

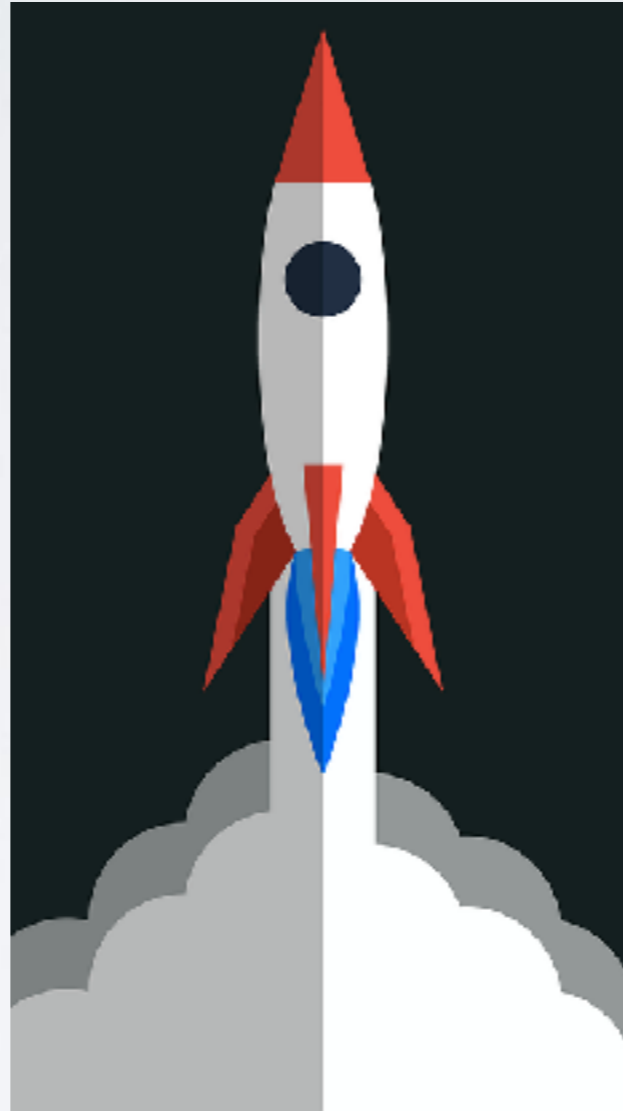
THE 2-HOUR JOB SEARCH

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WHAT IF YOU WERE ASKED TO BUILD A ROCKET?



