

# “The 2-Hour Job Search”\* & Informational Interviewing

Creating The Prioritized List of 40+ Firms and  
learn how to reach out to Alum

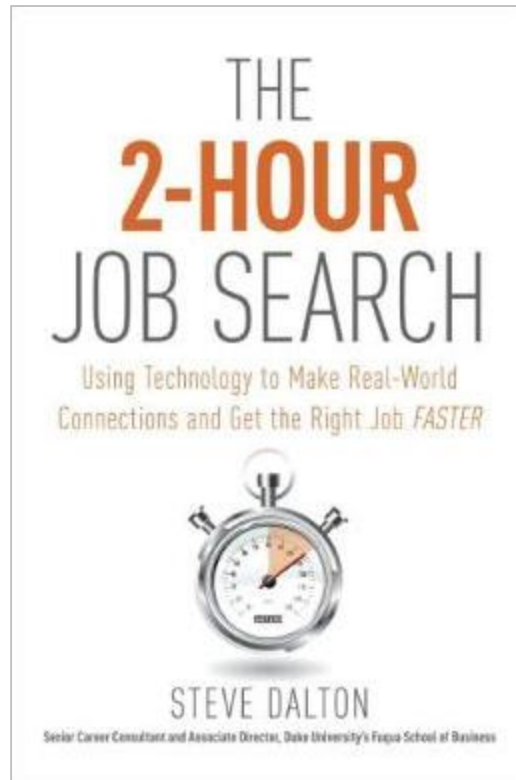


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# Text:

## “The 2-Hour Job Search”\*

By Steve Dalton, Duke Fuqua Career Services



Get it, Read it, and Do it! Well worth the time and money!

# The Job Search

- Big Picture: *Prioritize, Contact, Recruit*
- Seven Steps to Job Hunting:
  - Choose what you want to do
  - Write a Resume
  - *Prioritize Target Employers*
  - *Contact Target Employers*
  - *Recruit advocates to provide internal referrals*
  - Interview
  - Select an Offer

The Two  
Hour  
Job  
Search



# Goal Today

- Learn tools to help develop the LAMP list
- Inspire you that this is not only possible, but very useful and urgent!

# Why 40+ Companies?



# “LAMP” Company List

- List, Alumni, Motivation, Posting
  - Systematic, 70-minute process to generate, 40+ prioritized, ranked targeted firms
- Trends suggests “Off Campus” job hunting will be more the norm
  - You must learn this skill for your future career path

You need a list to be organized and efficient

# “LAMP” Time Frame

	Time Required
<u>L</u> ist of Possible Employers	40 minutes
Identify <u>A</u> lumni	10 minutes
Assess <u>M</u> otivation	5 minutes
Classify <u>P</u> ostings	15 minutes
TOTAL	70 minutes

The goal: Generate ~40 targeted, prioritized firms in the 70-minute time frame

# International Students

- What about International Students needing Sponsorship?

- **Two sites help identify sponsoring firms:**

- GoinGlobal H1-B Plus tool (paid – BYU has access)
- myvisajobs.com (free)

- If firm sponsored last year, they are more likely to sponsor this year



# Let's Start

- First – create an Excel Workbook
- This will be your LAMP list:

List	Alumni	Motivation	Posting

H1-B Sponsor



International  
Students add  
“Sponsor” column

# LAMP - List

- Four key sources to generate the list:
  - Dream employers,
  - Alumni,
  - Posting Search,
  - Trend Following
- Goal is to generate a list of 40+ firms in 40 minutes!

Let's get started.....

# Dream Employers – LAMP List

- Firms/Employers you have always aspired to join
- Systematically add peer / competitors to your list
- Three main sources for generating competitor lists:
  - HBLL: LexisNexis Database, Mint Global, Factiva
    - <http://guides.lib.byu.edu/company>
  - Yahoo Finance! – “Industry” tab is really good for ID’ing firms
  - FinViz.com: Financial Investing page – sort on sectors or industries
  - LinkedIn – similar function – not as good

# Example – LexisNexis – Intel

Use of this service is subject to [Terms and Conditions](#)

Source Directory: [Find](#) or [Browse](#) | [Create Permanent Link](#) | [Help](#)

LexisNexis® Academic

[Company](#) [Executive](#) [Industry](#) [Upload a List](#)

Report for: Intel Corporation [Generate Report](#)

[Edit search](#) | [New search](#)

[Expand all](#) | [Collapse all](#)

☐ Competitors

- Snapshot
- Current News
- Company Information
  - Brands
  - Competitors**
- Company Hierarchy
- Full Executive Lists
  - Executive Contacts
  - NetProspex
  - Professional Contacts
- Financial Overview
- SEC Filings
- Company Reports
- Industry Knowledge **New**

0   

## Competitors

[Atmel Corporation](#)  
[Advanced Micro Devices, Inc.](#)  
[Cisco Systems, Inc.](#)  
[Maxim Integrated Products, Inc.](#)  
[Sun Microsystems, Inc.](#)  
[Marvell Technology Group Ltd.](#)  
[SunEdison, Inc.](#)  
[Viavi Solutions, Inc.](#)  
[Texas Instruments Incorporated](#)  
[Sanyo Semiconductor Corporation](#)  
[HP, Inc.](#)  
[HAUPPAUGE DIGITAL, INC.](#)  
[Silicon Integrated Systems Corp.](#)  
[National Semiconductor Corporation](#)  
[Belkin International, Inc.](#)  
[Apple, Inc.](#)

[Macronix International Co., Ltd.](#)  
[EMC Corporation](#)  
[Microsemi Storage Solutions, Inc.](#)  
[Conexant Systems, Inc.](#)  
[Micron Technology, Inc.](#)  
[Microsemi Communications, Inc.](#)  
[Intersil Corporation](#)  
[Microchip Technology Incorporated](#)  
[Mitsubishi Electric Corporation](#)  
[Creative Technology Ltd.](#)  
[STMicroelectronics N.V.](#)  
[Dell, Inc.](#)  
[International Business Machines Corporation](#)  
[Oracle Corporation](#)  
[Fairchild Semiconductor International, Inc.](#)

[Cypress Semiconductor Corporation](#)  
[Linear Technology Corporation](#)  
[Samsung Group](#)  
[Amkor Technology, Inc.](#)  
[SK hynix, Inc.](#)  
[ON Semiconductor Corporation](#)  
[Infineon Technologies AG](#)  
[Koninklijke Philips N.V.](#)  
[QUALCOMM Incorporated](#)  
[Xilinx, Inc.](#)  
[Renesas Electronics Corporation](#)  
[Hitachi Data Systems Corporation](#)  
[NVIDIA Corporation](#)  
[VIA Technologies, Inc.](#)  
[Fujitsu Limited](#)

- 46 Peer/Competitors for Intel – Instant List!
- Plus: Tons of data here – look on left hand sidebar

# YahooFinance - Industry

YAHOO!

