Clear-Sighted Career Online Learning Series Presents:

Kicking Off Your Job Search: Strategies for a Great Game Plan

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Today's Presenter

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Pat is responsible for all career services and recruiting activities for ND's MBA, MSM, MSA and EMBA programs, for both current students and alumni. He's been at ND since 2007, after spending 12 years with Citi.

Today's Topics

1. Prepare, Prepare, Prepare

2. Finances

3. Coming up with that Target List

4. Summary

5. Questions

Preparation is Key

➢ This job market is enormously competitive

➢ Internet has helped and hurt candidates

- Leveled the playing field, job opportunities are easier to find

- More people are applying to those job opportunities

- Networking still plays a crucial role in the hidden job market

➢ LinkedIn

- 95%+ of recruiters use LinkedIn to search for candidates

- Majority of LinkedIn profiles are awful!

➢ Resume

➢ Who Are Your References?

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Gather current statements including:

➤ Household budget

- Monthly expenses for housing/food/utilities

➤ Banking/Savings

➤ Retirement accounts

➤ Loan obligations

➤ Other assets? Do you have things that you can sell?

➤ Status of your medical insurance?

Financial Strategy: Budget

Plan at least a three month search, longer if you:

- ➢ Are changing career fields

- ➢ Have 15+ years of experience

- ➢ Have a narrower career scope

- ➢ Live in a geographic area which does not cater to your career field
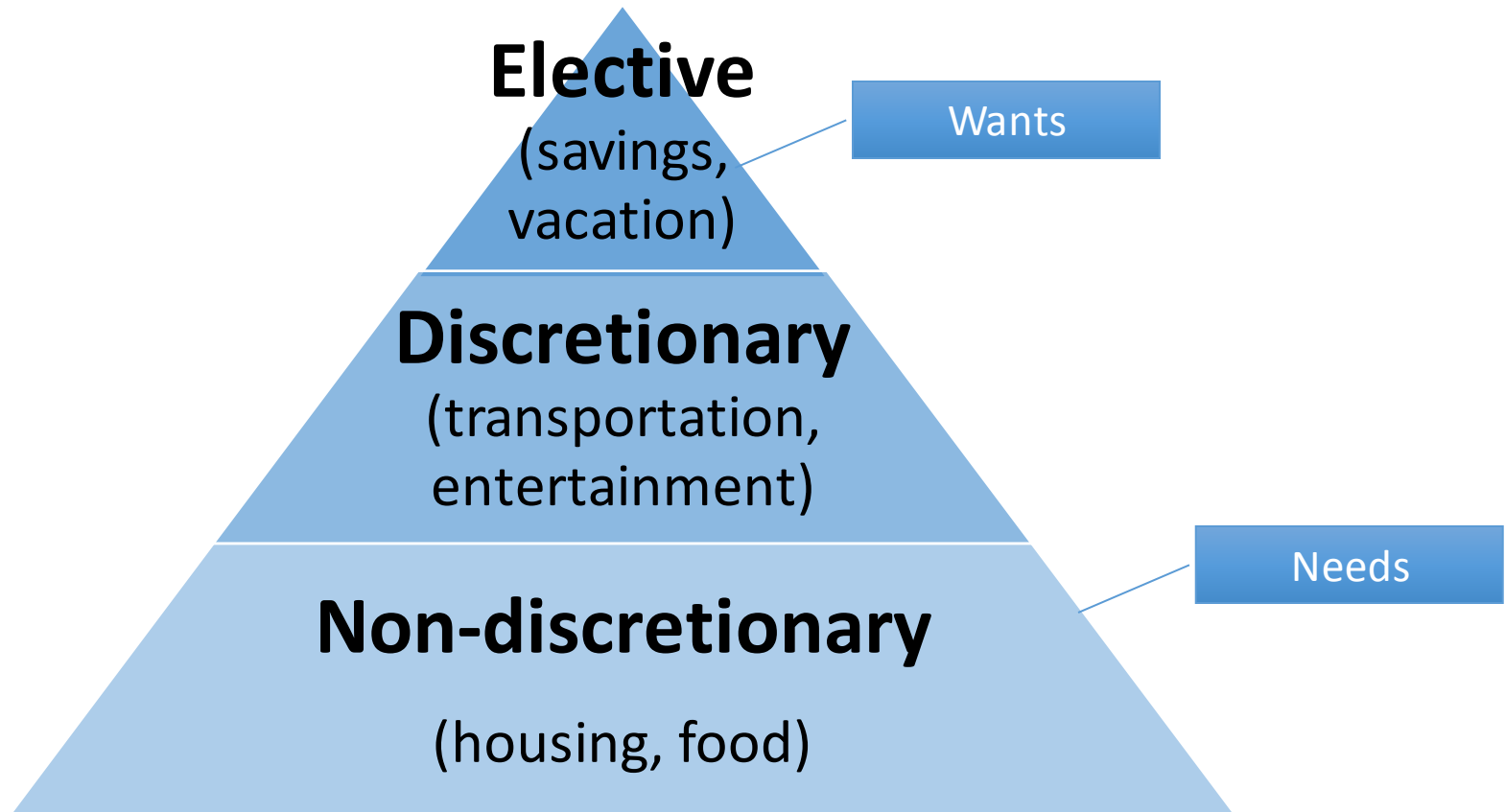
Financial Strategy: Budget

