

The Two-Hour Job Search

Part 2

Jan Nelson & Katie Snyder
Career Prospectors
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Who Are Your Facilitators Today?



Katie Snyder, MAPP, PCC

- K. Snyder & Associates, LLC
- Executive Coach
- Retired Business Leader with DuPont
- M.A. in Positive Psychology
- B.S. Chemical Engineer
- CP Alumni

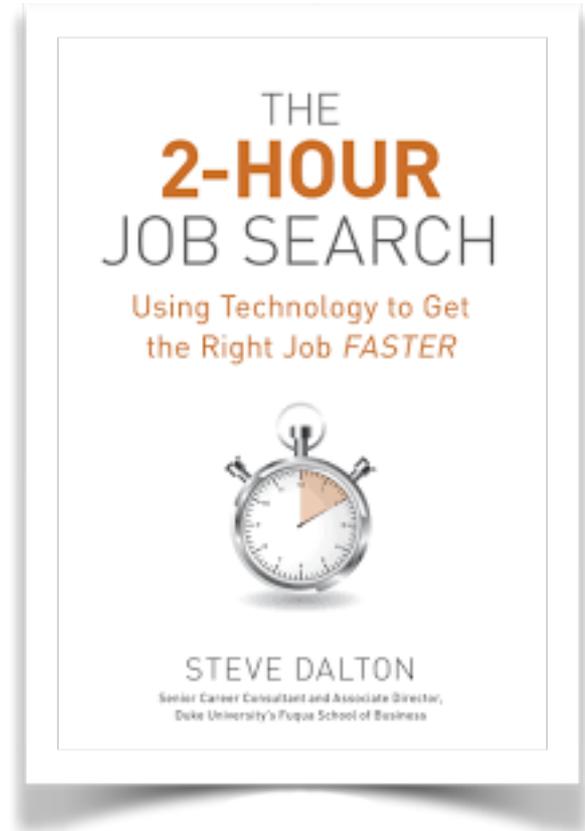


Jan Nelson, EdD, PCC

- Nelson Coaching & Consulting, LLC
- Executive Coach/Professor
- Retired Global HR Leader with GE Healthcare
- EdD in Org Behavior
- Masters in Human Resources
- CP Alumni

