

Job Search

By Career Development Office



RICE

How does this make you feel?





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Agenda

- Understand the purpose of networking
- Build target list of companies to begin your search
- Create action plan and next steps



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2-Hour Job Search

THE **2-HOUR** JOB SEARCH

Using Technology to Make Real-World
Connections and Get the Right Job *FASTER*



STEVE DALTON

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Steve Dalton suggests a new approach focused on reaching into companies to find advocates who can help you find your job.





Importance of Business Networking

61%

Percentage of professionals that said networking leads to job opportunities



73%

Percentage of professionals hired via connections

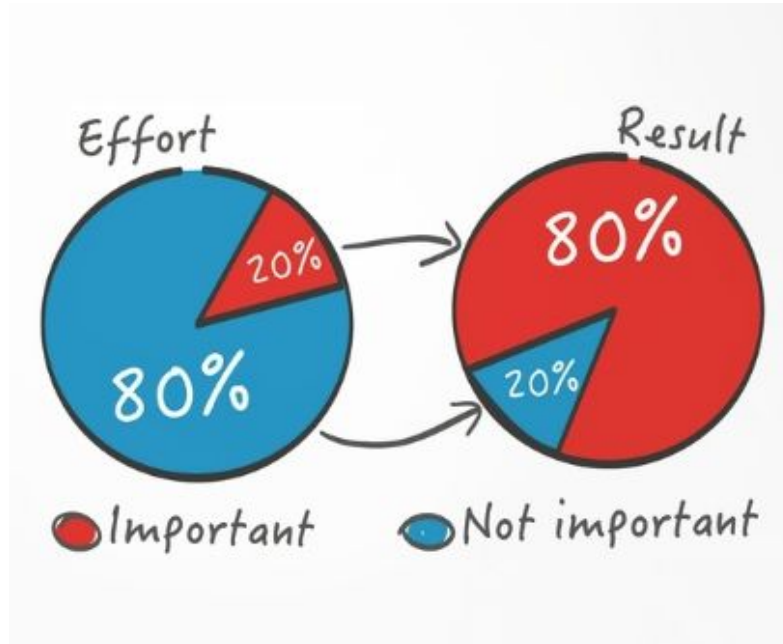


61%

Percentage of individuals that found jobs via weak-tie relationships



Also known as the 'Pareto Principle' or the 'law of the vital few'. It states that **80% of your results come from just 20% of your actions**; Don't be perfect slowly, be "good enough" information quickly





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LETS
WORK
TOGETHER

A horizontal bar at the bottom of the text, composed of five colored segments: yellow, pink, light blue, teal, and dark blue.



1. Create an excel document with four column headings:
List, Alumni, Motivation, Posting

	B	C	D	E
1	List	Alumni	Motivation	Posting
2	Company 1	no	5	3
3	Company 2	no	5	3
4	Company 3	yes	5	2
5	Company 4	no	5	1
6	Company 5	yes	5	2
7	Company 6	yes	5	3

1. Give yourself 1 minute to write as many companies as you can think of which you would want to work for. This should give you a handful.

1. You eventually want at least 40 (no more than 100)
2. Go beyond the best known companies in the space - everyone is going after the obvious.
3. Visit LinkedIn. Type your top company into the search and hit enter. View “Affiliated Pages” and “People Also Viewed” on the right of the page. This will give you a list of companies similar to the ones you already wrote down. Add any of interest to your list.

1. Used the LinkedIn advanced search/filter to:
 - a. Narrow by location (i.e. London)
 - b. Get a list of alumni who work at companies

If you aren't clear about a company you want to work for, you can start a search by putting a functional keyword (i.e. "marketing") into "job title" search under the advanced search. You will see a list of people. Do not click them. Look at the companies they work/have worked for and add them to their list.

1. Is there 1 or more alumni at the company? It gets a Y.

There is someone there sympathetic to your cause and knows the brand.