**The ability to turn strangers into advocates *on demand*
is critical in every job**

YOU'LL NEED THIS SKILL IN THE JOB SEARCH, TOO

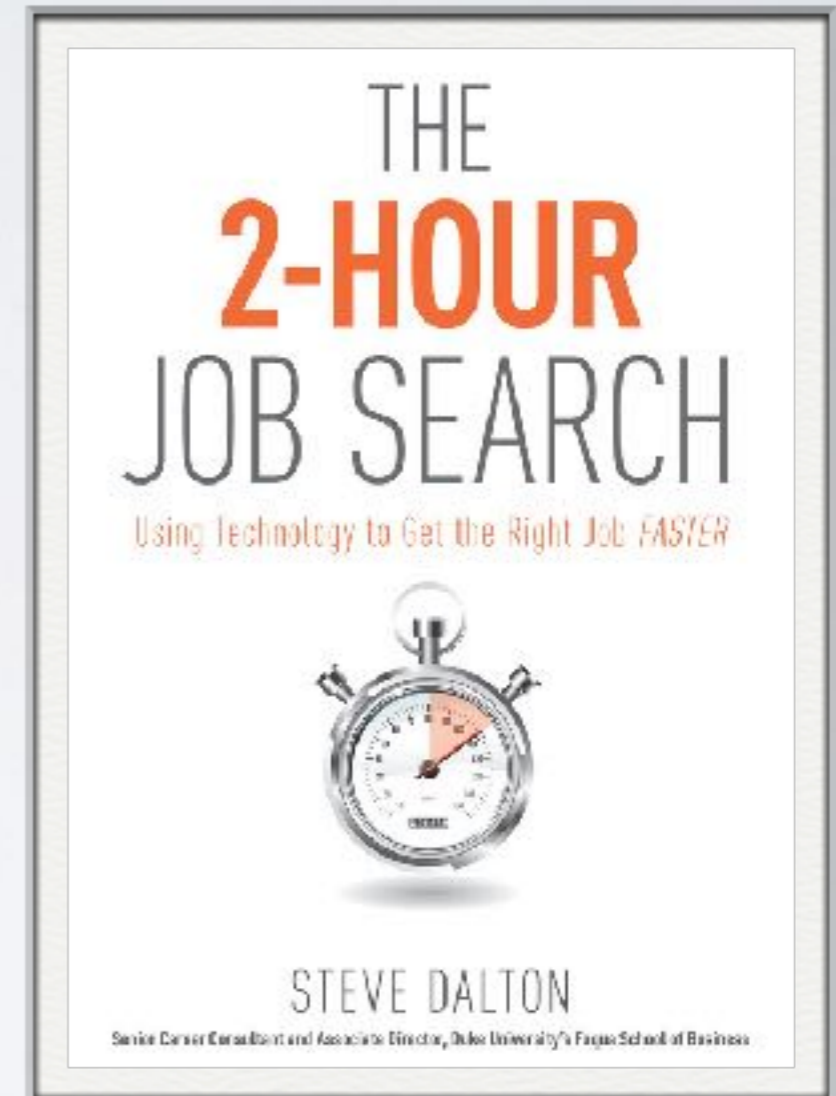
- **QUIZ:** For each candidate hired from an online posting at NY Fed, ? candidates were hired from referrals?
 - So to get interviews, we must get referrals



The biggest challenge is figuring out exactly how to get referrals when your time & energy are limited

SO HOW DO WE GET REFERRALS?

- Networking! 🍌
 - Informational interviews, actually
- I created a recipe
 - Published by Random House
 - Over 50,000 sold
 - Used at > 100 universities worldwide



I wrote this because everyone needs to put food on the table for themselves & their loved ones

How does it work?

2HJS splits networking into three “bites”

1. Prioritize employers

2. Contact employees

3. Recruit advocacy

Please ask questions

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Using Technology to Get the Right Job *FASTER*



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Senior Career Consultant and Associate Director, Duke University's Fuqua School of Business



Good game theory



No game theory

Artificial desperation arises from voluntary fixation

LAMP LIST

- LAMP List makes you The Bachelor of your search in 70 min

#	List	Alumni	Motivation	Posting
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
...				
40				

Use 80-20 Rule to (vertically) find 40 targets, then 3 data points

LAMP COLUMN #1: LIST (40 MIN)

Four unique approaches (10 min each):

- 1) Dream employers
- 2) Alumni
- 3) Indeed
- 4) Trends (or Visas)

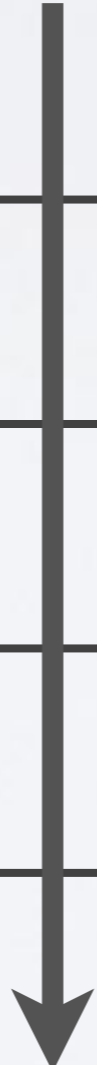
Do not make multiple LAMP lists

#	List
1	Leapfrog
2	Tivo
3	Enspire
4	Teach Street
5	Scholastic
6	
7	
8	
9	
10	

COLUMN #2: ALUMNI (10 MIN)

- Approximates likelihood of support
- Check LinkedIn and enter Y/N if alum currently employed there