FINANCE

Search for news, symbols or companies

Search

FreedomRes...

1

17

Finance Home

Explore

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Industries

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Events

Personal Finance

Technology

Matching Stocks

1-25 of 472 results


Add to Portfolio


Share


Results were generated a few mins ago. Pricing data is updated frequently. Currency in USD


<div><input type="checkbox"/></div>	Symbol	Company	Price (Intraday)	Change	% Change	Volume	Avg Vol (3 month)	Market Cap	PE Ratio (TTM)	52 Week Range
<input type="checkbox"/>	GOOGL	Alphabet Inc.	1,042.73	+0.14	+0.01%	1.143M	1.53M	718.631B	37.82	743.591,063.62
<input type="checkbox"/>	GOOG	Alphabet Inc.	1,025.53	+0.03	0.00%	933,356	1.352M	716.311B	37.19	727.541,048.39
<input type="checkbox"/>	MSFT	Microsoft Corporation	84.07	+0.89	+1.08%	21.222M	19.495M	649.067B	31.05	57.2886.20
<input type="checkbox"/>	FB	Facebook, Inc.	178.95	-3.71	-2.03%	34.215M	14.249M	519.765B	40.06	113.55181.94
<input type="checkbox"/>	INTC	Intel Corporation	47.12	+0.41	+0.88%	34.236M	23.798M	220.522B	17.98	33.2347.23
<input type="checkbox"/>	ORCL	Oracle Corporation	50.26	-0.38	-0.74%	9.261M	14.532M	209.801B	21.87	37.6453.14
<input type="checkbox"/>	TSM	Taiwan Semiconductor Manufacturing Company Limited	42.17	+0.07	+0.15%	2.974M	4.674M	208.361B	18.99	28.3442.66
<input type="checkbox"/>	CHL	China Mobile Limited	50.74	-0.03	-0.05%	437,385	777,229	208.307B	12.24	50.0058.83
<input type="checkbox"/>	T	AT&T Inc.	33.15	-0.40	-1.18%	67.313M	27.549M	203.324B	15.56	32.9343.03
<input type="checkbox"/>	VZ	Verizon Communications Inc.	47.47	-0.36	-0.75%	11.15M	13.885M	193.651B	12.20	42.8054.83
<input type="checkbox"/>	CSCO	Cisco Systems, Inc.	34.19	-0.43	-1.26%	17.26M	19.439M	169.301B	17.99	29.1234.73
<input type="checkbox"/>	IBM	International Business Machines Corporation	153.24	-0.79	-0.51%	2.966M	4.384M	142.866B	12.79	139.13182.79
<input type="checkbox"/>	SAP	SAP SE	115.51	-0.76	-0.65%	562,092	601,600	140.226B	34.59	80.93116.12
<input type="checkbox"/>	NVDA	NVIDIA Corporation	205.96	-1.24	-0.60%	8.224M	15.687M	123.54B	59.22	66.58207.89
<input type="checkbox"/>	AVGO	Broadcom Limited	259.38	+0.09	+0.03%	6.458M	2.6M	111.56B	197.52	160.62266.70

# FinViz.com – Financial Site


FINANCIAL VISUALIZATIONS




The Official Website of the Utah Golf Association



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Asc
Signal: None (all stocks)
Tickers:
Filters

Filters: 1

Exchange	Any	Index	Any	Sector	Any	Industry	Aerospace/Defense P	Country	Any
Market Cap.	Any	Dividend Yield	Any	Float Short	Any	Analyst Recom.	Any	Option/Short	Any
Earnings Date	Any	Average Volume	Any	Relative Volume	Any	Current Volume	Any	Price	Any
Target Price	Any	IPO Date	Any						

Reset (1)

Overview

Valuation

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Total: 37 #1

save as portfolio | create alert

Auto Refresh: 3min | off

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No.	▲ Ticker	Company	Sector	Industry	Country	Market Cap	P/E	Price	Change	Volume
1	AAXN	Axon Enterprise, Inc.	Industrial Goods	Aerospace/Defense Products & Services	USA	2.29B	167.38	42.47	2.31%	765,468
2	AIR	AAR Corp.	Industrial Goods	Aerospace/Defense Products & Services	USA	1.52B	26.05	43.77	0.69%	23,683
3	AIRI	Air Industries Group	Industrial Goods	Aerospace/Defense Products & Services	USA	36.54M	-	1.49	-4.48%	11,449
4	AOBC	American Outdoor Brands Corporation	Industrial Goods	Aerospace/Defense Products & Services	USA	604.01M	20.02	11.01	0.14%	212,654
5	ASTC	Astrotech Corporation	Industrial Goods	Aerospace/Defense Products & Services	USA	9.59M	-	2.16	-2.29%	4,232
6	ATRO	Astronics Corporation	Industrial Goods	Aerospace/Defense Products & Services	USA	1.02B	51.57	35.93	0.11%	19,880
7	AVAV	AeroVironment, Inc.	Industrial Goods	Aerospace/Defense Products & Services	USA	1.29B	36.86	55.05	2.10%	69,911
8	BA	The Boeing Company	Industrial Goods	Aerospace/Defense Products & Services	USA	194.64B	24.34	327.15	-0.73%	1,226,419
9	BWXT	BWX Technologies, Inc.	Industrial Goods	Aerospace/Defense Products & Services	USA	6.73B	33.45	67.00	0.09%	130,542
10	CAE	CAE Inc.	Industrial Goods	Aerospace/Defense Products & Services	Canada	5.07B	20.76	18.84	0.16%	50,767
11	COL	Rockwell Collins, Inc.	Industrial Goods	Aerospace/Defense Products & Services	USA	21.70B	27.06	132.29	0.05%	594,368
12	CVU	CPI Aerostructures, Inc.	Industrial Goods	Aerospace/Defense Products & Services	USA	83.68M	14.89	9.30	-0.53%	12,315
13	DCO	Ducommun Incorporated	Industrial Goods	Aerospace/Defense Products & Services	USA	326.21M	45.58	28.97	2.84%	11,241
14	ERJ	Embraer S.A.	Industrial Goods	Aerospace/Defense Products & Services	Brazil	4.79B	20.28	25.01	-1.03%	483,078
15	ESL	Esterline Technologies Corporation	Industrial Goods	Aerospace/Defense Products & Services	USA	2.12B	19.16	71.40	0.71%	47,738
16	ESLT	Elbit Systems Ltd.	Industrial Goods	Aerospace/Defense Products & Services	Israel	5.09B	23.77	114.62	-2.05%	24,731
17	GD	General Dynamics Corporation	Industrial Goods	Aerospace/Defense Products & Services	USA	61.93B	19.41	198.58	0.65%	857,188
18	HEI	HEICO Corporation	Industrial Goods	Aerospace/Defense Products & Services	USA	8.44B	47.76	88.10	1.18%	85,763
19	HEI-A	HEICO Corporation	Industrial Goods	Aerospace/Defense Products & Services	USA	4.58B	37.37	72.50	0.47%	12,279

Thousands of companies across hundreds of industries

# FinViz.com – “Maps” – S&P 500 arranged by industry and size



# Alumni

## List – Approach #2

- Identify Firms where you have Alumni
- Great tactic for targeting:
  - Specific Geography Preference
  - Uncertain on career you want to pursue
- Copy any employer that looks interesting
- Tools:
  - [IS Career Explorer Skills tab](#)
  - LinkedIn (1<sup>st</sup> Choice)
  - Alumni Directory

Example Next Page.....



