



CONNECT
with companies that share your interests
“Company Target List”

Once you have perfected your resume and created your basic cover letter, you can begin to apply yourself to the job search. Where should you begin?

We’ve broken the process into 2-parts to keep things simple:

Part I: Identify Areas of Interest

It’s important to seek employers where your skills, values, interests, and traits will match the company requirements and culture. You’ll spend a lot of time at work, so you want it to be a place you love. Do a little self-reflection and industry research to answer the questions in this chart. **Try to identify 5-10 companies of interest for further research.** This will help you better target your search.

What are my skills, interests, values, and traits?	
Am I interested in governmental, non-profit, or corporate work?	
Which industries interest me the most?	
What is the industry growth potential?	
What organizations are located in my city/region that I haven’t noticed before?	
Who are the industry leaders? Who are their competitors, vendors or clients?	
Which organizations inspire me?	
Are there any trade shows or conventions I could attend to network or conduct informational interviews?	
Who do my family, friends, and/or classmates work for?	
Which organizations are hiring and expanding?	

Part II: Focus your List

Look for key words in company descriptions and vacancy postings. How does the way the company or position is described match your expectations?

Use the chart below for each of the companies you’re interested in to see how they match up with what you’re looking for.

	Company Description		Your Preferences
Company name/Industry			
Location		My preferred Location	
Culture/Values		My values and interests	
Requirements		My skills and abilities	
Benefits		My needs and wants	
Growth potential		My career and life plans	
Company expectations		My traits	
Other		Other	
Overall match		Overall match	
Application requirements		Application to-do list	