#	<u>L</u> ist	<u>A</u> lumni	<u>M</u> otivation	<u>P</u> osting
1	Google	Y		
2	Adobe	Y		
3	Enspire	N		
4	Teach Street	N		
5	Tivo	Y		



COLUMN #3: MOTIVATION (5 MIN)

- Approximates pain tolerance for getting ignored by each target
- Gut reactions only — 5 is highest motivation; 1 for unknowns

#	<u>L</u> ist	<u>A</u> lumni	<u>M</u> otivation	<u>P</u> osting
1	Google	Y	5	
2	Adobe	Y	4	
3	Enspire	N	1	
4	Teach Street	N	3	
5	Tivo	Y	4	



COLUMN #4: POSTING (15 MIN)

- Approximates urgency based on current online hiring activity
- 3 is “very relevant”; 2 is “somewhat relevant”; 1 is no activity

#	<u>L</u> ist	<u>A</u> lumni	<u>M</u> otivation	<u>F</u> unding
1	Google	Y	5	1
2	Adobe	Y	4	3
3	Enspire	N	1	2
4	Teach Street	N	3	3
5	Tivo	Y	4	3



SORT (M, P, THEN A) TO ID TOP 5

- In next step, we'll approach all five simultaneously

#	List	Alumni	Motivation	Posting
1	PlayPower	Y	5	3
2	Broderbund	Y	5	3
3	Club Penguin	Y	5	3
4	Tivo	N	5	3
5	frog design	N	5	3
6	Inst. of Play	Y	5	2
7	PlayFirst	Y	5	2
8	2tor	N	5	2
9	TeachStreet	N	5	2
10	Screen Life	Y	5	1
11	Kaboose	Y	5	1
12	ZipCar	N	5	1
13	Grockit	N	5	1
14	Inkling Games	Y	4	3
15	InVisM	N	4	3
...
40	Enspire Learning	N	1	3

STEP 1: PRIORITIZE RECAP

1. Be The Bachelor, not one of many bachelorettes
2. Use the 80-20 rule
3. Start with data, finish with intuition

Result: Top 5 target employers (with ranked backups)

Quiz: How many employers (minimum) to create an effective LAMP list?

How does it work?

2HJS splits networking into three bite-sized pieces

1. Prioritize employers

2. Contact employees

3. Recruit advocacy

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WHO SHOULD I CONTACT?

In order of importance, contact employees who are:

1. **Functionally-relevant**
2. Fellow alumni
3. 1-2 levels above where you'd start
4. Internally-promoted



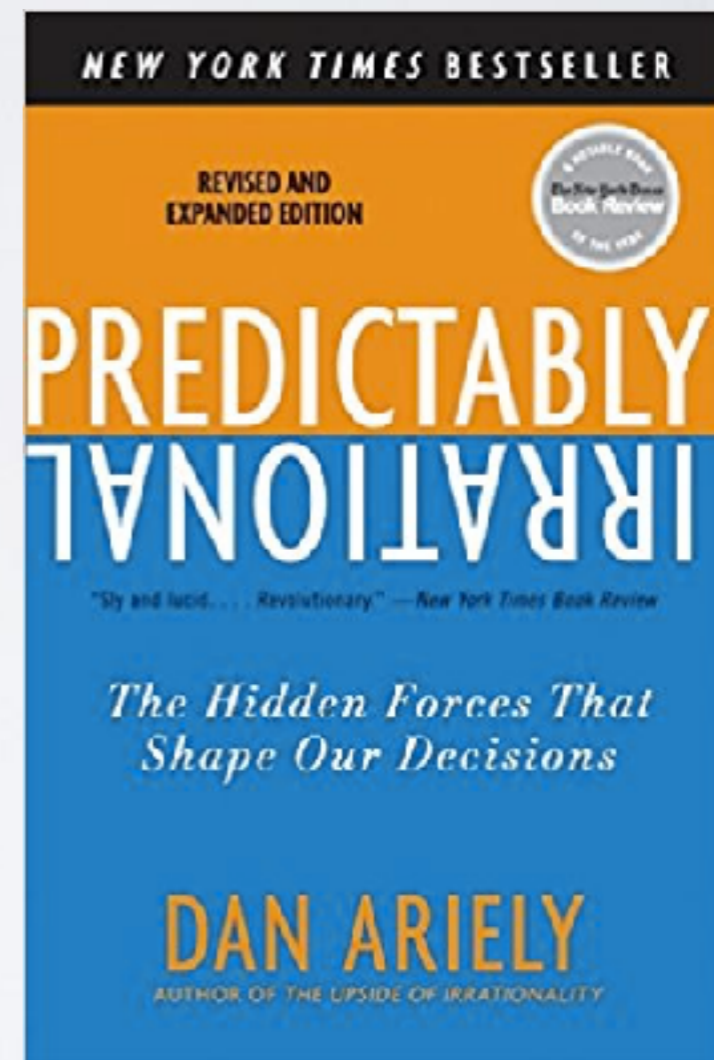
WHAT IF CONTACTS DON'T RESPOND?

