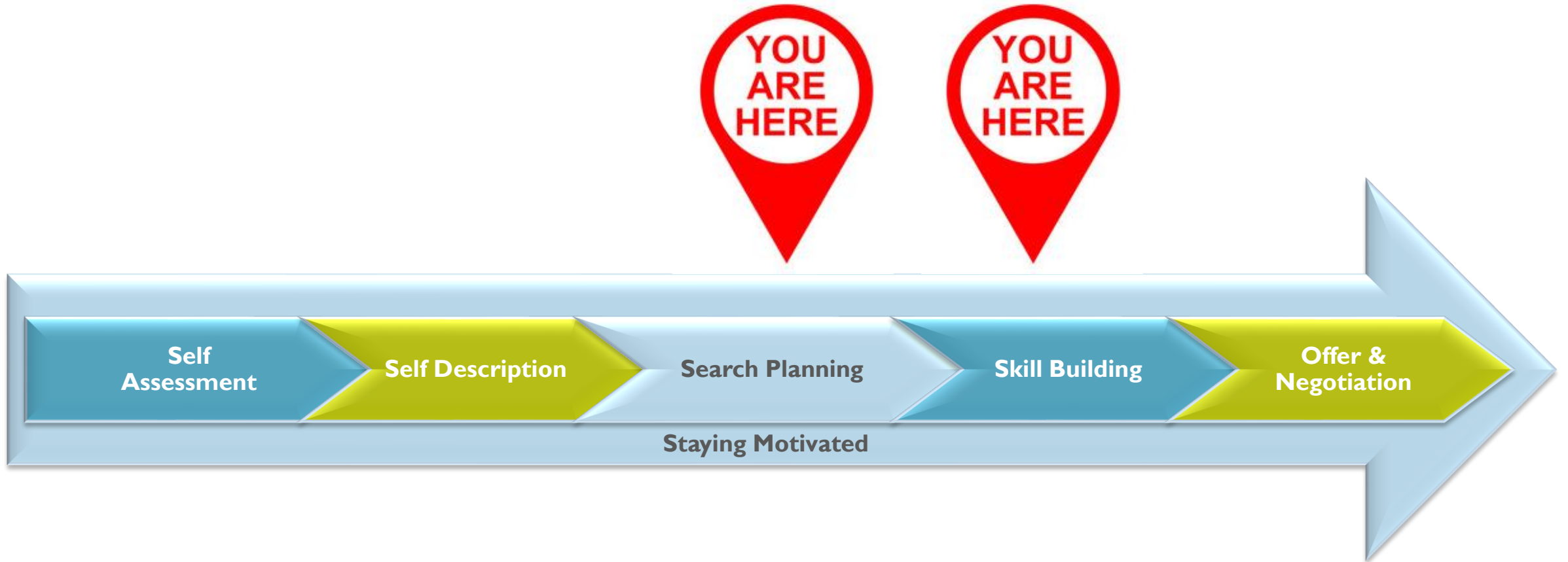

Creating a Company Target List

STAN EARNSHAW & ELLEN RECKO

04/10/23

Building a Target Company List



Monday Morning Check In

What experience have you had in using a Target Company List?

What is a “Company Target List”?

Companies you MAY want to work for

OR

Companies that you’re interested in learning about

Why would we create a Company Target List?

Make it Easier to land the Right Job with the Right Company

There are two job search approaches:

1. Surf for open job postings (Indeed, LinkedIn, brother-in-law, etc.)
 - a. Fill out job application
 - b. Look for people you know that work there
 - c. Compete with everyone else using this strategy
 - d. Hope you make the cut
 - e. Hope the company is someplace you'd like to work

Hope is Not a Strategy !

Even if you get a job this way, it is less likely to satisfy your career objectives

The “Spray & Pray” Method



Hiring manager has an opening and **wants it filled “yesterday.”** They may have someone in mind for the job, but often will post it too.



Overworked recruiter (internal or external) takes job specs and creates a job posting. Sometimes these are well-written, and sometimes...not so much.



Job is posted to company Careers page. Google may index it from here.



Company may also pay to post to job boards and do an active search for applicants on LinkedIn and elsewhere.



After 1-2 weeks, company has all the applicants they need, but job is still posted because they paid for a 30-day posting. They do not review later applicants.

Recruiter interviews perhaps 2 of 4 referred candidates & 8 of 100 online applicants, recommends 3 candidates total to the hiring manager.



Why would we create a Company Target List?