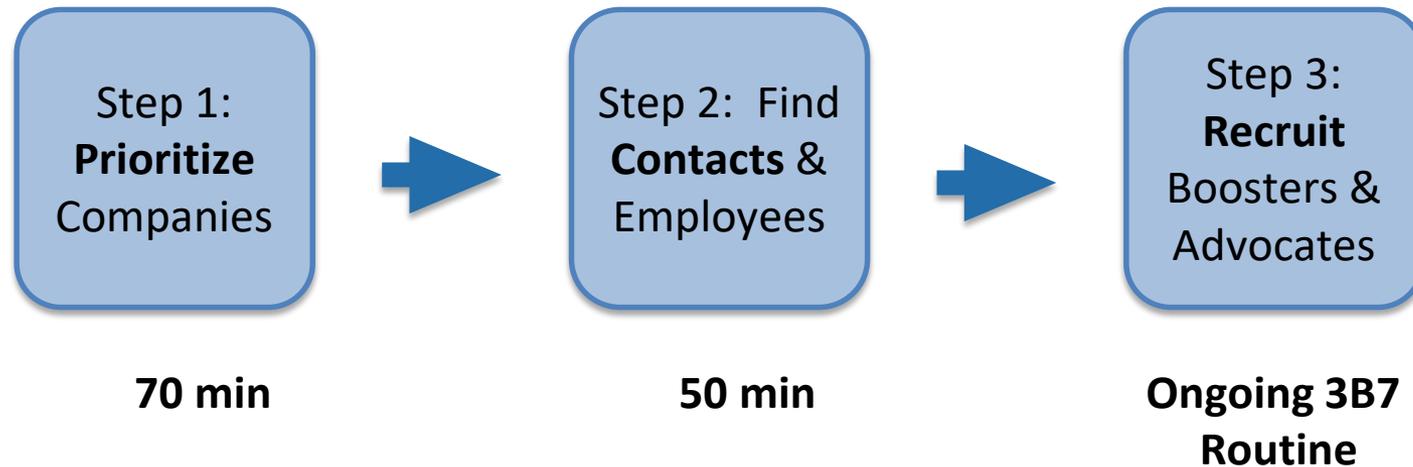
What Is the 2HJS

- ✓ Created by Steve Dalton
 - ✓ 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, LinkedIn....
 - **Prioritize** target employers
 - **Contact** target employers
 - **Recruit** advocates to provide internal referrals
 - Interview
 - Select an offer



➔ The 2 Hour
Job Search

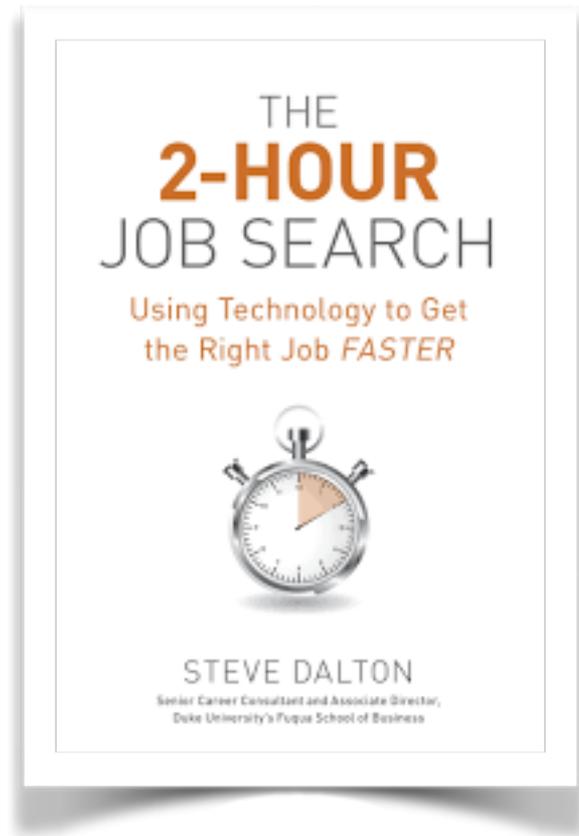
What Happens in 2 Hours?



“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

What Are We Doing Today

- ✓ **Part 2** of a hands-on session using the 2-Hour Job Search technique
- ✓ **Last week:** We built our lists of top 40 target companies (aka LAMP List)
- ✓ **This week:** We will focus on what to do with your list
- ✓ Along the way ... bonus tips and resources!



So, What Happened in Part 1?

We created our lists of 40 targeted companies in 70 minutes!

LAMP Method:

L List (Column A)

A Alumni (Column B)

M Motivation (Column C)

P Postings (Column D)

LAMP List Sort:

1. Motivation, 5's on top

2. Postings, 4's on top

3. Alumni, Y on top

| | A | B | C | D |
|----|--------------------------|-----------------|------------------------|----------------------|
| 1 | LAMP LIST | | | |
| 2 | List | Alumni (Y or N) | Motivation (scale 0-3) | Postings (scale 1-3) |
| 3 | Capital One | Y | 3 | 3 |
| 4 | HCA Virginia Health | Y | 3 | 3 |
| 5 | SunTrust | N | 3 | 3 |
| 6 | Altria | N | 3 | 3 |
| 7 | Wells Fargo | N | 3 | 3 |
| 8 | Mondelez Internation | N | 3 | 3 |
| 9 | CarMax | N | 3 | 3 |
| 10 | Data Directions | Y | 3 | 3 |
| 11 | Daybreak IT Solutions | Y | 3 | 3 |
| 12 | Dodson Property | N | 3 | 3 |
| 13 | TMI Consulting | N | 3 | 3 |
| 14 | Gelati Celesti | N | 3 | 3 |
| 15 | NACAS | Y | 2 | 3 |
| 16 | One Digital | Y | 2 | 3 |
| 17 | Porvair Filtration Group | N | 2 | 3 |
| 18 | RTS Labs | Y | 2 | 3 |
| 19 | Brand Federation | Y | 3 | 2 |
| 20 | ImpactMakers | Y | 3 | 2 |
| 21 | GAAP Dynamics | N | 2 | 2 |
| 22 | Strategic Risk Advisors | N | 2 | 2 |
| 23 | Sycom Technologies | Y | 2 | 2 |
| 24 | Surface Architectural | N | 2 | 2 |
| 25 | Amazon | N | 2 | 2 |
| 26 | VetEvolve | Y | 1 | 2 |
| 27 | White Oak Equipment | Y | 1 | 2 |
| 28 | Workshop Digital | Y | 1 | 2 |

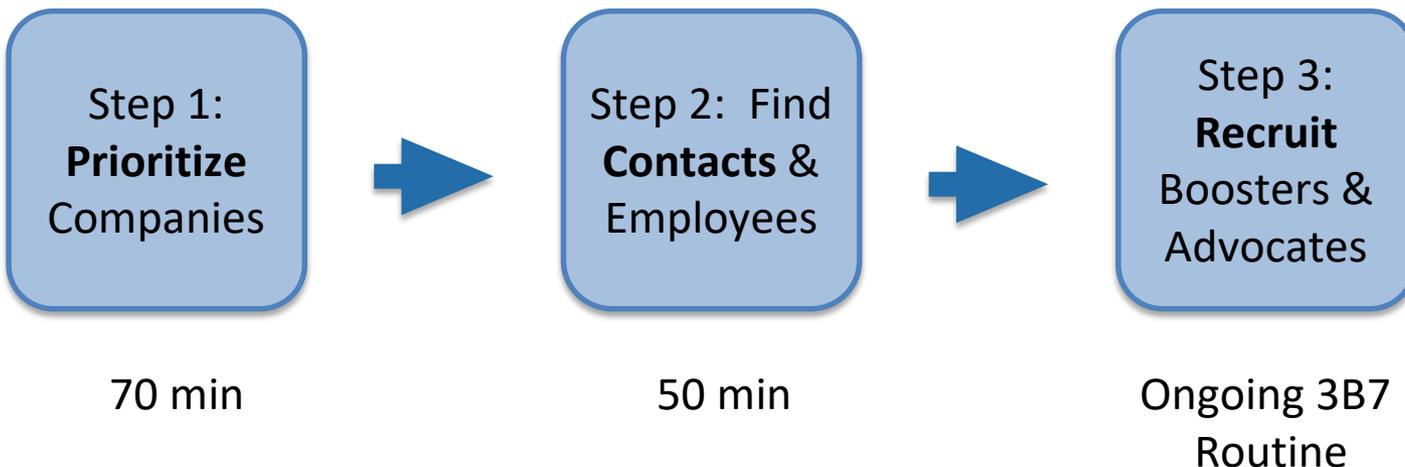
Access the worksheet here: <https://2hourjobsearch.com/resources>

So, What If I Didn't Attend Part 1?

- You still need to complete a LAMP list! Here is the link to the template: <https://2hourjobsearch.com/resources>
- We have attached a list of RVA companies – large and small – to the end of today's presentation
- Remember **70 minutes** to build your LAMP list!
- For now, write down 5 “Dream Companies” that are at the top of your job seeking list.

So, What Are We Going To Do Today?