- Three types of contacts you'll encounter
 - Curmudgeons
 - Obligates
 - Boosters
- Unfortunately...



HOW DO WE GET BOOSTERS ON THE PHONE?

- The conventional wisdom is “sell yourself”
 - Thought exercise
- Dan Ariely’s work offers a better way
 - Market norm = sell yourself
 - Social norm = ask for a favor
- Thought exercise #2



ORIGINAL 6-POINT E-MAIL

Subject: Fellow Duke MBA seeking your insight

Hi Jeff,

I'm Becca, a fellow Duke MBA ('18). May I chat with you for a few minutes about your product management experience at RedHat?

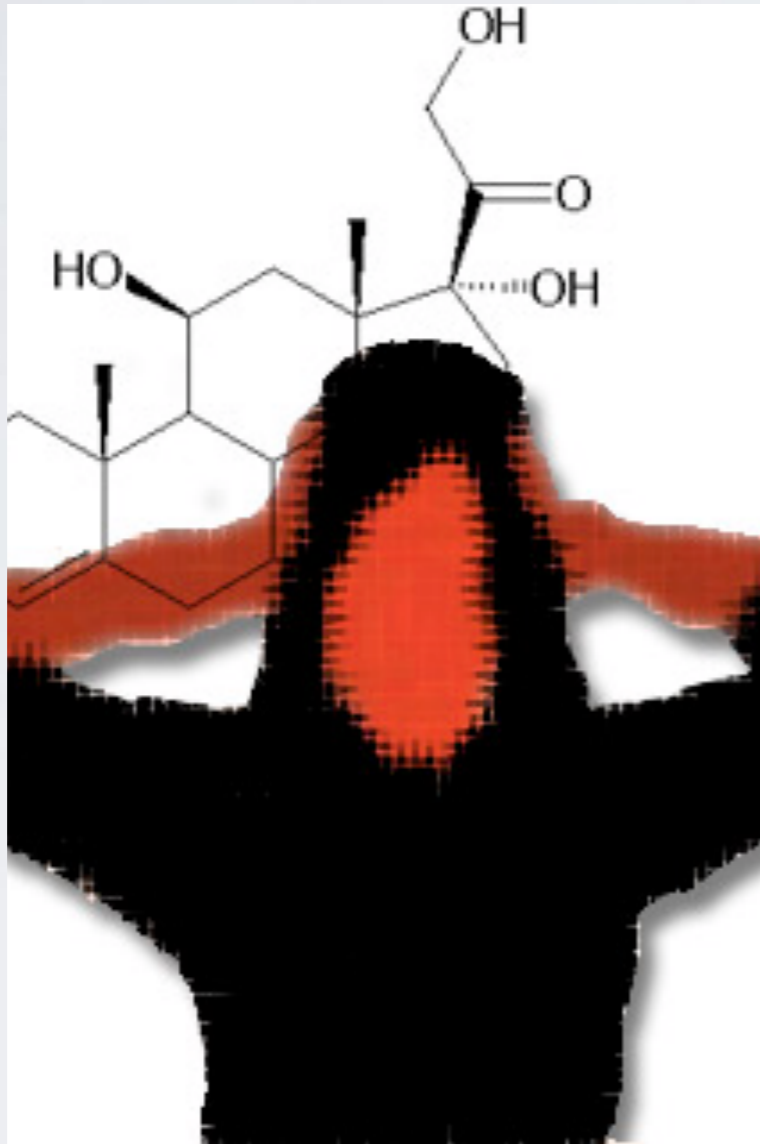
I am trying to learn more about product management in the North Carolina tech space, so your insights would be greatly appreciated.