# Example – Alumni - LinkedIn

- Suppose you are interested in ***the San Francisco Bay Area and FINANCE Alum:***

Sort:

- LinkedIn/
- Search Bar:
  - Brigham Young University
- Click on “Alumni” LHS

Results:

- 418 Finance Alumni
- Dozens of Firms

The screenshot shows the LinkedIn Alumni search interface. On the left, a sidebar menu has the 'Alumni' option highlighted with a red circle. The main content area displays search results for Brigham Young University, filtered by 'Finance' and 'San Francisco Bay Area'. The results show 418 alumni. Below the filters, there are two sections: 'Where they live' and 'Where they work'. The 'Where they live' section shows a bar chart with data points: 9,556 | United States, 2,165 | Greater Salt Lake City Area, 1,697 | Provo, Utah Area, and 519 | Phoenix, Arizona Area. The 'Where they work' section shows a bar chart with data points: 11 | Kaiser Permanente, 9 | EY, 8 | PwC, and 8 | Wells Fargo. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav. The top search bar contains the text 'Search'.

Copy down any employer/firm that looks interesting at this stage

# Alumni – BYU Alumni Database

- Suppose you are interested in **MBA in Dallas, Texas:**

## Alumni Database

### Sorting Criteria:

- Country/State/City
- Academic Degree
- Company
- Industry
- Jobs
- Date
- Gender

Sometimes better,  
Sometimes worse  
than LinkedIn

**BYU | MARRIOTT SCHOOL** [APPLY](#) [DONATE](#) [RECRUIT](#) [RICHARD'S TOOLS](#) [Search](#) [Home](#)

## Alumni Directory

[Home](#) > [Alumni Directory](#) > [Search](#)

### Search

[Search Criteria](#)

[Search Results](#)

Showing 1 to 50 of 620 Alumni

[Modify Search Criteria](#)

<< < 1 of 13 > >>

\*Click the name to view more details about an alumnus.

Full Name	Location	Employer(s)	Degree(s)
<a href="#">Ackerman, Bartley C.</a>	San Diego, CA		• MBA - BUSINESS ADMINISTRATION (1980)
<a href="#">Affleck, Michael J.</a>	Aliso Viejo, CA	• Ford Motor Company	• MBA - BUSINESS ADMINISTRATION (1999)
<a href="#">Aldridge, Daniel E.</a>	Valencia, CA	• Farmers Insurance Group	• MBA - BUSINESS ADMINISTRATION (1988)
<a href="#">Allen, Robert G.</a>	Rancho Santa Fe, CA		• MBA - BUSINESS ADMIN (1974)
<a href="#">Anderson, Chase T.</a>	Rancho Cordova, CA	• Intel	• MBA - BUSINESS ADMINISTRATION (2014)
<a href="#">Anderson, Christopher J.</a>	Folsom, CA		• MBA - BUSINESS ADMINISTRATION (2013)
<a href="#">Anderson, David G.</a>	Mission Viejo, CA	• Intermountain Healthcare • 360house.com Inc • 360house.com Inc (PAST)	• MBA - EXECUTIVE MBA (2007)
<a href="#">Anderson, Gregory C.</a>	Concord, CA	• Heritage Bank of Commerce • Michigan National Bank • Michigan National Bank (PAST)	• MBA - BUSINESS ADMINISTRATION (1983)

# Posting

## List – Approach #3

- Select possible firms from job search engines
  - *Goal: Find firms who are hiring NOW*
  - *Target specific Job functions or Geographies*
- Source Tools:
  - Indeed.com – Probably the most comprehensive
  - BYU Handshake
  - Twitter
  - LinkedIn Jobs
  - Monster.com
  - Vault.com
  - Internmatch.com
  - Jobsmatch.us
  - Company Websites (BestBuy.com/careers)

# Example - Posting

**Indeed.com:**

**Two Inputs:**

- **What?**
- **Where?**

**Results:**

- “MBA Finance”, “Bay Area”:
- 700+ Job Postings
- Details – firm, description, time posted, reviews, etc.

**Find Jobs** Company Reviews Find Salaries Find Resumes Employers Post Job [Are you hiring? Post a job](#)

**indeed**

What: mba finance Where: San Francisco Bay Area, CA

Job title, keywords or company city, state, or zip

**Find Jobs** Advanced Job Search

mba finance jobs in San Francisco Bay Area, CA

**Upload your resume** - Let employers find you Page 1 of 773 jobs

**Analyst, Financial**  
Constellation Brands - ★★★★★ 167 reviews - San Francisco, CA 94105  
Finance & Accounting. MBA or CPA preferred. In a business discipline, preferably Finance or Accounting. 3+ years of Finance or data analytics preferably in...  
Sponsored [Save Job](#)

**Senior Financial Analyst**  
Pharmacyclics, an Abbvie Company - ★★★★★ 24 reviews - Sunnyvale, CA  
BS degree in Finance or Accounting (MBA / CPA preferred). Pharmacyclics is committed to the development and commercialization of novel therapies intended to...  
Sponsored [Save Job](#)

**Head of Consumer Products**  
Ellation, Inc. in partnership with Indeed Prime - San Francisco, CA  
MBA preferred but not required. Work closely with internal and cross-department teams within Crunchyroll including product/technology, finance, legal, people...  
Sponsored by [Indeed Prime](#) [Save Job](#)

**Corporate Banking Associate**  
RBC - ★★★★★ 2,637 reviews - San Francisco, CA  
MBA, CFA or other relevant professional designation. Genuine interest in capital markets, finance and banking....  
5 days ago [Save Job](#) [More...](#)

**Salary Estimate**

\$90,000	(649)
\$105,000	(530)
\$120,000	(414)
\$135,000	(274)
\$155,000	(131)

**Job Type**

Full-time	(747)
Contract	(39)
Internship	(22)
Part-time	(11)
Temporary	(11)
Commission	(9)