Make it easier to land the Right Job with the Right Company

There are two job search approaches:

2. Get The Inside Track Before or After a Job is Posted

- a. Develop criteria for the kind of company you want to work for
- b. Research companies that meet your criteria
- c. Network into those companies, e.g., departments or people of interest
- d. Impress employees & hiring managers - who tell you about an upcoming opening (or create a job for you!)

You Can Use Both Strategies

How to Structure a Company Target List

1. Define your ideal position(s)
2. Identify your market segment(s):
 - Technology
 - Manufacturing
 - Health Care
 - Government / Agency
 - Apparel
 - Banking
3. Identify Target Company Size (revenue, employees, etc.)
4. Other Characteristics (HQ or Branch, Growing or Mature Co., etc.)
5. Products / Services that match your interests

Sample List

Company	City	Sales (000)	Employees	Ownership†
Wacker Siltronic Corp	Portland	210,000.0	1,000	Private Branch
Planar Systems, Inc.	Beaverton	175,668.0	429	Public Parent
Warn Industries Inc	Clackamas	175,000.0	500	Private Subsidiary
Gerber Legendary Blades	Portland	175,000.0	300	Private Subsidiary
Microsystems Engineering Inc	Lake Oswego	171,300.0	300	Private Independent
Nautilus, Inc.	Vancouver	168,450.0	330	Public Parent
Leupold & Stevens Inc	Beaverton	161,000.0	500	Private Independent
Linear Technology Corp	Camas	157,025.0	275	Private Branch
Sulzer Pumps US Inc	Portland	138,000.0	500	Private Subsidiary
Matsushita Kotobuki Electronics	Vancouver	133,612.0	500	Private Subsidiary
Micro Power Electronics Inc	Beaverton	127,250.0	250	Private Independent
ESCO Corp	Portland	125,000.0	3,600	Private Parent
Leatherman Tool Group Inc	Portland	115,000.0	500	Private Independent
Evrz Oregon Steel Rolling	Portland	110,400.0	400	Private Branch
Landa Inc	Camas	99,600.0	300	Private Independent
PCC Structurals	Milwaukie	98,500.0	500	Private Branch
International Rehabilitative	Vancouver	96,600.0	300	Private Independent
Cascade Microtech, Inc.	Beaverton	95,799.0	401	Public Parent
Cascade General Inc	Portland	94,350.0	425	Private Independent
Halton Co	Portland	90,000.0	300	Private Parent
Sealy Mattress Co	Portland	81,750.0	250	Private Branch
APCON Inc	Wilsonville	76,115.0	65	Private Independent
Johnson Controls Inc	Canby	75,750.0	250	Private Branch

Where Do I Find Lists of Companies?

Portland Business Journal (Top Companies to Work For; Book of Lists)

- Library has copies

Trade Associations

- TAO, TechAmerica Oregon, Oregon Manufacturers & Commerce, SHRM/PHRMA, etc.

General Web Search (“tech companies in Portland metro area”)

LinkedIn (“People also looked at”)

Personal Networking

Multnomah County Library – Reference Solutions data base

Reference Solutions Data Base

1. Create an account at Multnomah Library
 - <https://multcolib.org/>
 - Click “Using the library”; Click “Get a Library Card: then “Apply online”
2. Path to database:
 - a) Research
 - b) Research Tools
 - c) Reference Solutions (in list of links)
 - d) Sign in
 - e) US Businesses - Search
 - f) Advanced Search – Set filter values
 - g) Download

Prioritize Your List

1. **Advocates:** Do I know or can I find anyone who can help me at this company?
2. **Motivation:** How motivated am I to work here?
3. **Postings:** Do they have any openings for someone like me?

Prioritize your List Quickly

IMPORTANT: Quick look, not detailed research

Advocates	Motivation	Postings
<p>Sympathetic contact Proxy for: Likelihood someone can help me get a meeting at this company</p>	<p>Your interest level Proxy for: Your willingness to do the work necessary to get the job (pain tolerance)</p>	<p>Relevant job postings (i.e., hiring people like me for positions I'm interested in). Proxy for: Employer's urgency</p>
<p>Y/N: Friends, family, alumni work there now, or will advocate for you at this company</p> <p>Y/N: Will your previous experience make you credible with people at this company?</p> <p>Y/N: Local company (more likely to hire locally)</p>	<p>Using <u>ONLY</u> the information you know about an employer <u>right now</u>:</p> <p>3: Favorites & dream employers 2: Middle-tier 1: Lower-tier 0: Don't have enough information to have an informed opinion</p>	<p>3: Hiring for jobs/titles I want <u>exactly</u>. 2: Hiring <u>semi-relevant positions</u>, e.g., in different department or higher level. 1: Roles are not even tangentially connected to what I want to do, or no results at all</p>
<p>See notes for how to find alumni on LinkedIn</p>	<p>Subtract .5 if location matters and you don't know the location</p>	<p>See notes for how to do this on Indeed. Use different search engine (e.g., Crunchbase) if more relevant to you Switch to Y/N if scaling isn't helpful</p>

