

CareerSMARTZ (CS25)

A highly effective career success strategy built around “Find a need and fill it.



Task 3: Target Potential Employers

Note: All underlined words are hyperlinks to Internet websites and will only function when viewing this document on your computer.

Objective

The objective of this guide is to identify (target) employers who best match your employment preferences and who also offer positions matching your chosen career goal.

Caution

Do not attempt to complete this exercise until you have first completed CS1 (Define Your Career Selection Criteria) and CS20 (Define Your Final Career Goal and Mission).

Materials needed

- CS25 (the document that you are reading now)
- CS26 (My Target Employers)
- Your completed copies of CS1 (Define Your Career Selection Criteria) and CS20 (Define Your Final Career Goal and Mission).
- A computer with access to the Internet

Completion time

The time required to target potential employers varies from one person to another. Some people know which employer or employers they want to work for by the time they reach this point in the *CareerSMARTZ* program, so their time hunting for employers is typically zero.

If this is the case for you, and if you know specifically which employer(s) you want to work for (by name and location), then you may skip this guide and move on to Task 4: CS27 (Determine Your Employment Value). However, if you are not sure which employers you would like to work for, or if your selected employers do not pan out, then this guide is for you.

Remember this - it may take you anywhere from hours, days, weeks or even months to find the right employers. It all depends upon the nature of your employer criteria, how many employers exist who can meet your needs, where your potential employers are located, how many people you ask for help finding employers, and your level of commitment to this task.

CareerSMARTZ (CS25)

A highly effective career success strategy built around “Find a need and fill it.

What we can say with assurance is that this exercise typically cannot be completed in one session. Plan to devote several hours each day (if currently unemployed) or each week (if currently employed) looking for potential employers.

How many employers should you target before you begin to apply for employment?

Answer = at least three! No two job offers will be exactly the same. Your experience at each employer will be different - sometimes very different - even if the position titles and duties are the same. Therefore, to give yourself the opportunity to be able to pick the best option, don't start applying for employment until you have identified at least three potential employers.

Get ready to search, identify, apply and repeat – all at the same time!

It is common for job seekers to be involved in multiple tasks at the same time. For example, you may find yourself searching for potential employers while you are also applying to employers that you have already identified. As a result, and unlike other steps in the CareerSMARTZ program, you may find yourself simultaneously working on several guides.

Before you begin, please note that the following guide is divided into three phases:

- Phase 1: where you will define your preferred employer criteria (Steps 1-7)
- Phase 2: where you will identify matching employers (targets) (Step 8)
- Phase 3: where you will select your most desirable employers (Steps 9-11)

Follow the steps below to complete this guide.

(M) = Steps labeled with a (M) are mandatory! Other steps are optional.

Phase 1: Define your preferred employer criteria (Steps 1-7)

1. Obtain a copy of CS26 (My Target Employers).

Review the form and note the following sections:

Employer criteria – Here you will find a list of 8 common employer criteria – factors that typically are used by job seekers to identify potential employers. In this section, you will be asked to select your employer preferences. Your selections will then be used as clues to locate matching employers.

Other criteria – Here you will list additional employer criteria that are important to you that are not listed in the Employer criteria section.

My ideal employer – In this space you will list the criteria that define your ideal employer. This is your list of clues which will be used to find potential employers.

CareerSMARTZ (CS25)

A highly effective career success strategy built around “Find a need and fill it.

Potential employers – Here you will list the names and addresses of employers that you identify as potential places of employment.

Columns (A), (B) through (J) – As you identify potential employers, you will use these columns to keep track of how well each employer can satisfy your preferred employer criteria.

2. Enter your career goal on CS26 (M)

On line 1.1, enter the job title of your career goal. If you have more than one career goal, then use lines 1.2 and 1.3. Enter only 1 career goal per line.

3. Enter your Geographical location preference (M)

On line 2.1, enter the geographical location where you want your employer to be located. You could, for example, be specific, such as Tampa, Florida, USA, or something more general, such as Southeastern USA or Greater Chicago Area. If you have more than one location preference, use lines 2.2 and 2.3.

4. Check your preferences for criteria items 3, 4, and 5.

If you have a preference for any of these options, check them now. You may check more than one option for any one item.

5. Indicate your business type preference (M)

In item 6, indicate the type of employer where you would like to find employment. Examples include, but are not limited to the following:

- Bank
- Car dealership
- College
- Doctor’s office
- Lawyer’s office
- My home office
- Nursing home
- Restaurant
- Retail department store
- Etc.

You may list up to five options.

CareerSMARTZ (CS25)

A highly effective career success strategy built around “Find a need and fill it.”

6. Check your preferences for criteria items 7 and 8.
7. Add your own employer criteria.

Review the section entitled “Career/Work/Employer Preferences” on your completed copy of CS2 (My Ideal Career Criteria). Note the items that you listed that are employer-related preferences.

In the section labeled “Other criteria” on CS26 (My Target Employers), list any factors (not already listed in criteria 1-8) that describe your ideal employer. This is a wide-open section and could contain anything that’s important to you. Listed below are several examples of items that could be listed here:

- Faith-based employer
- Franchise operation
- Modern high-rise building
- Offers (or located close to) daycare services
- Non-union employer
- Casual dress employer
- Minority owned business
- Close to public transportation
- Located on beautiful nature reserve
- Etc.

