Swedish market and are looking for a new

creative agency in Stockhom. We do work for a large range of clients from small non-

profit organisations to gigants like Coca-Cola. We really admire the work you've done

for [X] and would like to talk about the possibilities of a future cooperation.

Since a large part of our business model is based on creativity it's important that the

creative department have a look at our website before we take it any further.

You'll find it here: emerih.co
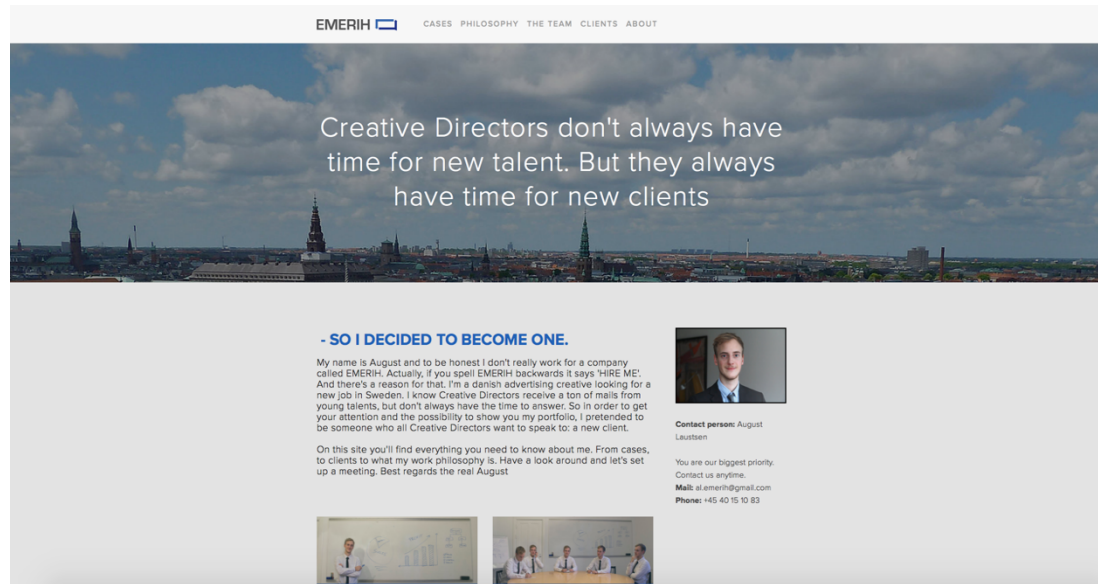
Best regards,

August Laustsen

Marketing Director

EMERIH" (Laustsen, 2017).

The link within the email sent directors to EMERIH's website, where the truth

was revealed. In the website, Laustsen explained how EMERIH is actually "HIRE ME"

backwards. He also explained why he did this, as well as who the real August Laustsen is

(Nudd, 2017).

Figure 7. Screenshot of Emerih's website designed by Laustsen

Without anger, many agencies responded positively with Laustsen's stunt (Laustsen, 2017). Within the next week, he had eight interviews set up, and is currently working with his dream agency, Round&Round (Laustsen, 2017). Laustsen's campaign to land his dream job also allowed him to be on the LIA self-promotion shortlist of 2017 (Censoprano, 2017).

Laustsen used his creativity to become a "client". He did not understand why agencies were not responding to him, so he thought of a way in order to get their attention. After he created the idea, it was well executed due to the campaign's ingenuity. He decided to perform the task at hand and invite all of his target market to his "brand's" website. This application process was unique, as well as successful. Laustsen utilized his creativity and innovation to land his dream job.

With the majority of job applications including traditional methods, one must defy the norm by implementing creativity and innovation into the elements of their application. Do away with resumes and cover letters, and begin applying with ways that stand out. This is applicable, not only when figuring out how to apply to a job, but also within the elements of the job application as well. Get noticed by creatively and innovatively capturing the recruiter's attention.

6. Recommendation 6: Be yourself

No matter what, always stay true to oneself. While much of the competition is nervous and reserved when applying for jobs, this gives one the opportunity to be themselves – and this goes a long way. Not only will they have the ability to showcase their qualifications, but also their personality within the application. Take Matthew Epstein for example. He found a way to stand out with different elements to the application than most, but also found a way to showcase his qualifications and personality – lots of personality.

Matthew Epstein was applying for a position at Google. In order to even be noticed among the sea of applicants, he created a four-minute video portraying his personality, as well as his accomplishments (Dohrup, 2015). Within his video, he put on a fake mustache and explained how he was truly the best candidate for the job.

Figure 8. Screenshot of Epstein in his video debut

This caught the attention of Google, along with many more digital tech companies (Dohrup, 2015). After communicating back and forth with Google, they eventually realized that they would not work well together (Dohrup, 2015). After this, Epstein interviewed with multiple digital tech companies, and is now working for his (second) dream job (Dohrup, 2015).

Although applying with a video has been done before, the innovation is within the video – showing off his storytelling skills, along with his personality and qualifications for the job. Applying with a link to a catchy YouTube video just might be the trick to land that dream job. Even though Epstein did not get the job he had hoped for, his stunt definitely caught the attention of many companies. Being bold, standing out and being oneself may get one where they are truly meant to go.

Being true to oneself will allow the applicant to showcase their best qualities, and stand out among the competition. Epstein remained his true self within the video, and got the attention of multiple digital tech companies. He also implemented creativity and innovation into his element of his application, as well as the storytelling within his video. The same is applicable when anyone is applying for a job. Implement creativity and innovation into various aspects of the application, as well as remain true to oneself in order to be relatable to the recruiter.

V. Conclusion

In today's world, competition is fierce, and there are more people attending higher education than ever before. Recognition is not simply given, but rather earned. One now has to go farther than ever before in order to stand out and be noticed. This is relevant in starting a business, competing within an industry and applying for jobs.

Throughout history, legends applied innovation and creativity into their work. Whether when discussing Aristotle, a Greek philosopher, or Garrett Camp, the founder of Uber, every one of my examples implemented a form of innovation and creativity into their respective fields. Thus, proving that in order to stand out and make a name for oneself, creativity and innovation are key factors in the process.

Henceforth, it is important to apply innovation and creativity, or a variation of such, into the job application process. These allow for one to stand out and be remembered by recruiters. With this in mind, I recommend six ideas to stand out even further, and give examples within the six of how to apply innovation and creativity into these ideas. All of the recommendations use tactics to stand out among the applicants, and have been rewarded for their notable application.

Overall, the recommended ideas are adaptable in order to be applied in creative, or analytical fields. Whether applied within the traditional methods of the application process, or within new, unchartered methods of an application, the recommendations are applicable. However, the amount of creativity and innovation applied into the application is what will differentiate an applicant from the rest of the competition.

However, proceeding further into the job application process is not feasible without a solid foundation consisting of strong skills and suitable experiences. Without knowledge of the industry, or the skills required within the industry, creativity and innovation will only take one so far. Without a solid foundation, the application, and elements within it, will crumble. Once one has acquired the skills and experience needed for their respective industries, only then will innovation and creativity boost the applicant further in the job application process.

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