- Naturalizing & Contacts
- Communications → The 6 Point eMail
- Tracking → 3B7 Technique
- Bonus: Tips on Informational Interviews



Naturalizing Your Contacts

GOAL: To identify and secure conversations with potential advocates at your TOP 5 Target companies, efficiently & effectively



Curmudgeon

Don't respond, don't help



Obligate

Respond but don't help



Boosters

Respond and help

Naturalize Contacts *Systematically*

- For today, we will focus on just your **Top 5 Companies**
- Who are these **BOOSTERS**
 - ✓ Their position is functionally relevant to the one you seek
 - ✓ They are fellow alumni or members of your affinity groups
 - ✓ They hold a position 1-2 levels above where you want to start
 - ✓ They have already been promoted in that organization
 - ✓ They have a unique name
- Get your Excel Worksheet ready: Create your Booster list for your Top 5 Companies in the next 20 minutes!

Steve's Hierarchy for Finding Contacts

Average
Rate of Return

Contact method #1: LinkedIn Groups

Contact method #2: Direct eMail

- Alumni Database
- Email Finders
- "Fan Mail"

Contact method #3: LinkedIn Invitations to Connect

Connect method #4: Facebook/Twitter/Other Social Media

Contact method #5: LinkedIn Second-Degree Connections



20 min

#1 Your LinkedIn Groups

- Self-selecting affinity groups in LinkedIn ...Like-minded people hang-out there
- Members of groups can access a directory of fellow group members
- Join a variety of large and small groups; participate in discussions

TASK: Visit one of your LinkedIn Groups now; scan the directory of members for individuals who fit your contact profile. Add 2 names to your Excel worksheet. After today's session revisit your LinkedIn Groups and REFRESH (Up to 100)

Break-Out Session

- Take 3 minutes to visit at least one LinkedIn group each, and identify at least 2 contacts who best match with your Booster profile.
- For the next 7 minutes, you and your partner share your contact finds with each other.
- Provide feedback and fine-tune. Do you have at least one and hopefully two qualified contacts at each of your top five companies?

#2 Direct eMail

- Rely on Social norms vs market norms.
- Simple, honest request for a favor
- Find email addresses www.emails4corporations
- **The Dalton 6 point email:**
 1. Fewer than 75 words
 2. Ask for insights and advice ... No mention of jobs anywhere (subject or body)
 3. State your connection first
 4. Make your request in the form of a question, end with ?
 5. Define your interest both narrowly and broadly
 6. Keep over half the word count about the *contact*, not about you ... You can cover this by adding your LinkedIn address under your signature



20 min

6-Point eMail Example

Subject: Your product management experience at Red Hat

Dear Jeff,

I'm Brooke, a first year Duke MBA ('22). May I chat with you for a few minutes about your product management experience at Red Hat?

I am trying to learn more about product management in the North Carolina tech space, and your insights would be greatly appreciated..

Best Regards, Brooke

Additional email examples on Steve Dalton's website: <https://2hourjobsearch.com/>

Another 6-Point eMail Example

Hi Patricia,

I'm Andrew, a fellow member of the EdTech LinkedIn Group. May I have a few minutes to ask you about your sales experience at Enspire Learning?

Your insight would be greatly appreciated, since I'm now in the process of deciding whether to apply for your open Business Development position.

Best regards, Andrew

Additional email examples on Steve Dalton's website: <https://2hourjobsearch.com/>

Break-Out Session

- Take 3 minutes to craft your 75 word email to one of the contacts you already identified.
- For the next 7 minutes, you and your partner share your emails with each other.
- Provide feedback and fine-tune. Is your email ready to send?