1. Alphabetize your list of companies before ranking to help reduce any bias.
2. As fast as you can without thinking about it, rank your list of companies by motivation to work at each company.
3. Doing this fast is key and taps into a phenomenon called arbitrary coherence. Any individual rating is meaningless, but if you rate a large number of individual items in rapid succession, the relative ratings are indeed meaningful.
4. **Rate them on a scale of 5 to 1, with 5 being "dream companies".**

1. If the first 4 people ignore you, are you motivated to reach out to a 5th?
2. If yes, that is a 3/3, bottom tier gets 1/3
3. If you don't know enough to have an opinion, rank it as 0
4. Don't research as you go - research only those that give you cause to do so after you sort

1. For sake of time, work quickly.
2. Populate the *posting* column. This is a rating of 1, 2, or 3. 1 is not hiring; 2 is hiring for a somewhat relevant job; 3 is hiring for a job that is relevant for you.
 - a. Do they have an MBA internship? 3
 - b. Do they have finance postings, but not an internship? 2
 - c. No relevant postings? 1
3. If you are looking for start-ups, relabel as Funding. Checkout funding on crunchbase. If a company just received funding, put a 3 in the *posting* column. If it has been a year, put a 2. If it's been longer than a year, put a 1.

With all data filled in, now sort first by *motivation*, then by *posting*, then by *alumni*. Once you see results, use your intuition to play with the data until you are confident you have your top 5 jobs in the top 5 positions. Work your way through your list from the top down.





SORT BY M, P, THEN A TO ID TOP 6

#	List	Alumni	Motivation	Posting
1	PlayPower	Y	3	3
2	Broderbund	Y	3	3
3	Club Penguin	Y	3	3
4	Tivo	N	3	3
5	frog design	N	3	3
6	Inst. of Play	N	3	3
7	PlayFirst	Y	3	2
8	2tor	N	3	2
9	TeachStreet	N	3	2
10	Screen Life	Y	3	1
11	Kaboose	Y	3	1
12	ZipCar	N	3	1
13	Grockit	N	3	1
14	Inkling Games	Y	2	3
15	InVisM	N	2	3
...
40	Enspire Learning	N	0	3



1. Highlight all the data
2. Menu:
 - a. Data
 - b. Sort
3. Custom Sort
 - a. Add 3 levels (+)
 - b. MPA

Column	Sort On	Order	Color/icon
Sort by	Values	A to Z	

Options... Cancel OK

	L	M
11	GoPro	
12	Unity	
13	Matterport	
14	PTC	
15	Oculus	
16	Niantic	
17	CALA	

The theory: start with the first 6 simultaneously. Only once you get closure (interview, pass, don't sponsor, etc.) will you move to number 7. In a good market, you will hopefully find success before hitting company 15.

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9	TeachStreet	N	3	2
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12	ZipCar	N	3	1
13	Grockit	N	3	1
14	Inkling Games	Y	2	3
15	InVisM	N	2	3
...
40	Enspire Learning	N	0	3

- Manipulate the list until your top 6 is really your top 6
- Recent postings may change your motivation level
- For those with a zero because you didn't know enough about them, do some research on the ones that have relevant job postings

Goal:

Find starter contacts for each of your top 6 employers/companies

Steps:

Find the contacts/boosters

Determine how you'll reach out

Track your touchpoints

Boosters = People who respond within 3 business days
Alumni ≠ Sympathetic Contact

Order of Importance:

- Functionally-relevant = insight and referrals
- Alumni
- 1-2 Levels above the role you'd start in *
 - Can't choose? Go for the one that's more senior
- Internally-promoted = social capital



RICE Finding Boosters via LinkedIn

1. Search box >
All filters > Company >
Title (remember,
functionally relevant!)
 2. Jones School alumni
feature
- Find mutual groups -
best way to connect
with strangers
 - Search group
directory
 - Find your desired
contact
 - Direct message

Primary Resources (in order of importance):

- **LinkedIn Groups**
- **Direct email** (using 6-point email format)
- Personalized LinkedIn Connection Request
- **2nd Degree LinkedIn Connections**

Finding Email Addresses:

- Company or personal website and blog
- Presentation slides (i.e. SlideShare.net)
- LinkedIn Profile
 - Contact Info,
 - Summary/About Section
 - Resume PDF
- **OWL Careers: Contact directory**
- **Hunter.IO**
- **Rice Connect (or Rice Portal, formerly Alumni Online Services)**
- **SallyPortal**
- Mutual professional associations and conference directories

- Nuanced based on the individual and the industry (ex; healthcare)
- Try both, space out 1 week
- Track all efforts to contact this person

Exercise: 15 minutes

Request access to and begin setting up your SallyPortal and Rice Connect accounts. There's a short waiting period, but once you're approved you can begin using!