**Location**

San Francisco, CA	(462)
Redwood City, CA	(54)

Be the first to see new mba finance jobs in San Francisco Bay Area, CA

My email:

☒ Also get an email with jobs recommended just for me

[Activate](#)

Associate salaries in San Francisco Bay Area, CA

**\$19.27 per hour**  
Based on 27 salaries

Min \$7.25 Max \$37.05

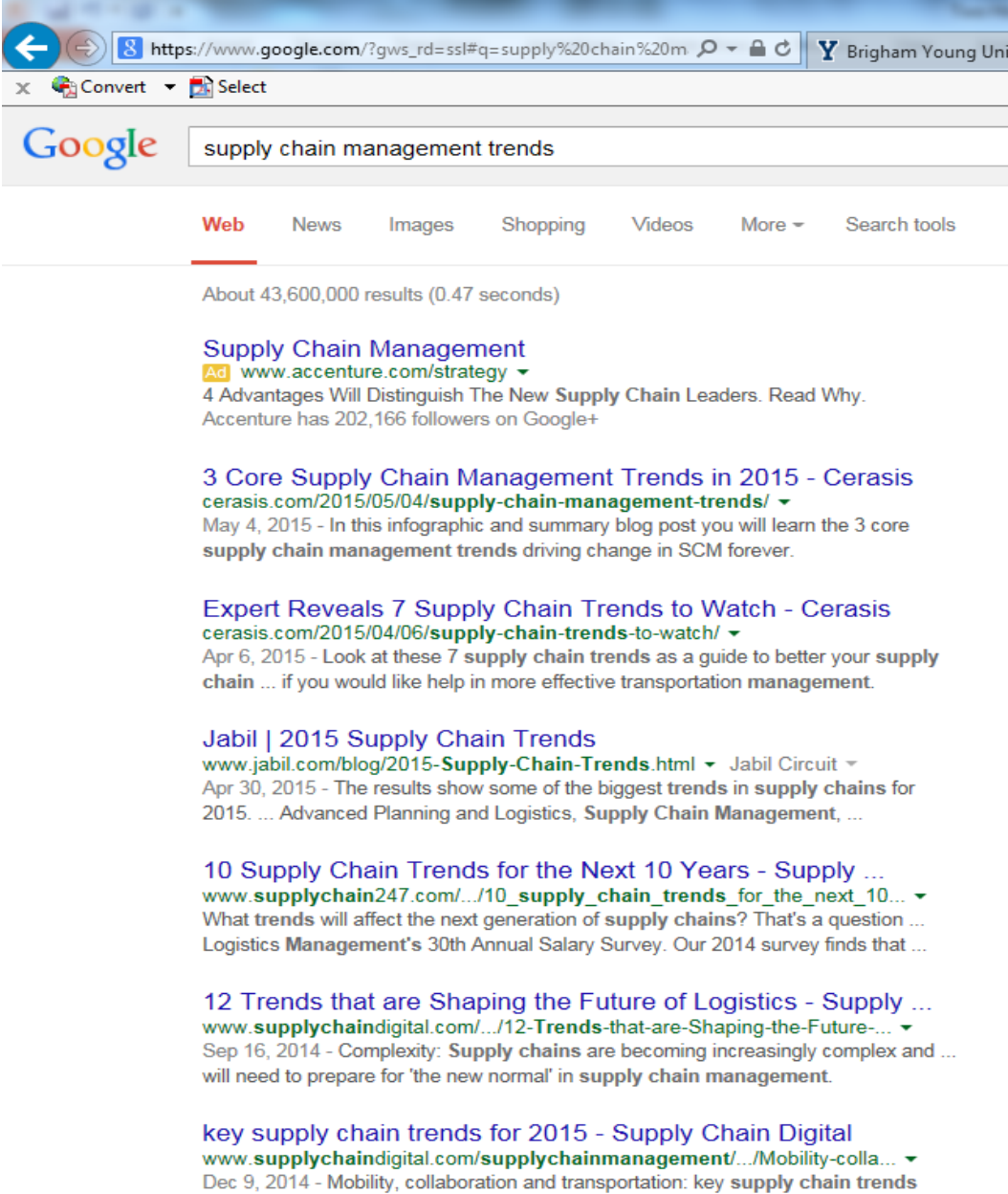
Associate salaries by company in San Francisco Bay Area, CA

# Trend

## List – Approach #4

- **Goal: Identify new/unknown firms and what they're doing**
  - Useful to identify smaller firms trying to get their name out
- Can find critical information on:
  - What sectors/industries are hiring
  - Where/how the job market is changing
  - Which organizations are best positioned to capitalize on shifts

# Example - Trending



The screenshot shows a Google search interface with the query "supply chain management trends". The search results page displays approximately 43,600,000 results in 0.47 seconds. The results include several links related to supply chain management trends, such as "Supply Chain Management" from Accenture, "3 Core Supply Chain Management Trends in 2015" from Cerasis, "Expert Reveals 7 Supply Chain Trends to Watch" from Cerasis, "Jabil | 2015 Supply Chain Trends", "10 Supply Chain Trends for the Next 10 Years" from Supply Chain Digital, "12 Trends that are Shaping the Future of Logistics" from Supply Chain Digital, and "key supply chain trends for 2015" from Supply Chain Digital.

Method:

- Do a “Google Search” on any **Industry or function** and add the word “trends” in the search bar
- Click on interesting links, paying attention to any new firms/industries mentioned. Add these firms to your list

# You have ~40+ firms listed, now what?

- First, congrats! You've finished the hardest part of the "Two Hour Job Search"
- On your spreadsheet, sort alphabetically
  - Eliminate any "double counts" of firms
- Step "L" is done of "LAMP" – congratulations!
- On to "A" in LAMP - Alumni - next page...

<u>L</u> ist	<u>A</u> lumni	<u>M</u> otivation	<u>P</u> osting
Altera			
Applied Materials			
Cisco			
Intel			
ST Micro			
Xilinx			
etc.			
etc.			

# LAMP - Alumni

- The key to getting hired – internal advocacy
- “Alumni” – anyone who advocates for you, does not have to be from your school

Let's get started.....



