

Target Company (aka LAMP) List Primer Section

The purpose of this section is to provide a reference primer for completing your Target Company List (aka your “LAMP” List as Steve Dalton refers to in The 2 Hour Job Search). This information is intended to complement the associated workshop for the Job Search Strategies and Networking Modules held during the Bridge to Success course or in January.

NOTE: For international students, you should use the second tab of this template which includes a special column as to whether a company may sponsor or not.

LAMP List Column Summary

LAMP (“List Column Completion Instructions Summary) (Dalton p. 216)

Summary of 4 Approaches for populating your “List column: [Dalton suggests spending no more than 10 minutes / per approach – in other words move quickly through this exercise so you don’t overanalyze at this point in the process]

- 1) **Dream Employer:** List any desired employers that come to top of mind. Then think of common traits shared by dream employers and not other employers who meet similar criteria.
- 2) **Alumni Approach*:** Search alumni Databases (e.g., LinkedIn, Magic, Irish Compass, My Notre Dame/Alumni & Friends) for organizations where alum hold interesting jobs that might appeal to you.
- 3) **Posting Approach*:** Search CareerShift (which includes Indeed results), Magic, and/or LinkedIn for additional ideas of organizations with currently available job postings with roles that may be appropriate for you.
- 4) **Trend Following Approach:** Google trends in industries or functions of interest (e.g., “marketing trends”, “energy consulting”, etc.) for additional employer ideas.

*Reminder: It’s important to avoid context-switching and not get distracted by capturing alumni and/or specific job information as you complete your LAMP List. If you see something particularly interesting, just bookmark it on this pass and come back to it later. The goal again is to move relatively quickly through this exercise.

LAMP (“A”lumni Column Completion Instructions Summary) Search the University of Notre Dame and Mendoza College of Business Alumni Pages in LinkedIn for the each of the employers you listed in the first column. If they have an ND alumni (or if another ally from within your existing network is at the employer), populate this column with a “Yes” otherwise, mark it with a “No”. (Again don’t get distracted with capturing specific alumni info at this point.)

LAMP (“M”otivation Column Completion Instructions Summary) (Dalton pp. 53-54) Go with your gut for now. You will revise this as your search evolves. 3 = most motivating (“dream employers”) / 2 = familiar with but less motivated / 1 = unfamiliar with

LAMP (“Posting Column Completion Instruction Summary) (Dalton pp. 60-64) The goal of this step is to go back through your list now, and search your companies (we recommend CareerShift for this initial exercise the first time you complete your LAMP list, since it includes Indeed as the broadest subset of the available data). You may also check DOME data if you change your filters to also include past jobs that have been posted to get an idea for what postings have historically been available (since live internship and/or full-time jobs that may be relevant for you may not necessarily be active at the beginning of the year when you are first completing this exercise. (Again the goal is not to apply or get mired in details here. Don’t spend more than 20 minutes on this piece for your first time. If you see something interesting, you can bookmark it for later.)

Special Note for International Students: Be sure to use the second tab of the LAMP template which contains an additional column labeled “Int’l Prospects”. 3= sponsors, 2 = might sponsor, 1 = does not sponsor

Sorting Your LAMP List for Priority: The “Power Rating” column will be automatically calculated based upon these preceding columns to allow you to sort for relative priority as a means to help you target your time in your search efforts. *Keep in mind that your LAMP list should be a living document that you revisit and update as appropriate throughout your job search journey.*

A Few Additional Notes for International Students:

- A firm’s willingness to sponsor cannot be ignored
 - Some companies are 100% willing to sponsor
 - Some are 100% unwilling to sponsor
 - Some will sponsor for specific (not all) roles
- It’s not always easy to figure out which bucket a company falls into
 - Leverage all available resources (coaches, friends, networking contacts, digital systems such as, Handshake, Career Shift, Google, etc.) to gather intelligence
- If you don’t know, go for it! (Some companies will advertise that they do not sponsor, but will actually do so if they find the right candidate)
- Be ready to flex if you find out the company doesn’t sponsor
- Don’t waste precious time & energy targeting doors that are closed
- Another strategy includes applying to home country office for global companies