<https://sallyportal.org/>

<https://riceconnect.rice.edu/login>



RICE 6-Point Networking Email

- Keep it Short and Sweet
- Establish a connection
- Don't Ask for a Job
- Always have a Question
- Boosters will respond in 3 business days



What are some ways to improve this email?

Subject: Rice MBA interested at Owl and Company

Hello Jack,

My name is Jill and I have 5 years experience in the finance industry. I specialize in corporate finance and private equity.

I was wondering if you might have a few minutes to discuss your operational management experience at Owl and Company?

Best regards,
Jill

- Multi-purpose subject line
- State the connection early
- Use sentences with “you” or “your”
- Define a logical subset

Subject: Your operational management experience at Owl and Company

Hello Jack,

I'm Jill, a fellow Rice MBA ('23). May I chat with you for a few minutes about your operational management experience at Owl and Company?

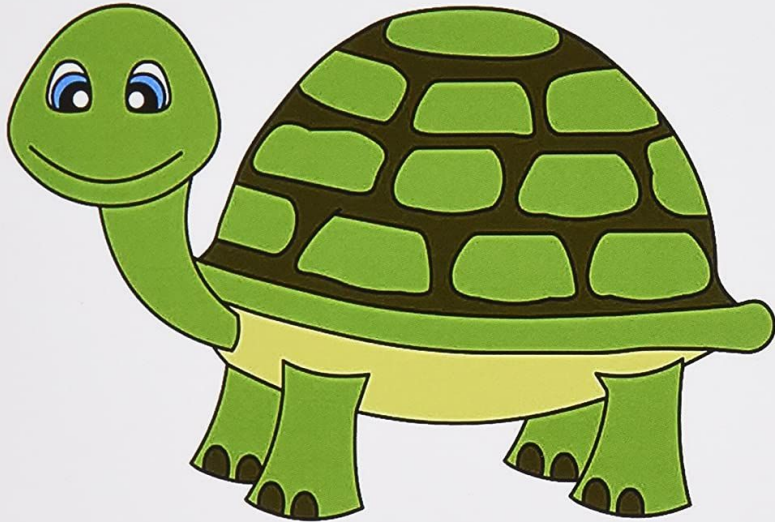
I am trying to learn more about operational management within the supply chain for the Asian market, so your insight would be greatly appreciated.

Best regards,
Jill



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Slow and steady



wins the race

Subject: Your experience as Consulting Partner at Jones

Hello Lily,

I'm Aaron. Mary Glick referred me to you. May I have a few minutes of your time to discuss how you translated your engineering background and moved to consulting for Jones?

Your insight would be greatly appreciated, as I'm in the process of apply for an Associate Consultant position there.

Thank you for your consideration,
Lily

1. **BRIEF**: Short (<75 words)
2. **HUMAN**: Connection goes first
3. **SUBTLE**: Request advice & insight, not job assistance
4. **DIRECT**: Make your ask in the of a question, ending in a “?”
5. **EGOLESS**: Over half of word count is about contact, not you (also no resumes or “about me”)
6. **SINCERE**: Define interest narrowly (“your experience at Owls and Company”) and broadly (“operational management in supply chain for the Asian market”)

1. Hi _____ (name), Thank you for taking the time to connect. I am reaching out because _____. We both _____ (know someone, have something in common, or are a member of a group). Best, (Your name)

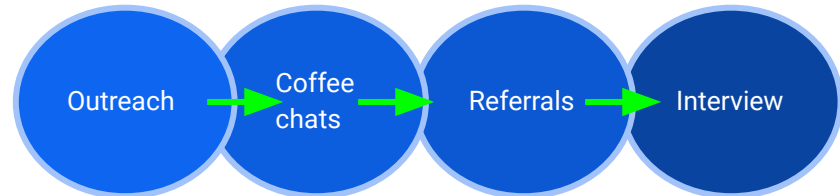
2. “I am a fellow member of the _____ LinkedIn group and I saw your comments about _____. I’d love to stay in touch so we can talk more about _____.”

3. “I was looking at your profile and I am very impressed with your accomplishments in _____. Please accept my request to connect, I’d love to talk to you about how you accomplished _____.”

1. Pick a company
2. Search LinkedIn for a contact
3. Draft up a message using the 6 Points
4. If you are confident with the message, hit send/connect

Tracking your job search outreach

- Why is that important?
- How to do it?