Sort your list: Motivation, Postings, Advocates

#	Company	Motivation (Sort 3:0)	Postings (Sort 3:1)	Advocates (Sort Y:N)
1	I	3	3	N
2	A	3	1	Y
3	E	2	3	Y
4	C	2	2	Y
5	F	2	2	N
6	D	2	1	Y
7	G	0	2	N
8	B	0	1	Y
9	H	0	1	N
10	K	0	0	N

1. Prioritized list of companies you are:
 - Most excited about
 - Who may have relevant postings and/or people like you work there
 - Where you may already have advocates who can help
2. A roadmap for your search

Sort Order – “best” to “worse” for you

1. Motivation (3 → 1): most desirable employers first
2. Postings (3 → 1): time-sensitive employers
3. Advocates (descending alphabetical Y:N)

Reality Check – Do the top 5 seem right to you?

#	Company	Motivation (Sort 3:0)	Postings (Sort 3:1)	Advocates (Sort Y:N)
1	I	3	3	N
2	A	3	1	Y
3	E	2	3	Y
4	C	2	2	Y
5	F	2	2	N
6	D	2	1	Y
7	G	0	2	N
8	B	0	1	Y
9	H	0	1	N
10	K	0	0	N
...

- **#6:** If you could only work on 5 at a time, does it bother you to defer #6 till later? If so, increase the motivation score.
- **Motivation = 2 but Postings = 3:** Does knowing a company has relevant postings change your motivation? Consider changing Motivation score if not in your top 5 already.
- **Motivation = 0:** Research ONLY IF we have an Advocate there (#8), or they have relevant Postings (#7). Change Motivation score to reflect learnings.

How Do I Use This List?

1. Let Target List guide your search for strategic contacts
 - a) Use LinkedIn to identify Contacts from your target list (1st and 2nd level)
 - b) Join relevant Groups (connect with people in the group)
 - c) Find Google “Influencers in my Industry” & follow them

“I’m looking to learn more about ABC Company. Can you tell me anything about they run Dept-X [Finance, Product Management, Engineering, etc.]?”

“I’m curious – how did you end up at ABC Company and what do you like about the work you get to do there?”

How Do I Use This List?

2. Use networking discussions to refine your Target List:

*“I’m looking to learn more about the (technology, health care, etc.) market in Portland and I’ve identified this list of companies I’d like to learn more about. Do you know anything about these X companies or anyone I could speak with to learn more about them?
Are there any others I should be considering?”*

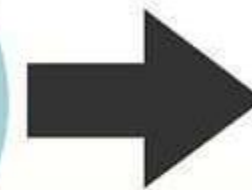
**“It’s Easier to Critique Than Create”
Make it Easy on Your Network to Help You!**

Advantages to Creating a Target Company List

1. Find open jobs earlier / Minimize your competition
2. Create a position just for you
3. Avoid a cultural mis-match
4. It's a plan. Plans are good to have in a job search effort because
 - a) Hope is not a good strategy.
 - b) Get you un-stuck, faster...A plan gives you a direction when you are discouraged, get a rejection, are succumbing to a sense of despair, etc.
5. Useful networking tool

Networking is the *Most Effective* job search tool...

NETWORKING:



80%
RESULTS

ONLINE JOB SEARCH:



20%
RESULTS



Final Thoughts

There Are Two Types of Lists:

Under Construction (“In Use”) and Out of Date

An Out-of-Date list is not helping you

Keep yours “In Use”:

- As you learn more about companies on your list, or about new companies, your list (or its prioritization) will change
- Use it to guide your actions, every day

Final Questions

What worked or hasn't worked?

Creating a Company Target List

STAN EARNSHAW & ELLEN RECKO

11/14/22

Demo

Reference Solutions Data Base

LinkedIn – “People Also Viewed. . . “