# How do I find Alumni for my 40 firms?

- Easy – **Focus!**
  - Only interested if they have alumni – no research yet!
- When we did Alumni search in “List” – we were searching for Firms.....now we will be searching for Alumni that are on our list
- On LinkedIn, similar to List Approach #2:
  - Search Bar – type “Brigham Young University “ Select “Alumni” left hand side menu
    - Or any other institution you are associated with – graduate preferred
  - Type in Company Name for search criteria
  - On spreadsheet, simply put a “Yes” or “No” whether they have alum there
  - At this stage you do NOT have to copy Alum information

List	Alumni	Motivation	Posting
Altera	Y		
Applied Materials	Y		
Cisco	Y		
Intel	Y		
ST Micro	N		
Xilinx	Y		
etc.	N		
etc.	N		

# LAMP - Motivation

- **Motivation is the most important factor in ranking your target firms to work through**
- We will use a relative scoring system, 1 to 5
  - Measures your personal motivation to pursue a firm
- This will help you work through your list in the most efficient manner

# Example - Motivation

<u>L</u> ist	<u>A</u> lumni	<u>M</u> otivation	<u>P</u> osting
Altera	Y	3	
Applied Materials	Y	4	
Cisco	Y	4	
Intel	Y	5	
ST Micro	N	1	
Xilinx	Y	3	
etc.	N	3	
etc.	N	2	

**The Key Question to score:**

- ***“How hard you are willing to work to land a job at this firm?”***

**Assign your personal motivation score of 1 to 5 to each of your firms**

- (1 = lowest motivation, 5 = highest)

Let's do the exercise.....

# LAMP - Postings

- We are interested in who is hiring NOW
- Big Picture:
  - L: List of Target Firms
  - A: Alumni are a proxy for who will help you
  - M: Motivation is a proxy for your willingness to do the work
  - P: Postings is a proxy for URGENCY
- The most important criteria to sort the Top 40 is Motivation, the 2<sup>nd</sup> is Postings
  - *Internationals probably will sort by Sponsorship 1<sup>st</sup>, then Motivation.*

# Postings - Methodology

- Do this wrong, you will burn hours from distraction
  - We are looking for good information, not perfect, and not drilling down into job reqs at this time
- Use Indeed.com – start with “Company+BSIS+Function+Job Level”
  - “Intel, MISM, Information Systems, Internship”
  - Work your way down per the box below
- Key questions you are answering:
  - ***Are they hiring right now?***
  - ***If so, is it for positions I am interested in?***

POSTING SCORING	
4	"Company + MBA + Keyword + Job Level"
3	"Company + MBA + Keyword"
2	"Company + MBA"
1	"Company"

# Example - Posting

The screenshot shows the Indeed job search interface. The search bar is highlighted with a red circle, containing the text "Cisco MBA Marketing Intern" in the "What" field and "San Francisco Bay Area, CA" in the "Where" field. The "Find Jobs" button is also highlighted with a red circle. The search results show a job listing for "Chief of Staff Intern to CEO" at Gainsight, with a "Post your resume" button highlighted. The page also includes filters for "My Recent Searches", "SORT BY", "Distance", "Salary Estimate", "Job Type", "Location", and "Company".

Typed in:

“Cisco MBA Marketing Intern”

- 2 Postings
- **Would score this a “4”**

# Note for International Students

- To complete your LAMP list:
  - Go into [GoinGlobal.com](http://GoinGlobal.com) OR [myvisajobs.com](http://myvisajobs.com)
  - Input each firm and job function to see if they petitioned for H1-B
  - If they did, place a “Y” in your H1-B column, a “N” if not for each of your firms
  - When it comes to sorting your LAMP list – H1-B visa column will be your first sort
- We won't take time during this workshop to do this

# LAMP List – Completed!

List	Alumni	Motivation	Posting
Intel	Y	5	4
Cisco	Y	4	4
Applied Materials	Y	4	3
Xilinx	Y	3	2
Altera	Y	3	2
ST Micro	N	3	4
etc.	N	2	3
etc.	N	2	2
etc.	N	2	2
etc.	N	2	2
etc.	N	2	1
etc.	N	1	3
etc.	N	1	2
etc.	N	1	1

**Once the Posting score is loaded, sort by:**

- **First, Motivation**
- **Second, Posting**
- **Third, Alumni**



# After the LAMP List, Now what?

## *Informational Interviewing: Recruiting Advocates*

Rick Patterson  
Career Services

# Purpose of Informational Interviewing

- Build internal advocacy inside a firm
- Gain advice/recommendations
- Build mentor relationships
- Learn about industries/careers/jobs/firms/cultures...
- In a word....networking!

# Key Points in Contacting Alum

## Initial Email Example – 2 Hr. Job Search

Subject: BYU BSIS Alum seeking your advice

Dear Mr. Jones,

My name is Ryan Smith, and I am a first year BYU BSIS student who found your information on LinkedIn. May I have 20 minutes to ask you about your [experience with IBM]? I am trying to learn more about [Dev] careers at [technology] companies [in North Carolina], and your insights would be very helpful.

I recognize this may be a busy time for you, so if we are unable to connect by email I'll try to reach you next week to see whether that is more convenient.

Thank you for your time,  
Ryan

# How to do Informational Interviewing

- Basic Principles
  - **Goal: Build Rapport – Build a *Relationship* – get Referred!.....Learn!**
  - Intellectual Curiosity and Interest!
  - Preparation – do your homework!
  - “EQ” is crucial
  - Show lots of Sincere Gratitude
  - IS Candidate (interviewer) owns the info interview (diff than Real)
  - DO NOT – EVER:
    - **Ask for a job**
    - Talk a majority of the time – The less you talk, the better your outcome
    - Take more time than you requested (unless invited)
  - DO:
    - Ask about the other person’s experiences – career, company, advice
    - Ask if there are others you could talk to - referrals

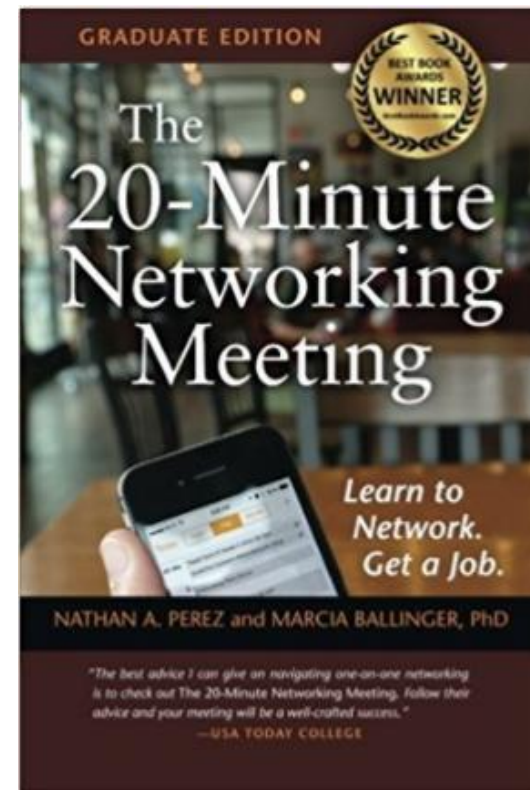
# What is EQ?\*



- Five Basic Skills:
  - Self Awareness:
    - Knowing one's emotions, strengths, weaknesses, drives, values, goals
  - Self Regulation:
    - Controlling or redirecting disruptive emotions and impulses
  - Motivation:
    - Being driven to achieve for the sake of achievement
  - Empathy:
    - Considering other's feelings especially when making decisions
  - Social Skill
    - Managing relationships to move people in desired directions