➢ Create and adhere to a **budget**

➢ Cut back or eliminate unnecessary **expenses**

➢ Assess how long you can **go without income**

➢ Determine **alternate sources of income**

Financial Strategy: Expenses

- Expenses

Elective
(savings, vacation)

Wants

Discretionary
(transportation, entertainment)

Needs

Non-discretionary

(housing, food)

Financial Strategy:
Alternate Income Sources

Liquid

- Temporary job
- Savings
- Emergency fund

Financing

- Borrow against retirement fund (note penalties)
- Home equity loan
- Personal loan

Permanent

- Sale of assets
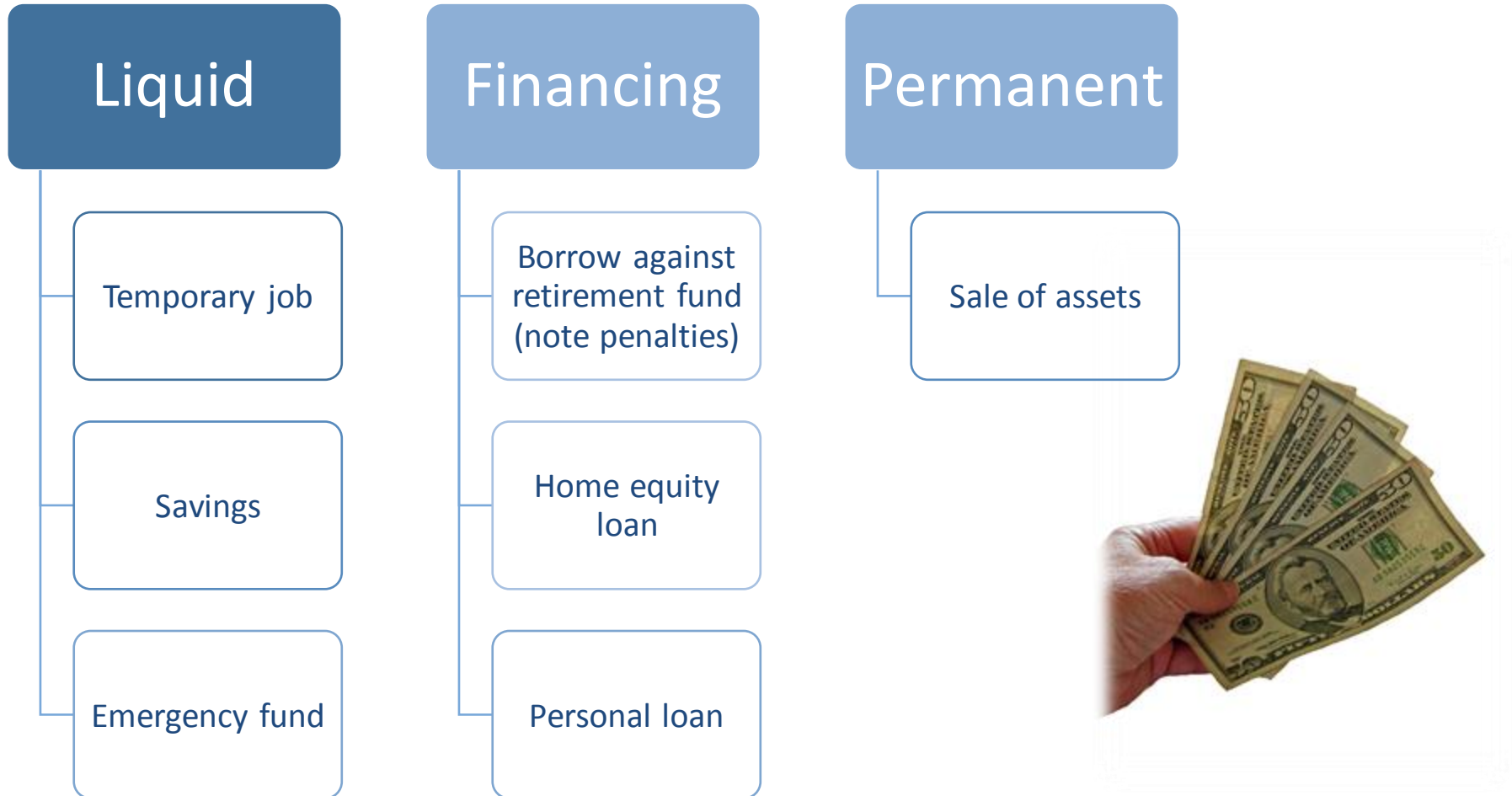
Financial Strategy: Duration without Income

