



Thought

From a book of daily thoughts from President Russell M. Nelson

Godliness... You consider your accomplishments important only if they help establish His kingdom on earth.

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2-Hour Job Search by Steve Dalton

...summarized in 20 minutes
by Dean Wheeler

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Part 1: LAMP

Make a spreadsheet of 40+ potential companies with 4 columns:

- A. **List** (40 minutes): Quickly identify potential employers, including
 1. Dream employers and well-known large companies
 2. Employers of BYU alumni (ChemE list, Linked In, BYU Alumni database)
 3. Employers currently posting openings, including at BYU career fair (BYU Bridge)
 4. Smaller companies (buzzfile.com)
 5. Competitors of any of the above employers
- B. **Alumni** (10 minutes): Identify if company employs any alumni
 1. Also consider other people you might know through your family/church/social network
 2. Make a column of just Y or N next to each company name (no detailed alumni information yet)
- C. **Motivation** (5 minutes): Assign a 1-5 "motivation" score
 1. This is your score for how much effort you want to spend looking at this company
- D. **Posting** (15 minutes): Assign a 1-3 score to this company on whether they appear to be actively hiring, and whether the postings are relevant
 1. Quickly locate any job postings on Indeed.com
 2. Experiment with different search terms
 3. Do not even read job postings at this stage

Sort your list by M, P, A

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Part 2: Contact

Contact 1-2 people at each of your top 5 companies:

- A. **Naturalize** (20 minutes): Make new contacts
 1. Alumni (done)
 2. LinkedIn (1st, 2nd, group connections) - Use Emails4Corporations and company webpage to guess email address
 3. Facebook (make request for connection)
 4. Fan Mail (employee that's been interviewed or published)
 5. Cold calls after getting name
- B. **5-point Email** (20 minutes): Request an informational interview
 1. Fewer than 100 words
 2. No mention of jobs anywhere
 3. Connection goes first
 4. Generalize your interest (i.e. more than just their company)
 5. Maintain control of follow up
- C. **Track** (10 minutes): Set 3B7 reminders on your calendar
 1. If don't get response in 3 days, contact second person
 2. 7-day follow-up phone call or email, just to be sure
 3. If no response at 10 days, cross contact off list

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Part 3: Informational Interview

For each positive response (“Booster”) do the following.

A. Research (15 minutes)

1. Google company name + “trends”
2. Google contact’s name
3. Company website headlines
4. DataMonitor360 SWOT analyses
5. Be prepared to answer standard job interview questions
 - a. Tell me about yourself (walk me through your resume)
 - b. Why do you want to work here?
 - c. Why do you want to work in this industry?

B. Discuss (30 minutes)

1. Small talk – build rapport (think about how you do a home/visiting teaching visit!)
2. Questions and answers – gain useable information, but don’t yet ask for job
3. TIARA questions: Trends, Insights, Advice, Resources, Assignments
4. Next steps – end on time and ask if can contact again

C. Follow-Up (ongoing) – monthly update and check-in

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Alumni First-Contact Email

SUBJECT: BYU Chemical Engineering student seeking your advice

Dear Mr. Jones,

My name is Haley Gallileo, and I am a junior in chemical engineering at BYU who found your information in the BYU alumni database. My I have 20 minutes to ask you about your experience at Orbital ATK? I am trying to learn more about engineering careers at aerospace companies in Utah [alternatively mention that you are planning to apply for the open position], and your insights would be very helpful.

I recognize you may be busy, 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,

Haley

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Fan Email

SUBJECT: Your interview in last month's Science magazine

Dear Mr. Jones,

I'm completing my chemical engineering degree at Brigham Young University, and I read with interest your thoughts on the Cleveland Clinic's trial use of nanomachines to address certain forms of cancer in last month's issue of Science.

Would you mind discussing your work further with me in a brief phone chat? I had a few follow-up questions, and your insights would be invaluable.

Thank you for your time,

Haley

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Response Email Follow-up Email

SUBJECT: RE: BYU Chemical Engineering student seeking your advice

Dear Mr. Jones,

Thank you for your quick response and willingness to chat with me. Over the next week, I am free after 1 pm on Monday and Tuesday as well as all day on Wednesday—will any of those times work for you?

Thank you again,

Haley

SUBJECT: BYU Chemical Engineering student checking in to seek your advice

Dear Mr. Jones,

I'm sorry we were unable to connect in the last week, and I wanted to see whether this is a better time to talk about your experiences at Orbital ATK.

Please let me know if so, and thank you for your time.

Best Regards,

Haley

[Follow-up phone call is preferred. If you get voicemail, leave above info and phone number. Be prepared to do interview on-the-spot, if they want to.]

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How to end informational interview

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 if I reach back out to you to get your recommendations for how best to proceed from here?

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Your Assignment

A. Update Handshake (due Jan 19)

1. Update your profile
2. Upload your resume
 - Optional: upload your BYU transcript, a cover letter, and references, and create a personalized portfolio (i.e. linkable web page)
3. Enable the job search agent so you will get emails if a job that fits your criteria is posted
 - Optional: send email to recruiters or alumni

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Your Assignment (cont.)

B. LAMP Method (due Jan 31)

1. List (40 minutes):

- Make a list of 40 potential employers you could apply to

2. Alumni (10 minutes):

- Identify BYU alumni (or other people you might know through your family or ward) at each of these companies

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Your Assignment (cont.)

B. LAMP Method (due Jan 31)

3. Motivation (5 minute):

- Assign a 1-5 “motivation” score to each company

4. Posting (15 minutes):

- Assign a 1-3 score to this company based on how many job postings you see, and how relevant they are, from a quick online search

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