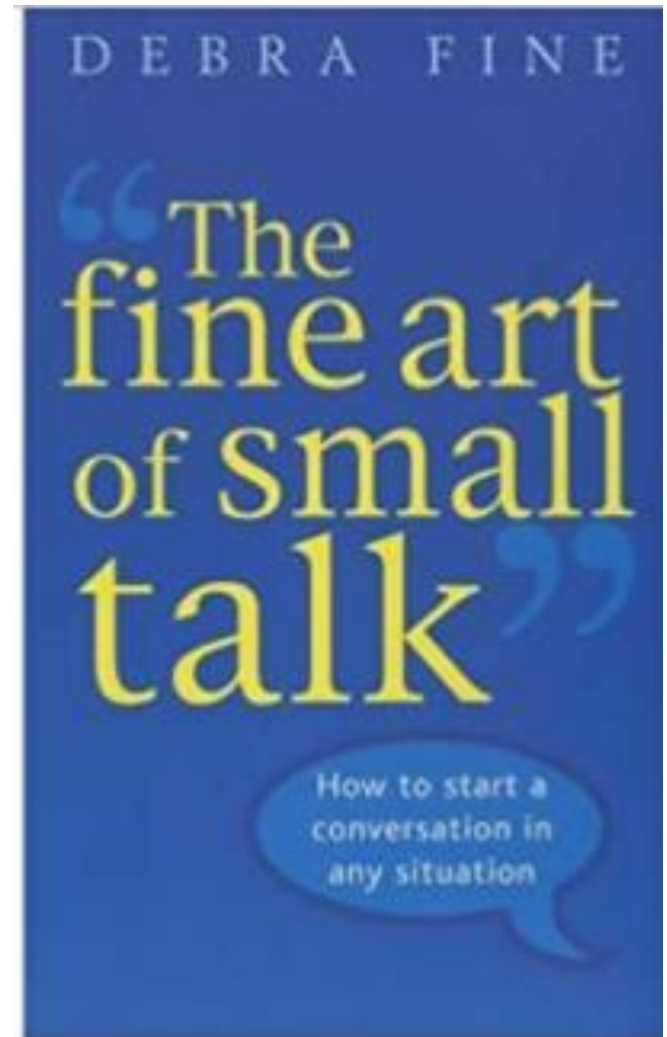
# Information Interview

- 20 Minute Networking Meeting – Get it!
  - Authors: Marcia Ballinger, Nathan Perez
- Five step process for Info Interviewing
- Short, Powerful, Easy
- Builds Trust and Credibility
- Buy the Book!



# “Small Talk”

- “Small Talk” can be really important “Big Talk”
- Help for starting conversations
- Great for International students
- Increase your confidence



# The Five Steps to 20MNM

Great First Impression	2-3 Minutes
Great Overview	1 Minute
Great Discussion	12-15 Minutes
Great Ending	2 Minutes
Great Follow Up	After the Meeting



# Great First Impression

- If F2F: Start with a smile, a firm handshake and look in the eyes
- Thank the person for meeting – genuine!
- Note a connection if possible
- Tell them the agenda for today's 20 min meeting
  - Agenda:
    - “Bob, I need just 20 minutes of your time. I'll go over a brief overview of my situation, and then ask you a few questions as it relates to my job search.”

# Great Overview (~1 Minute)

- Simple overview like:
  - “Here is a quick overview of my situation: I have an UG degree in X, and worked Y years with [Z firm] as a [blank], and desire to pursue a career in [B] with an emphasis in [C].

# Great Discussion (12-15 min)

- Five Questions in total
- The 1<sup>st</sup> 3 Questions will be your research & curiosity:
  - Unique and customized to the person
  - Some examples:
    - *“Mary, I noticed from your LinkedIn profile that you were a career changer early on. You went from linguistics to a career in business with your firm. Might you have any advice for me attempting to do the same thing?”*
    - *“John, I read that your company is starting a new division with new product X. Has that had any impact on you and your group, and if so, how?”*
- Goal: ask thoughtful, sincere, insightful questions to show you have done homework, and are thoughtful and organized – build trust and credibility!

# Great Discussion (cont)

- Question #4 – Ask for referrals:
  - *“Is there anyone else in [product development] that would be good to talk to?”*
  - *“Do you know of anyone from your [work on the engineering conference] that would be a useful contact?”*
  - *“You used to work for [Company X] – are there former colleagues there whom I should touch base with?”*
- Goal: Get referred!
  - Your gracious attitude, EQ, and your preparation are key!
  - Strive to gain 3 more contacts in every Info Interview

# Great Discussion (cont)

- Question #5:
  - *“How can I help you?”*
- Networking is giving, as well as taking – few ask this!
- Some ways to help:
  - Contacts – refer your classmates for special jobs/skills
  - Articles – send a relevant article
  - Volunteer for something – to help at a conference, etc.

# Great Ending (2 minutes)

- Review action items, express **gratitude**, and **wrap up!**
  - “Bob, thank you so very much for your time. I will reach out to Mary and let you know how it went.”
  - “Jim, thank you for your time, this has been invaluable to me. And thank you for introducing me to Paul. I look forward to your introduction, and will report back on our meeting.”
- Things to express gratitude for:
  - Expertise
  - Time
  - Wisdom
  - Suggestions
  - Their willingness to help you at all

# Great Follow Up (After the Meeting)

- Keep track of everything....EVERYTHING!
  - Phone calls – when, who, what
  - Meeting dates
  - All correspondences (include time of contact)
  - Your follow up messages
- Send a thank you note or email no later than 24 hours after your meeting
- Building relationships take time and notes/details will impress those you are trying to impress
  - Rule of thumb, stay in touch once a quarter unless there is time sensitive info or the contact welcomes it
  - This does NOT apply for following up with recruiters, etc.

# 2 Hour Job Search – TIARA Framework

Phase 1: Small Talk – build Rapport

Phase 2: Tiara Framework – Question phase

Phase 3: Next Steps – closure, Recommend requests



# Phase 1: Small Talk

- Some Small Talk Questions:



My  
favorite

- Would you tell me a bit about your background, and how you came to work for Company X?