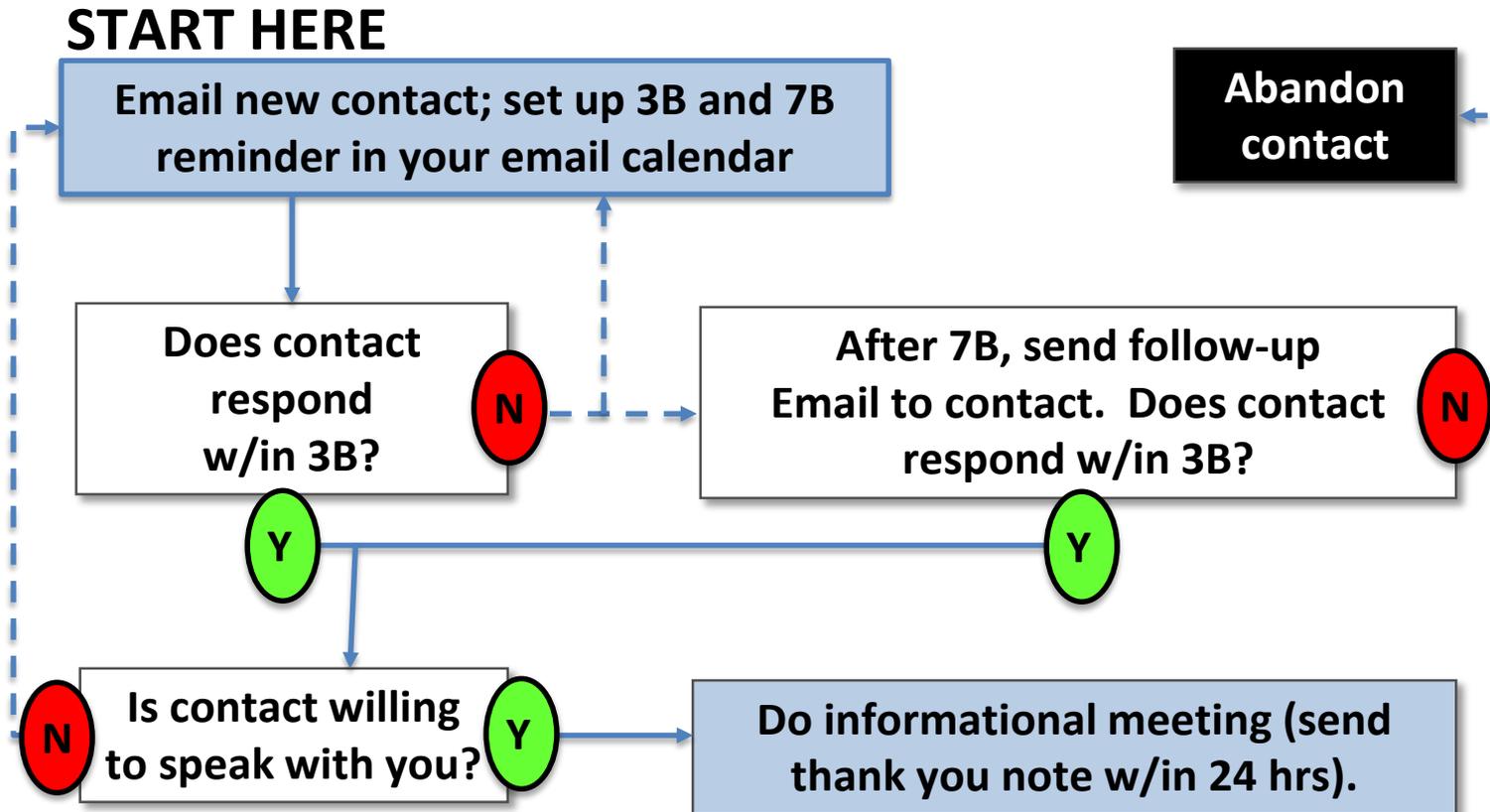
3B7: Tracking Your Search

- Set two reminders **in your calendar** 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 within 24 hrs.
- If no response is received before reminder #1 (3 business days), initiate outreach to a 2nd contact at that target company
- Initiate contact with new target employers beyond Top 5 whenever Booster has been identified, or employer ruled out, or time permits
- Do not take on more companies than allows you to maintain the 3B7 routine and timing

