WORK SHEETS

2-Hour Job Search Part One - Prioritizing Target Employers

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The 2-Hour Job Search Part One: Targeting Employers
WORKSHEET

The 2-Hour Job Search is an efficient recipe for getting interviews. The method consists of three parts:

1. Create Target Employer List
2. Identify Contacts At Target Companies
3. Connect With Advocates

In this first presentation of a three-part series, Steve Dalton, author of the renowned book, "The 2-Hour Job Search," shares his approach for conducting an effective and fast job search by building your target employer list in 70 minutes.

How It's Done:

Create a LAMP List. (10:05). USE AN EXCEL SPREADSHEET
A LAMP (List, Alumni, Motivation, Postings) List is a large list of potential employers that will be prioritized using data that predict job search success. To avoid fixation on any particular employers, you generate your list vertically rather than horizontally.

LIST OF EMPLOYERS	ALUMNI	MOTIVATION	POSTING

1. Generate List of 40 employers in 40 minutes (12:43) using the following 4 methods:
   a. **Dream Employers (10 minutes) (12:59)**
      - This is a 10-minute pure brainstorming activity used for employers who do not recruit on campus.
      - Who did you want to work for when you started going back to get your MBA?
      - Get those names out of your head and put them in an excel spreadsheet. Fill up 1 column, just a List column with no additional data. Just the company name. 10 employers in 10minutes.

   b. **Alumni method (10 minutes) (15:31)**
      - Use LinkedIn's advance people search to look up people from your school who have their MBA degree, and search where are they currently working.

- Choose 10 employers from that list that look interesting in 10 minutes. You may use keywords to narrow down the list. Make sure that search is for current employers only.

c. **Indeed.com method (10 minutes) (16:41)**
   - Use Indeed.com to search for companies that are hiring (not for job postings).
   - To do a search, type your keywords + geographical location.
   - Take 10 employer names from that list in 10 minutes.

d. **Trends method (10 minutes) (18:26)**
   - Start reading mindfully for 10 minutes.
   - If you see an employer do something interesting or in a place you find compelling, add that employer's name in your list column. There's a possibility that not all 10 employer names will be filled.

Beware of Cognitive Drift (20:13)

Cognitive drift - When a website takes longer than 10 seconds to load, we are about 50/50 odds of losing our train of thought and getting distracted. Minimize the extra clicking in this process and maximize the number of hits on a page at a time.

Internships (20:40)

If you're looking for internships in indeed.com, beware of using the word "intern" as one of your search terms because that will reduce your search results by a factor of 100. Don't exclude companies that don't have internships posted now.

For International seeking in the US: add a column for H-1Bs (21:21)

- Use your favorite VISA database: Goinglobal (if your school pays for a subscription) and MyVisaJobs (free) are good VISA databases.
- Take the database and cross-check all the companies that you've come up with and see if they're in the database. This will be a Yes or No column.
- If the company is very large and you don't find it in the database as having sponsored an international student for a US job last year, exclude that company from the list.
- If it's a small and medium-sized company and you find it in the database, put yes. But if you don't find it in the database, don't exclude it. Just note there's no H-1B for it.

1. **Identify presence of Alumni at each target (10 minutes) (22:56)**
   - The Alumni column is a proxy for likelihood of finding a sympathetic contact at each of your top employers. Highlight firms where you have an existing alumnus from your school.
   - This will be a Yes or No column. Just use 1 character, either a Y or an N.
   - An exception is if you have a family friend or someone who comes immediately to mind when you see that company name.

2. **Approximate Motivation to approach each target (5 minutes) (24:52)**
   - This is a 5-minute qualitative assessment where no research needs to be done.
   - It's a proxy for "pain tolerance" for being ignored or rejected by each one of these firms
   - Rate each employer from 1-5, where 5 is your dream employer, 2 is your bottom employer and 1 for the employer you don't know enough about.

3. **Classify Posting activity for each target (15 minutes) (27:47)**
   - This column is a proxy for urgency of making contact (or not to apply for jobs). Postings are an indication of the economic health of the company.
   - Go to indeed.com and enter the company name + keywords to check if the firm is actively hiring right now.
   - If a company is advertising a perfect looking position, then that's a hiring priority. We need to get in touch with that firm before others that are not advertising openings right now.
   - Use the score is 1-3 or Yes or No for the Posting column.

4. **Sort LAMP by Motivation 1st, Posting 2nd, Alumni 3rd (29:57)**
   - To finalize the LAMP list, sort the Excel list 1st by Motivation, 2nd by Postings, and 3rd by Alumni.
   - Sort the Motivation column where the 5s will be at the top.
   - Sort the Postings column, where 3s will be at the top.
   - Sort the Alumni column where Ys are at the top.

Motivation column
   - Use data to draft this first list.
   - Next use intuition whether that top 5 is correct. Go through the list to see if that really captures your top 5.
   - Check the companies at the bottom of your list which have the motivations at 1. Google the company to learn more like the location and what they do. If that's compelling to you, change the motivation accordingly.

5. Output of Step 1: = Top 5 Targets (34:19)
   - The output for this process will be to get a top 5 list of companies.
   - In your Top 5 list, check the ones you have alumni in each one of those firms and use LinkedIn to connect with these people.
   - For those that do not have an alumni connection, use technology to find a contact.

For International students who are targeting US employment
   - The LAMP list will have an additional column between the Alumni and the Motivational columns which is the Age column – It will be a yes or no column based on whether or not a particular employer sponsored an international student the previous year.

Summary of Prioritization: (how to do your LAMP list effectively)

1. **Employers are looking for "good enough" candidate quickly, not a "perfect" candidate slowly. (35:58)**
   - Get advocates to your target employers. It predictably improves your chances of success overtime in a way that all job postings do not.

2. **Be The Bachelor/Bachelorette in your own job search. (38:09)**
   - Give yourself options. Be the 1 person choosing among 40 employers.

3. **Use the 80/20 Rule for data, but finish with intuition (39:18)**
   - Don't focus on finding perfect information as it doesn't really exist. Collect the appropriate data for your LAMP list and then finish it with intuition.