➢ Equal to:

$$\frac{\text{Annual Projected Income}}{\text{Average Monthly Expenses}}$$

> What can you pull from savings or other sources?

> What are you obligated to spend each month – housing/utilities/food?

➢ Example:

$$\frac{\$12,000}{\$1,000}$$

= 12 months

Creating A Company Target List

➢ Do you have any restrictions?

- Geographical

- Industry

- Function

Build your Target List

➢ Use the LAMP* method

List

Alumni or Friends

Motivation

Posting

*Source: Steve Dalton, the 2-Hour Job Search

	List	Alumni	Motivation	Posting

List

➢ **Objective**

Get a target list of 40 companies

➢ **List**

- Dream
- Alumni or Friends
- Postings
- Trends

	List	Alumni	Motivation	Posting
Dream	Google			
	McKinsey & Co.			
	Apple			
	Amazon			
	Boston Consulting Group			
	Bain & Company			
	Walt Disney			
	Nike			
	Deloitte			
	Goldman Sachs			
Alumni	Cisco			
	Genentech			
	PwC			
	Oracle			
	Intel			
	Wells Fargo			
	Kaiser Permanente			
	Pacific Gas & Electric			
	EY			
	Hewlett-Packard			
Posting	ECC			
	Safeway Corp.			
	Starbucks			
	GAP Inc.			
	Target			
	MV Transportation			
	Sutter Health			
	PetSmart			
	Taco Bell			
Trends	Shutterfly.com			
	REI			
	Sephora			
	Williams-Sonoma			
	Zazzle.com			
	DiscoveryStore.com			
	adidas.com			
	Crate&Barrel.com			
	BN.com			
	Wine.com			

Alumni or Friends

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➢ Are there Alumni or Friends in…
  - Company?
  - Function?