Do this now.

When you have completed the above steps, you will have a list of clues that you can use to identify matching employers. It’s very helpful to organize your criteria into a list like this example below:

My ideal employer:

- Hires accountants
- Is located in Atlanta, GA, USA
- Resides in the suburbs
- Has a small pool of employees (dozens of employees)
- Is a car dealership
- Offers child daycare
- Is close to major highways

CareerSMARTZ (CS25)

A highly effective career success strategy built around “Find a need and fill it.

Create your own (My Ideal Employer) list on page 3 of CS26.

Do this now.

Phase 2: Identify target employers (Step 8)

8. There exist many ways to find potential employers. Listed below are some of the most common strategies job seekers use to find potential employers.

Using your “My Ideal Employer” data that you listed on Page 3 of CS26 as clues, start with the first strategy below. Put the strategy into action and identify employers who match your criteria. As you identify potential employers, record their names and addresses on page 4 of CS26.

Don’t rely on any one strategy. Use as many strategies as possible. The more strategies that you use, the more potential employers you will find, and the quicker your job search will become.

Don’t just use a strategy once. You may have to repeat a strategy several times before it produces results.

Remember... you’re not looking for a job at this point. Rather, you’re looking for employers that match your ideal employer criteria.

Employer seeking strategies:

Note: As you identify employers, list their names and addresses on Page 4 of CS26. Use additional copies of CS26 if you wish to list more than 10 employers.

Also note that each employer listed on Page 4 has a corresponding column on Pages 1 and 2. For example, employer (A) on Page 4 owns Column (A) on Pages 1 and 2.

When you list an employer on Page 4, check the criteria that the employer can match in the employer’s column on Pages 1 and 2.

Do this now.

Employer seeking strategies:

- Ask people you know for employer suggestions.
- Seek out and contact professionals working in your career field. Check your Social Media contacts.
- Search several online job banks (like Monster.com, CareerBuilder.com, Indeed.com). Use Google to find additional online job banks.

CareerSMARTZ (CS25)

A highly effective career success strategy built around “Find a need and fill it.

- Visit CareerOneStop.org.
- Search Google.com for employers by type or name. For example, you could enter “Banks in Atlanta” if your ideal employer is a bank in Atlanta, GA.
- Use Social Media to post which type of employers you’re looking for and to ask for referrals. Such as LinkedIn.com, Facebook, and Twitter.
- Call Chambers of Commerce. Use Google to find Chambers across the US.
- Contact your local college Career Center (or a college in your preferred geographical area).
- Contact your local state employment service. Visit US.jobs for a listing of all state employment services.
- Use an online employer directory. Example: Insert “directory of accounting firms” into Google.
- Ask a local Career Coach or resume writer.
- Check newspaper “Help wanted” classified listings - both national and local newspapers.
- Contact professional associations or trade unions. Use Google to find them.
- Speak to college professors who teach courses related to your career field.
- Join a local job-hunting support group.
- Check your phone book Yellow Pages - both in print and online.
- Attend Career & Job Fairs - both in person and virtual.

Phase 3: Select the most desirable employers (Prime Targets) (Steps 9-11)

9. Understand that no two employers are the same and the danger of not doing proper employer research!

Your experience at a particular place of employment will be unique as each employer offers a different environment, different co-workers, different set of operational rules, different business objectives and strategies, and different challenges and needs.

Therefore, the more you know about a potential employer the better equipped you will be to make the right decisions. ***Trust me, time spent here will pay off handsomely.*** Skipping this step, or giving it only casual attention, can land you in a job that you later find is unsatisfying, even miserable.

10. Start your employer research. Now, it’s time to do some research on each employer to find out how well each employer can match your chosen career criteria. To gather information on any employer, use as many of the following strategies as possible:
 - Talk to people you know.

CareerSMARTZ (CS25)

A highly effective career success strategy built around “Find a need and fill it.

- Check out each employer’s website.
- Contact each employer and ask for literature about the company.
- Review company directories (online or in libraries).
- Call Chambers of Commerce.
- Call the company and ask to speak to the Public Relations department (or to a person who handles general questions about the company).
- Call the Better Business Bureau in the same location as the company.
- Search Google for information about the company.

As you discover information about an employer, check the criteria that they can satisfy on Pages 1 and 2 on CS26.

Be bold in your pursuit of knowledge. You have every right to ask questions.

Gathering information before you make a decision is the key to successful decision-making.

Do this now.

11. Identify your prime employer targets.

After you have completed the research on each of your current employer targets, sum the total of checkmarks for each employer and record the total scores on Page 2 of CS26.

Note the employers that have the highest scores. These employers match more of your career criteria than those with lesser scores.

From this exercise, decide which employers you want to approach for employment. Place a checkmark next to your selection on Page 4 on CS26 under the column labeled “Prime targets.” You now know which employers are best for you to pursue!

Do this now.

What’s your next step?

Move on to Task 4: CS27 (Determine Your Employment Value) to determine how you can be of value to each prime target employer.

Need more help? Visit the [Contact US](http://www.CareerSMARTZ.com) page at www.CareerSMARTZ.com.