EXECUTIVE COACHING | MANAGEMENT CONSULTING

The Two Hour Job Search

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Used at over 20 MBA schools globally: Duke, William & Mary, Berkley, UCLA, Yale, Rice and more

What is the Two Hour Job Search?

- An Ultra specific process for using technology to find the right job fast
- Strategy to tap the hidden job market
- Pareto Principle: 80% of results comes from 20% of effort

Choose what you want to do
Write resume, linked in….
Prioritize target employers
Contact target employers
Recruit advocates to provide internal referrals
Interview
Select an offer

The 2 Hour Job Search

What Happens in 2 Hours?

70 min

50 min

Ongoing 3B7 Routine

"The 2-Hours refers to how long I would spend job searching if you told me I had to start looking for a job *right now* — after two hours, I'd be done for the day, since any less time would be insufficient and any more, unnecessary."

Steve Dalton

Step 1 Goal: Prioritized List

List	Alumni (Y or N)	Motivation (Scale 1-5)	Postings (Scale 1-4)
Microsoft	Y	5	3
LINE	Y	5	3
Airbnb	Y	5	3
SAP	Y	5	3
Google	Y	5	3
LinkedIn	Y	5	3
IBM	Y	5	3
Symantec	Y	5	3
Red Hat	Y	5	3
Amazon	Y	5	3
Facebook	Y	5	3
Dropbox	Y	5	3
Blue Apron	Y	5	3
Lenovo	Y	5	3
Intel	Y	5	3
Cisco	Y	4	3
Adobe	Y	4	3
Uber	Y	4	3
Comcast	Y	4	3
Oracle	Y	4	3
Under Armour	Y	4	3
Groupon	Y	4	3
Canon	Y	4	3
Rakuten	Y	4	3
Accenture	Y	3	3
ASUS	N	5	3
Spotify	N	5	3
Samsung	N	5	3
HelloFresh	N	5	3
VSCO®	N	5	3
Fitbit	N	5	3
hulu	N	5	3
ebay	N	4	3
NetApp	N	4	3
Booking.com	N	4	3
Marketo	N	4	3
Hubspot	N	4	3
TripAdvisor	N	4	3
Salesforce	N	4	3
Coursera	N	4	2

70 min

LAMP Method:
L List (Column A)
A Alumni (Column B)
M Motivation (Column C)
P Postings (Column D)

40 Companies
Excel Spreadsheet
Or download template
https://2hourjobsearch.com/resources

List (Column A)

40 min

- Dream employers
  - What are common traits shared by your dream employer?
  - Use the "similar" button in LinkedIn
  - https://2hourjobsearch.com/articles/great-linkedin-tip-the-similar-button
- Alumni approach
  - Use LinkedIn to find alumni with relevant job titles/positions/geographic location
- Posting approach (indeed.com)
- Trend-following approach
- No double clicking! Capture the company and move on

Alumni (Column B)

10 min

- For each company, identify alumni (school or prior company) that work there.
- Use LinkedIn to search for “alumni”
- Type “Y” if you identify someone with these common links
- Type “N” if you do not
- You don’t have to know these “alumni”
- Don’t get caught up in capturing additional info, it can be non-productive.

Motivation (Column C)

5 min

- Score each employer on a scale from 1-5
- 5 = highly motivated (“dream employers”)
- 2 = employers you are familiar with, but least preferred
- 1 = completely unfamiliar
- Efficiency is key- **DON’T** spend time researching companies now
- Score your favorite company a 5, and score others based off of your favorite (arbitrary coherence)

Postings (Column D)

- Indeed.com, LinkedIn, Glassdoor-search for job postings at your target company. philanthropy.com for non profits
- Score each company on a scale of 1-4
- 1 = no job postings. Period.
- 2 = job postings, but not in your field of interest
- 3 = job postings, in your field of interest
- 4 = job postings, in your field of interest, and specific to you
- **NO** double clicking! Read the postings later

15 min

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Blue Apron	Y	5	3
Lenovo	Y	5	3
Intel	Y	5	3
Cisco	Y	4	3
Adobe	Y	4	3
Uber	Y	4	3
Comcast	Y	4	3
Oracle	Y	4	3
Under Armour	Y	4	3
Groupon	Y	4	3
Canon	Y	4	3
Rakuten	Y	4	3
Accenture	Y	3	3
ASUS	N	5	3
Spotify	N	5	3
Samsung	N	5	3
HelloFresh	N	5	3
VSCO®	N	5	3
Fitbit	N	5	3
hulu	N	5	3
ebay	N	4	3
NetApp	N	4	3
Booking.com	N	4	3
Marketo	N	4	3
Hubspot	N	4	3
TripAdvisor	N	4	3
Salesforce	N	4	3
Coursera	N	4	2

LAMP List Sort:

1. **Motivation, 5's on top**
2. **Postings, 4's on top**
3. **Alumni, Y on top**

Complete in 70 minutes!

Step 2: Contacts

50 min

Curmudgeon
Don't respond, don't help

Obligates
Respond but don't help

Boosters
Respond and help

Goal: Identify and secure conversations with potential advocates at top 5 target companies as efficiently and effectively as possible. From those conversations, identify Boosters and cultivate a relationship

Naturalize

20 min

- Identify contacts for top 5 companies in your LAMP list
- Convert “N” to “Y”:
  - LinkedIn
  - Facebook
  - Fan Mail
  - Linked in back solving
  - Cold calls
- “Alumni” can be considered anyone in a position to help

Email

20 min

- Rely on Social norms vs market norms.
- Simple, honest request for a favor
- Find email addresses www.emails4corporations
- 5 point email.
  - Fewer than 100 words
  - No mention of jobs anywhere (subject or body)
  - Connection goes first
  - Generalize your interest
  - Maintain control of follow up

Send a 5 point email to one contact per Top 5 company 20 minutes

5 point Email example

Subject: Duke MBA student seeking your advice

Dear Mr Jones,

My name is Brooke Franklin. I am a first year Duke MBA student who found your information in LinkedIn. May I have 20 minutes to ask you about your experience with IBM? I am trying to learn more about marketing careers at technology companies in North Carolina, and your insights would be very helpful.