➢ Either:
  Y or N

	List	Alumni	Motivation	Posting
Dream	Google	Y		
	McKinsey & Co.	Y		
	Apple	Y		
	Amazon	Y		
	Boston Consulting Group	Y		
	Bain & Company	N		
	Walt Disney	Y		
	Nike	Y		
	Deloitte	Y		
	Goldman Sachs	Y		
Alumni	Cisco	Y		
	Genentech	N		
	PwC	Y		
	Oracle	Y		
	Intel	Y		
	Wells Fargo	Y		
	Kaiser Permanente	Y		
	Pacific Gas & Electric	Y		
	EY	Y		
	Hewlett-Packard	Y		
Posting	ECC	N		
	Safeway Corp.	Y		
	Starbucks	Y		
	GAP Inc.	Y		
	Target	Y		
	MV Transportation	N		
	Sutter Health	N		
	PetSmart	Y		
	Taco Bell	N		
Trends	Shutterfly	Y		
	REI	Y		
	Sephora	Y		
	Williams-Sonoma	Y		
	Zazzle	N		
	DiscoveryStore	N		
	adidas	Y		
	Crate&Barrel	Y		
	Barnes & Noble	N		
	Wine	N		

Motivations

➤ How much you like the company?

5 Dream company

4 …

3…

2…

1 Unknown

	List	Alumni	Motivation	Posting
Dream	Google	Y	5	
	McKinsey & Co.	Y	4	
	Apple	Y	5	
	Amazon	Y	5	
	Boston Consulting Group	Y	4	
	Bain & Company	N	4	
	Walt Disney	Y	5	
	Nike	Y	5	
	Deloitte	Y	4	
	Goldman Sachs	Y	4	
Alumni	Cisco	Y	5	
	Genentech	N	3	
	PwC	Y	3	
	Oracle	Y	4	
	Intel	Y	4	
	Wells Fargo	Y	3	
	Kaiser Permanente	Y	2	
	Pacific Gas & Electric	Y	2	
	EY	Y	3	
	Hewlett-Packard	Y	4	
Posting	ECC	N	1	
	Safeway Corp.	Y	2	
	Starbucks	Y	4	
	GAP Inc.	Y	4	
	Target	Y	3	
	MV Transportation	N	1	
	Sutter Health	N	1	
	PetSmart	Y	3	
	Taco Bell	N	2	
Trends	Shutterfly	Y	4	
	REI	Y	3	
	Sephora	Y	3	
	Williams-Sonoma	Y	3	
	Zazzle	N	4	
	DiscoveryStore	N	3	
	adidas	Y	2	
	Crate&Barrel	Y	3	
	Barnes & Noble	N	2	
	Wine	N	1	

Postings

➢ How well do the current postings from each company match your criteria?

- Employer + Your Experience + Keyword = 4
- Employer + Your Experience = 3
- Employer = 2
- No Match = 1

|	List	Alumni	Motivation	Posting
Dream	Google	Y	5	4
	McKinsey & Co.	Y	4	2
	Apple	Y	5	4
	Amazon	Y	5	3
	Boston Consulting Group	Y	4	2
	Bain & Company	N	4	2
	Walt Disney	Y	5	4
	Nike	Y	5	3
	Deloitte	Y	4	2
	Goldman Sachs	Y	4	2
Alumni	Cisco	Y	5	3
	Genentech	N	3	4
	PwC	Y	3	2
	Oracle	Y	4	3
	Intel	Y	4	3
	Wells Fargo	Y	3	2
	Kaiser Permanente	Y	2	4
	Pacific Gas & Electric	Y	2	3
	EY	Y	3	2
	Hewlett-Packard	Y	4	3
Posting	ECC	N	1	1
	Safeway Corp.	Y	2	2
	Starbucks	Y	4	2
	GAP Inc.	Y	4	3
	Target	Y	3	3
	MV Transportation	N	1	1
	Sutter Health	Y	1	4
	PetSmart	Y	3	2
	Taco Bell	N	2	2
Trends	Shutterfly	Y	4	2
	REI	Y	3	3
	Sephora	Y	3	3
	Williams-Sonoma	Y	3	2
	Zazzle	N	4	2
	DiscoveryStore	N	3	2
	adidas	Y	2	3
	Crate&Barrel	Y	3	4
	Barnes & Noble	N	2	2
	Wine	N	1	3