- A gauge on all business, or personable? How does the person answer it (non-verbal queues)

- What Projects are you working on right now? (Shows interest in the type of work he/she does, and helps you gauge his/her passion)

- **Primary Goal with Small Talk – Build Rapport**

# Phase 2: Q&A – The **TIARA** Method

- TIARA & Sample Questions:
  - **T**rends: What trends are impacting your business right now?
  - **I**nsights: What's been your most valuable experience there, and why?
  - **A**dvice: What can I do right now to best prepare for a career in this field?
  - **R**esources: What resources should I be sure to look into next?
  - **A**ssignments: Which projects are most common/important in your work?
- Framework Goal: Questions shift in tone and depth to turn the contact from a stranger into an advocate!

# Phase 3 - Next Steps

- **If you got a referral** – Congrats, you know what to do!
- **If you did not get a referral** – use the “Two Step Close” process:

*“Our time is up, but thank you so much for your time today – you’ve given me a lot to think about, and it sounds like you’re working for a great organization.*

*I’m going to take a few days to process all of the information you’ve shared. If, on reflection, it seems like your organization and I may make a good mutual fit, is it OK to reach back out to you to get your recommendations for how best to proceed from here?”*

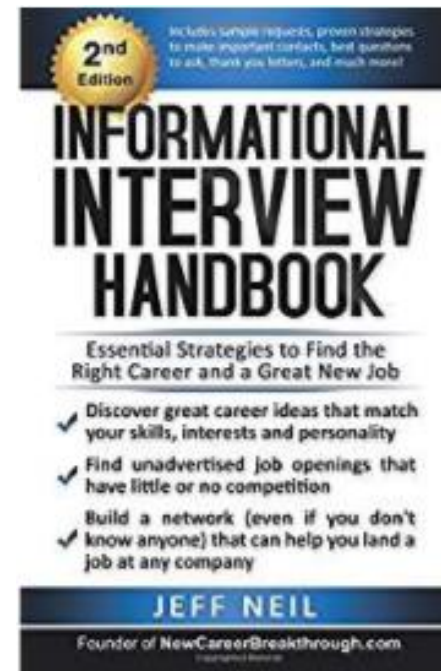
– **If he/she gives you anything to do...do it!**

- **When you follow up a few days later**, and still they are stonewalling, you can then ask:
  - *“Is there anyone else in the organization you could recommend I speak to in order to build my network there?”*
    - There is nothing to lose now – you are down to your last straw – go for it!

# Good Resources



“TIARA” Framework



[www.InformationalInterviewArticles.com](http://www.InformationalInterviewArticles.com)

# Homework Assignment

- Get the book “2 Hour Job Search” by Steve Dalton
- Read it, and understand the principles
- Will learn also how to reach out to alumni and conduct informational interviews

# Agenda

- Off Campus Advantages
- Job Hunt Process – 7 Steps
- Purpose of Informational Interviewing
- How to write an email to reach out
- EQ – Emotional Intelligence
- Some Frameworks
  - 20MNM
  - 2 Hour Job Search
- Q&A

# Off Campus - Advantages

- Not limited to relatively few “On Campus” firms
- Build skills that you will use your entire career
  - Networking in your company as well as outside
- Scope of your people network exponentially larger
- Scope of your business acumen exponentially larger
- Give you confidence in the future to make career changes, both voluntarily and involuntarily.

# The Job Search

- Big Picture: *Prioritize, Contact, Recruit*
- Seven Steps to Job Hunting:
  - Choose what you want to do
  - Write a Resume
  - Prioritize Target Employers – PRIOR – LAMP LIST
  - *Contact Target Employers - TODAY*
  - *Recruit advocates to provide internal referrals - TODAY*
  - Interview
    - Behavioral, Technical, Case
  - Select an Offer

The Two  
Hour  
Job  
Search





## *Quote – Determination and Persistence*

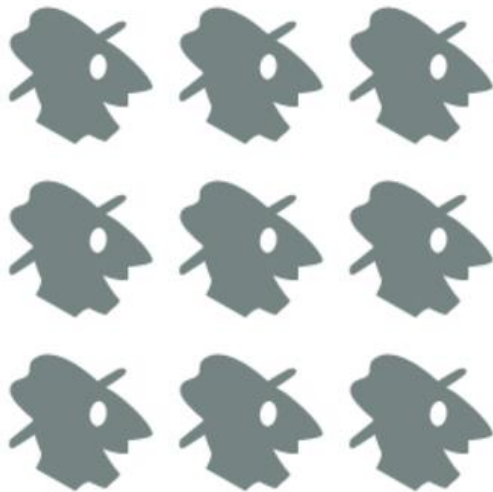
“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan "press on" has solved and will always solve the problems of the human race.”

*Calvin Coolidge*

# Some EQ Data

## Emotional Intelligence (EQ) Stats

*Learn More About EQ*



90%

*of top performers  
have high EQ*



*EQ is responsible for*

58%

*of your job  
performance*



\$29,000

*People with high EQ  
make \$29,000 more  
annually than their  
low EQ counterparts*

# Troubleshooting Tips - List

- What if I can't list any dream companies because I don't know what I want to do?
  - First, relax, you are in good company! There are many who are in the same boat as you
  - Self assessment – finding a way to combine your strengths with your passions
    - Strength: If your life depended on you naming a skill you are top 1% in, what would it be?
    - Passion: When you read newspapers or Bloomberg, what articles are you most drawn to?
  - Combine the two with research in industries/markets that you are naturally drawn to, then Google the top firms in those areas.
- What if my search yields too few firms?
  - Probe deeper on personal level – is it more important to you to be in Dev, or be in North Carolina? Is it more important to be in a big firm or smaller firm? Etc.
  - When the most important aspects of job search are clarified this way, new firms will emerge – and possibly lesser known, with less competition.
- What if I don't recognize a firm, should I put them on my list?
  - Absolutely. Smaller employers – less competition
  - Only a subset of unfamiliar employers will ever be researched

# Some Troubleshooting Tips - Postings

- **My profession has specific job websites outside of Indeed.com. Are they better?**
  - Test a few – look at the specific websites, and cross check with Indeed.com.
  - Generally, Indeed.com is better, but not always.
- **Indeed.com does not have postings, but the firm website does?**
  - Sometimes this happens. Some smaller firms don't get "googled" enough to show up. It is fine for right now – we are really looking for easy –to-find posting at this stage. If the firm is a top target, we can drill into lesser sites (company websites, other job search sites).
- **If you search LinkedIn for jobs, it defaults to SimplyHired.com – is this better than Indeed?**
  - Study was done – Indeed.com had more listings than the combo LinkedIn/SimplyHired.com
  - Indeed.com is faster
  - Efficiency/speed reduce distraction factor
- **Indeed.com doesn't find any results for any of my targets?**
  - Worse case, you've wasted ~15 minutes of searching
  - Adjust the search criteria – you might be too restrictive on your search
  - Adjust the scoring – drop from 5 to a 3: Employer + Key word = 3
  - Remember – this is a temperature for urgency – more detailed research can be done after sorting.