3B7: Tracking Your Search



10 min



Your Job Search System Is Now in Place

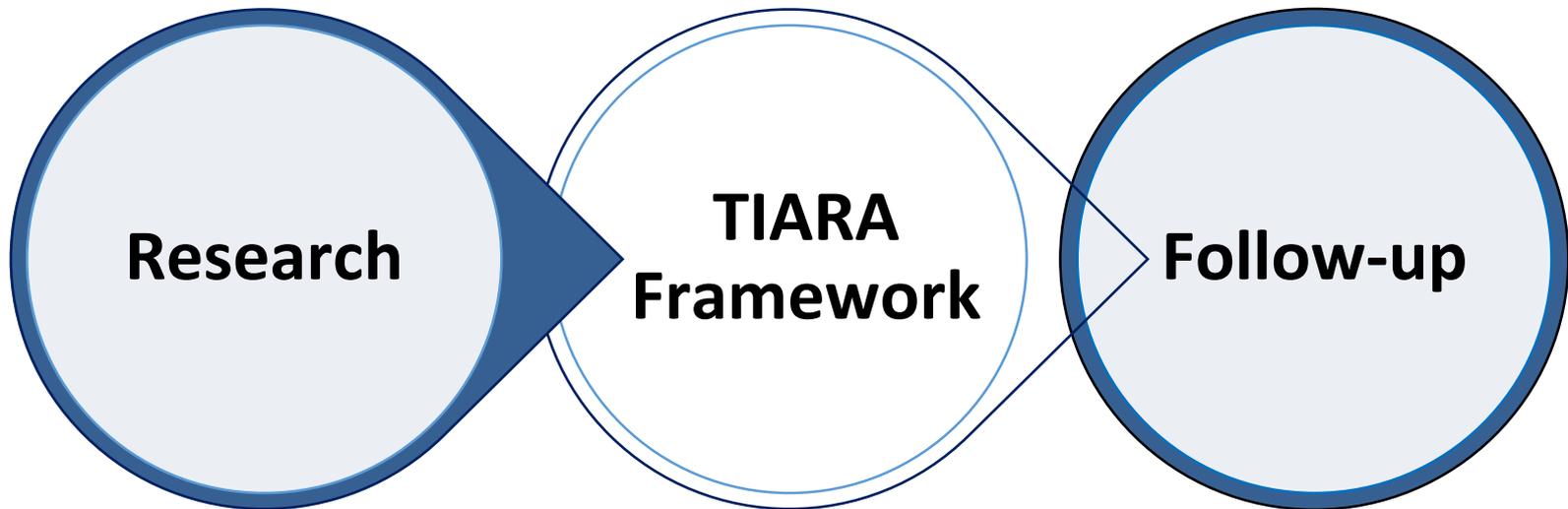
“Within that 2-hour period, I’d create a 40-employer target list sorted into a precise order of attack based on easy-to-find data, draft an effective outreach e-mail template, identify the most promising starting contact at each of my Top 5 employers, and sent my first batch of informational interview 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!

What Else ... Informational Interview

They said yes! What is next?



Research

Conduct External Research -- 15 min prep for 30 min conversation

- ✓ SWOT Analysis (Hoovers, Data Monitor, Vault, Wet Feet)
- ✓ Review company news on website, know their good news
- ✓ LinkedIn newsfeed
- ✓ Identify any negative news about contact and/or company.
Be aware, don't initiate conversations about their bad news.
- ✓ 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?

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?”

PHASE 2 – COLLECT INFO

- **Trends:** What trend is most impacting your business?
- **Insight:** What surprises you most about your job?
- **Advice:** If you were me, what would you be doing to best prepare?
- **Resources:** What resources should I look into next?
- **Assignments:** What has been your favorite project so far?