1st contact

3 business days

No response?
Reminder to reach out
to a 2nd contact

7 business days

Allows you to build a
relationship and
differentiates you from
other people that don't
follow up

Email contacts 1 & 2 on Monday, 3&4 on Tuesday, 5&6 on Wednesday and then restart Thursday - repeat through that pattern
Change channels - E-mail

3B7 REDUCES ANXIETY

Monday	Tuesday	Wednesday	Thursday	Friday
1st try, 1st contact	2	3	3B: 1st try, 2nd contact	5
8	9	7B: 2nd try, 1st contact	11	12
15	16	17	18	19
22	23	24	25	26

- Email best contact at 1 & 2 on Mon (e.g.), 3 & 4 on Tue, 5 & 6 on Wed
- Repeat pattern starting Thu w/ 2nd-best contacts (if needed), & so on

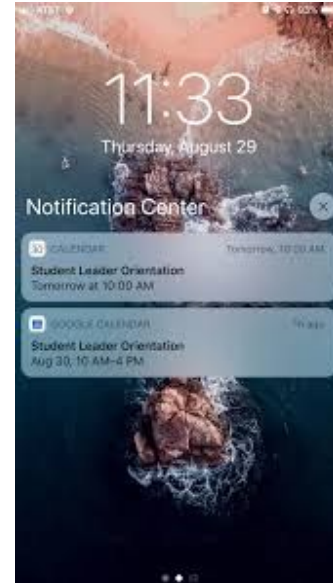
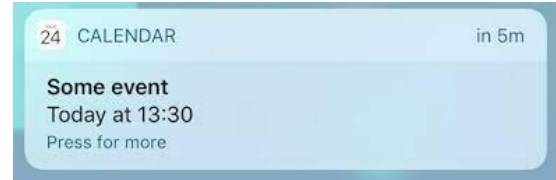


What is the best way to track outreach?

Calendar, 7 am reminders!

Reminders:

- Choose contacts that are functionally-relevant
- Treat the process probabilistically





RICE Informational Interviews

The Structure of an Informational Interview:

Small Talk - (5 Mins)

Q&A -TIARA Framework - (15-20 Mins)

Wrap Up - (5 Mins)

An informational interview is a great way to learn about a career or company of interest to you and the TIARA Framework is an organized way to ask questions during the Informational Interview. This technique is created by Steve Dalton.

Before you conduct an informational meeting, be prepared to discuss:

- Tell me about yourself.
- Why are you interested in our company?
- Why are you interested in our industry/job function?

Good Small Talk

- Take a genuine interest in the other person.
- Give the person a chance to talk about whatever he or she wants to talk about—especially initially.
- “Follow the energy.” If your contact becomes more energetic in response to a questions, stay with it for a follow-up question or two. If not, just move on to the next one.
- Mirror the topics and demeanor of your contact. If they are casual, be casual, too. If they talk about hobbies, mention your own.

Examples:

- How is your day going so far? (opportunity to assess demeanor, demonstrate listening)
- What projects are you working on right now? (opportunity to gauge passion, demonstrate interest in the type of work)
- Can you tell me about your background and how you can to work for your employer? (opportunity to assess demeanor, demonstrate personal/professional interest)

What is TIARA?

A handy guide to help you navigate informational interviews!

- **Trends** - What trends are impacting your business right now?
- **Insight** - What's been your most valuable experience at your employer so far, and why?
- **Advice** - What can I be doing right now to prepare myself for a career in this field?
- ***Resources*** - What next steps would you recommend for someone in my situation?
- **Assignments** - What project(s) have you done that you felt added the most value?

“Knowing what questions to ask and the preferred order will dramatically improve your ability to turn informationals into job interviews. Furthermore, knowing you know that information will greatly reduce your anxiety about this step of the process”



- If a referral is offered, commit and schedule to follow up in 2 weeks
- If a referral is not offered, transition to Two Part Closing:
 - Ask if it is okay to reach out again
 - Set a reminder and reach out again, follow any advice and mention it

- Set monthly reminders to update those you've had informational interviews
 - First update email should recap advice given and benefits gained, ending with a request for additional suggestions
 - Following updates will be to update contact on progress and request any additional suggestions
- Time spent “harvesting” Boosters will grow as progress is made, but should remain minimal compared to outreach to new targets on LAMP list.
- Repeat Steps until contacts lead to interviews with employers!!

Questions?



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