# A Few Key Principles....

- Create Options for yourself – the 40 Firm LAMP list are your options!
- The People who find the Job Search Process the least stressful:
  - Combining their aptitudes with their interests & passions
  - What inspires you?
- When you have knowledge, people want to hire you, when you have knowledge and passion, they want to hire you NOW
- Be creative in the Job Search List – you want options!
  - You will begin to think outside the box at sources
- A large target list encourages a look at smaller employers
  - ~1% of firms garners vast majority of the competition
- The modern job search most often requires **internal advocacy**
  - Data point: 80% of jobs don't get posted online – hired via networking before

# Example – Yahoo!Finance - Intel LAMP

from Yahoo!Finance:

Chip Makers Ranked By Sales					
Company	Symbol	Price	Change	Market Cap	P/E
Intel Corporation	INTC	31.03	-0.00	154.47B	16.60
Samsung Electronics Co., Ltd.	Private - View Profile				
Texas Instruments Inc.	TXN	48.92	-0.00	52.80B	24.06
Toshiba Corporation	TOSBF	4.68	-0.02	19.82B	40.00
STMicroelectronics NV	STM	9.06	-0.03	8.07B	N/A
Infineon Technologies AG	IFNNY	12.49	-0.03	14.01B	23.26
NEC Corporation	NIPNF	3.25	0.00	8.44B	25.59
Freescall Semiconductor, Inc.	Private - View Profile				
NXP Semiconductors NV	NXPI	66.91	-0.01	16.84B	36.38
Applied Materials, Inc.	AMAT	22.96	0.01	27.95B	32.61

[View Semiconductor - Broad Line Industry Center](#)

Chip Equipment Makers Ranked By Sales					
Company	Symbol	Price	Change	Market Cap	P/E
Tokyo Electron Limited	Private - View Profile				
ASML Holding NV	ASML	96.12	0.00	42.29B	23.09
Nikon Corporation	Private - View Profile				
KLA-Tencor Corporation	KLAC	74.03	-0.01	12.28B	21.15
Canon Inc.	CAJ	32.43	-0.01	36.36B	16.00
Advantest Corporation	ATE	12.30	-0.03	2.14B	N/A
Dainippon Screen Manufacturing Co., Ltd.	Private - View Profile				
	HIT	N/A	N/A	N/A	N/A

17 Firms listed  
as competitors or  
peers

# The Four Sources

Method	Benefits	Best for Job Seekers who are...
Dream Employers	Research scales across multiple employers	<ul style="list-style-type: none"> <li>• Targeting a specific Industry</li> </ul>
Alumni employers	Have contacts at every target employer	<ul style="list-style-type: none"> <li>• Targeting a specific role/job</li> <li>• Geo Restricted</li> <li>• Undecided on career</li> <li>• Shy</li> </ul>
Posting Search	Target employers currently hiring	<ul style="list-style-type: none"> <li>• Targeting a specific role/job</li> <li>• Geo Restricted</li> </ul>
Trend Following	Learn about Industries while researching <ul style="list-style-type: none"> <li>• Locate less-obvious employers</li> </ul>	<ul style="list-style-type: none"> <li>• Switching Careers</li> <li>• Seeking smaller employers</li> </ul>

Target all four areas to create your LAMP List

# Practice - Alumni

- Goal is to find Firms that have Alumni
- Source: LinkedIn ([www.linkedin.com](http://www.linkedin.com))
  - Sort by Geo location and Job Function
- Source: BYU Alumni Database
  - <https://marriottschool.byu.edu/alumnidirectory/search>
    - Type “BSIS/MISM” in search box for degree type and then 1 other criteria
- **Copy firms that are interesting in your workbook**
  - **Place a “Y” in the Alumni column if there are Alum**

You have 10 minutes....Go!



Break – 10 minutes

# Practice - Posting

- **Goal is to find firms, not research postings**
  - Sources:
    - Indeed.com – Probably the most comprehensive
    - BYU Handshake
    - MBA Highway
    - Twitter
    - LinkedIn Jobs
    - Monster.com
    - Vault.com
    - Internmatch.com
    - Jobsmatch.us
    - Company Websites (BestBuy.com/careers)
- Go to Indeed.com, put in Job Function (example - Consulting) or Industry, and Location (example – Bay Area)
- Find postings, then list firms of any posting that sounds interesting, and copy down in your Workbook.

You have 10 minutes – Go!

# Practice - Trends

- Goal is to find firms that are trending in your given function:
- Type in “Data Analytics Trends” (or your function, or a sector/industry) in Google or some other search engine
- Peruse any link that looks interesting and write down firms in your Workbook

You have 10 minutes....Go!

# “LAMP” Company List

- List, Alumni, Motivation, Posting
  - Systematic, 70-minute process to generate, 40+ prioritized, ranked targeted firms
- According to the Bureau of Labor & Statistics (BLS):
  - In 2008, there were 27.5M businesses
  - 99.9% of these firms had fewer than 500 employees!
  - You don’t need to chase a tiny portion of the pie
  - Many large firms don’t need to come to campuses

You need a list to be organized and efficient

# Practice - Dream Firms

- Create a list of Dream Firm(s) and peer/competitors
  - Copy them on your Excel Workbook
- Sources:
  - HBLL: LexisNexis Database, Mint Global, Factiva
    - <http://guides.lib.byu.edu/company>
      - » Select “LexisNexis” Database (or Global Mint, or Factiva, etc.)
  - Others: Yahoo Finance!, FinViz.com, LinkedIn
- You’ve got 10 minutes....Go!

# Practice - Alumni

- In your workbook under “Alumni”, place a “Y” or a “N” for each firm on your list
  - Source: [LinkedIn/Connections/Find Alumni](#)
- At this stage you are not doing research on the alum, just capturing which firms have Alum
- You have 10 minutes – Go!

# Practice - Motivation

- For each firm, score a 1 to 5 on your personal motivation to work to get hired by this firm
- **Key Question: *How hard are you willing to work to land a job at this firm?***
- You have 5 minutes...Go!

# Practice - Postings

- Use Indeed.com , and use the 4 point scoring system, score each firm

POSTING SCORING	
4	"Company + MBA + Keyword + Job Level"
3	"Company + MBA + Keyword"
2	"Company + MBA"
1	"Company"

- Don't worry if it's not perfect – this is the 2<sup>nd</sup> criteria – also, it's still early for many firms on internship postings
- Enter a 1 to 4 score under Postings on your workbook
- You have 15 minutes – Go!



# Results from this Workshop

- You now have a prioritized targeted list of ~40 Firms for your job search
- You are now ready to reach out and make initial contact....congrats!
- Anxiety level should be lowered by having multiple options where to hunt
- Questions?