Top Companies List

This dynamic list will be an essential part of your relationship management and career search plan. Revisit this exercise once a quarter to refresh your list as you get more experience and refine your understanding of what you want to do.

Exercise:

Step 1: Create a list in Excel (or other spreadsheet or table) of at least 20-30 companies of interest to you.

Step 2: Select 10 for which you will create a more complete profile:

- Name of company/organization
- The focus of the company/organization
- Why did you select them?
- What do you think you can offer at this company?
- Develop 3 curiosity questions from your research. Curiosity questions focus on things you are excited about that are also relevant to the company. Curiosity questions help support communication activities you will have with these companies.

Other Tips:

- You are welcome to use the LAMP method as outlined in *The 2-Hour Job Search*, or any other method that works for you, to create and prioritize your list.
  - L—**List** out the company names.
  - A—Are there **alumni** that work there? Mark Yes or No using a quick LinkedIn search.
  - M—Rate your **motivation** to work there on a scale of 1-5.
  - P—Do they have job **postings**? Mark Yes or No using an Indeed.com search. This is a quick indicator if they are hiring or not.
- Follow those companies on LinkedIn and sign up for industry newsletters.

Next Steps

- Ask for informational interviews from people who work at these companies. See the Networking Resource Page for a guide to next steps.
- Reflect on what you've learned:
  - How does this change or reinforce your career aspirations?
  - What courses can you take to further explore and/or make you a stronger candidate?
  - What activities can you get involved in that will allow you to build your experience?
  - How can you adjust your personal branding materials to better align with your target companies?
- Revise your list as you learn more about yourself and companies of interest.