I recognize this may be a busy time for you, so it we are unable to connect by email I'll try to reach you next week to see if that is more convenient.

Thank you for your time,

Brooke

Send a 5 point email to one contact per Top 5 company 20 minutes

Track

10min

- 3B7 Routine
  - Set two reminders in Outlook when a 5-Point email is sent
    - Reminder #1: three business days later
    - Reminder #2: seven business days later
  - Response received before reminder #1 pops up-you may have a Booster-schedule informational interview immediately
  - If no response is received before reminder #1, initiate outreach to a second contact
- Initiate contact with new target employers beyond Top 5 whenever Booster has been identified, or employer ruled out, or time permits

Establish 3B7 tracking on calendar 10 minutes

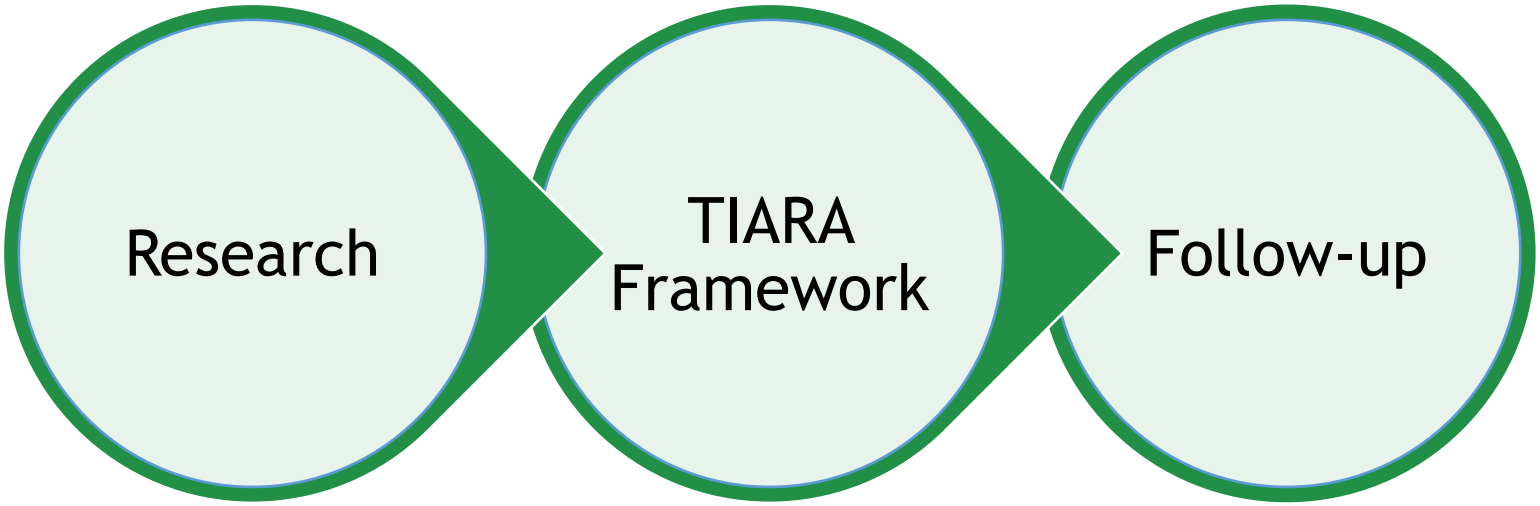
Your Job Search system is in place!

"Within that 2-hour period, I'd create a 40-employer target list sorted into a precise order of attack based on easy-to-find data, draft an effective outreach e-mail template, identify the most promising starting contact at each of my Top 5 employers, and sent my first batch of informational interview requests out. Further effort beyond that would serve only to exhaust me, since the bottleneck in the job search process is not work ethic but the speed at which potential advocates respond." *Steve Dalton*

120 minutes!

Step 3: Recruit

They said yes! What is next?



Research

- Conduct External Research, 15 min for 30 min conversation
  - SWOT Analysis (Hoovers, Data Monitor, Vault, Wet Feet)
  - Review company news on website
  - LinkedIn newsfeed
  - Identify any negative news about contact and/or company
  - Contact's LinkedIn profile, company bio, articles, etc.
  - Be prepared for "Big 3" questions:
    - Tell me about yourself
    - Why are you interested in our company?
    - Why are you interested in our industry and/or function?

Follow up Communications

- Send a “thank you” email within 24 hours
- Schedule monthly reminders to follow-up with those contacts with whom you’ve conducted informational interviews
  - First update email: recap advice they gave you, how you benefited/ gained from it, and request additional suggestions
  - Further updates serve to share your progress and request any additional suggestions

Informational Interview

- Phase 1: Small Talk
  - Express gratitude
  - "How is your day going so far?"
  - "What projects are you working on?"
  - " I would like to hear more about your background. How did you come into your current position?"

https://www.fastcompany.com/1843752/hate-small-talk-these-5-questions-will-help-you-work-any-room
https://www.fastcompany.com/40441365/do-these-5-emotionally-intelligent-things-within-5-minutes-of-meeting-someone

Phase 2: What is the TIARA Framework?

- **T**rends
- **I**nsights
- **A**dvice
- **R**esources
- **A**ssignments

- Phase 3: Next Steps ("Who else do you recommend I speak with?")

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