Prioritize

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➢ Sort your list as desired

➢ Recommend sorting by motivation, postings, and alumni (in that order)

	List	Alumni	Motivation	Posting
Dream	Google	Y	5	4
	Apple	Y	5	4
	Walt Disney	Y	5	4
	Amazon	Y	5	3
	Nike	Y	5	3
Alumni	Cisco	Y	5	3
	Oracle	Y	4	3
	Intel	Y	4	3
	Hewlett-Packard	Y	4	3
	GAP Inc.	Y	4	3
	McKinsey & Co.	Y	4	2
	Boston Consulting Group	Y	4	2
	Deloitte	Y	4	2
	Goldman Sachs	Y	4	2
	Starbucks	Y	4	2
Trends	Shutterfly	Y	4	2
	Bain & Company	N	4	2
	Zazzle	N	4	2
	Crate&Barrel	Y	3	4
	Genentech	N	3	4
	Target	Y	3	3
	REI	Y	3	3
	Sephora	Y	3	3
	PwC	Y	3	2
	Wells Fargo	Y	3	2
	EY	Y	3	2
	PetSmart	Y	3	2
	Williams-Sonoma	Y	3	2
	DiscoveryStore	N	3	2
	Kaiser Permanente	Y	2	4
	Pacific Gas & Electric	Y	2	3
	adidas	Y	2	3
	Safeway Corp.	Y	2	2
	Taco Bell	N	2	2
	Barnes & Noble	N	2	2
	Sutter Health	Y	1	4
	Wine	N	1	3
Posting	ECC	N	1	1
	MV Transportation	N	1	1

Recommended Reading

- [The 2-Hour Job Search,](#) by Steve Dalton
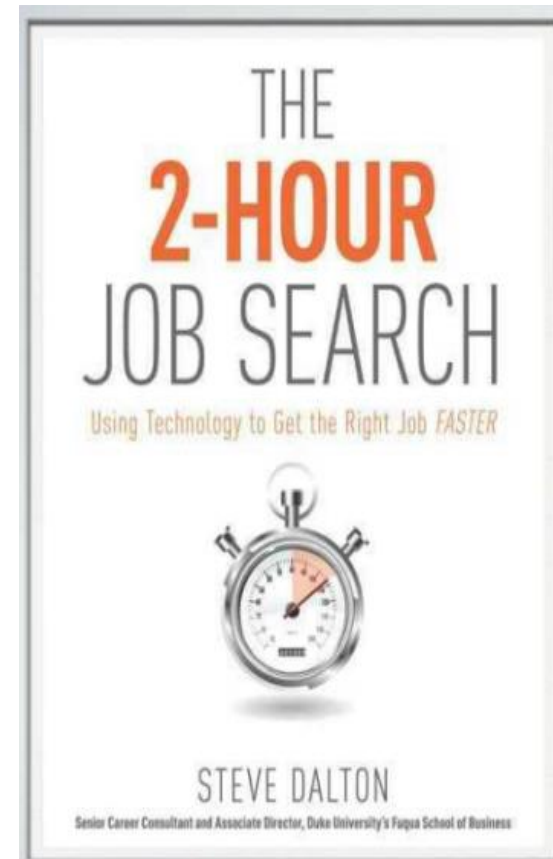
Summary

➢ Preparation is Key

➢ Have a Clear Timeline for how long your job search can take

➢ Stick to a Budget

➢ Build your Target List, Complete your LAMP!

Submit your questions via Chat

Clear-Sighted Career Online Learning Series

➤ Recorded presentation will be available on alumni.nd.edu/career

➤ Next Clear-Sighted Career Online Learning Series:

Job Seeker Support: CareerShift Demo and Best Practices

Presented by Valerie Matta
Vice President Business Development, CareerShift, LLC
Thursday, November 13, 2014 12pm ET

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