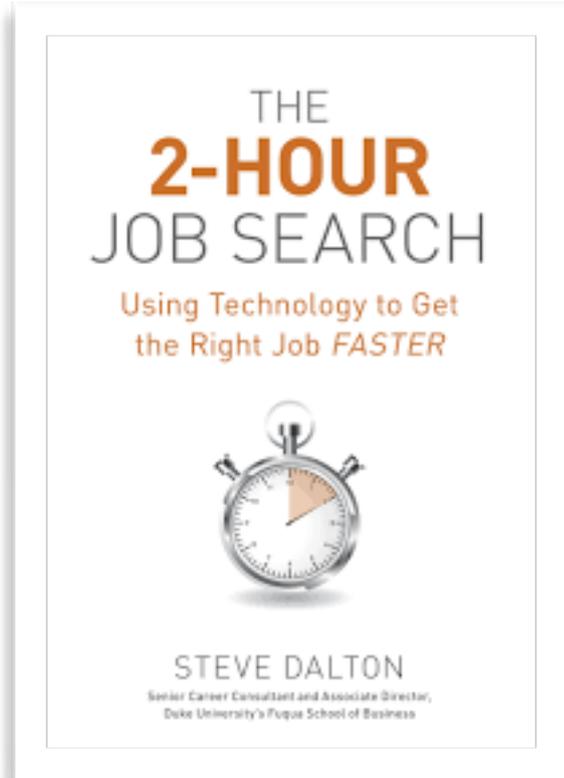
PHASE 3 – NEXT STEPS

- “Who else do you recommend that I talk with?”
- Follow-up on referrals w/in 24 hr
- Send thank you note w/in 24 hr
- Keep Booster up-to-date on your progress

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 and how you benefited/gained from it. Request additional suggestions
 - Send further updates to share your progress and request any additional suggestions

Additional Resources



- ✓ Paperback book: \$11.04 on Amazon
- ✓ Free book on Audible
- ✓ Website: www.2hourjobsearch.com
- ✓ Linked in Group: The 2-Hour Job Search - Q&A Forum
- ✓ Twitter @Dalton_Steve
- ✓ YouTube: Steve Dalton or 2-Hour Job Search
<https://www.huffingtonpost.com/author/steve-dalton> <http://touchmba.com/steve-dalton-the-2-hour-job-search/>

Richmond Companies

- Chamber RVA – Member Companies (sorted by industries) <http://go.chamberrva.com/members>
- Commonwealth of Virginia – Central Job Board
https://jobs.agencies.virginia.gov/applicants/jsp/shared/Welcome_css.jsp
- Greater Richmond Partnership (GRPVA) – 50 Largest employers in Richmond Metro
Download: <https://www.grpva.com/data-reports/leading-employers/>
Internet: <https://www.grpva.com/data-reports/leading-employers/top-private-employers/>
- RVA Employers Named as Top Workplaces in 2019 (65 companies) https://vaceos.memberclicks.net/view-all#
- Virginia Business Journal – 2020 Various Lists of Employers by Industry & Size
Excel & HTML <https://www.virginiabusiness.com/lists/>
 - [A] Virginia Business Journal – 2020 Virginia’s Largest Private Companies
Excel & HTML: <https://www.virginiabusiness.com/lists/?djoPage=bridge&djoPid=39986>
 - [B] Virginia Business Journal – 2020 Virginia’s Largest Public Companies
Excel & HTML: <https://www.virginiabusiness.com/lists/?djoPage=bridge&djoPid=39987>
- Virginia Council of CEOs (306 members) Directory: https://vaceos.memberclicks.net/view-all#
- Virginia Economic Development Partnership – Announcements & Closings of Virginia Companies
https://vedpweb.vedp.org/announcements#
- Virginia Economic Development Partnership – Directory of International Companies in Virginia
<https://internationaldirectory.vedp.org/>
- Virginia Economic Development Partnership – Key Industries in Virginia <https://www.vedp.org/key-industries>