Best regards,
Becca

6-POINT E-MAIL RULES

1. **BRIEF:** Short (<75 words)
2. **HUMAN:** Connection goes first
3. **SUBTLE:** Request advice & insight, not job assistance
4. **DIRECT:** Make your ask in the form of a question (ending in “?”)
5. **EGOLESS:** Over half of word count is about contact, not you (also: no resumes or “about me”)
6. **SINCERE:** Define interest narrowly (“your experience at Red Hat”) and broadly (“product management in the NC tech space”)

WHY IS A TRACKING ROUTINE IMPORTANT?



Your body's fighting you & your brain's been compromised

STEP 2: CONTACT RECAP

1. Choose contacts that are **functionally-relevant** and **easy to find**
2. Target Boosters (but expect Obligates & Curmudgeons)
3. Treat this process probabilistically

Result: Informational meeting scheduled

Quiz: Your 3B reminder pops up for an unresponsive contact — what three things do you do?

How does it work?

2HJS splits networking into three “bites”

1. Prioritize employers

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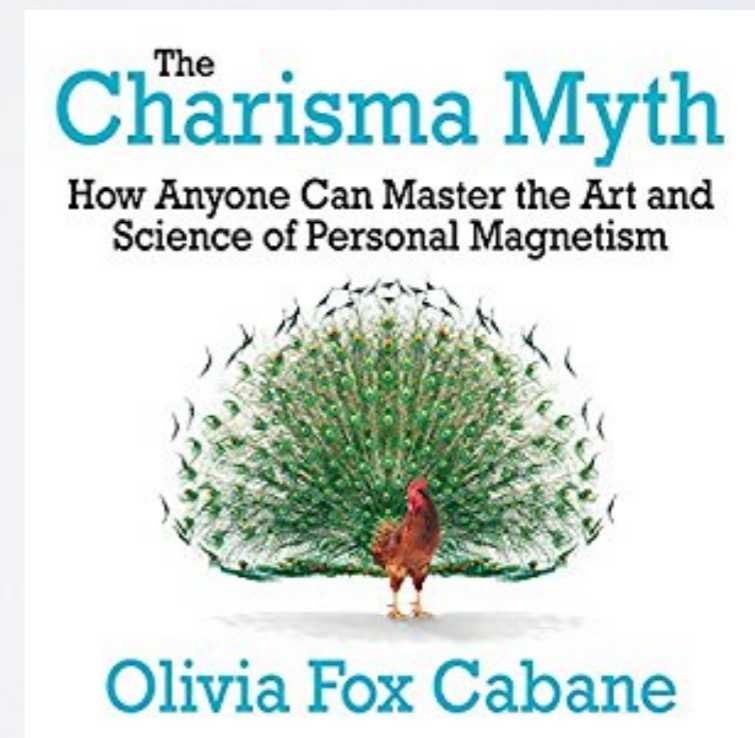
EMERGENCY!

- What do you do?
 - Ready to go?
- Informational meetings?
 - Ready to go?
- Wouldn't it be nice if there was a Heimlich for informational meetings?



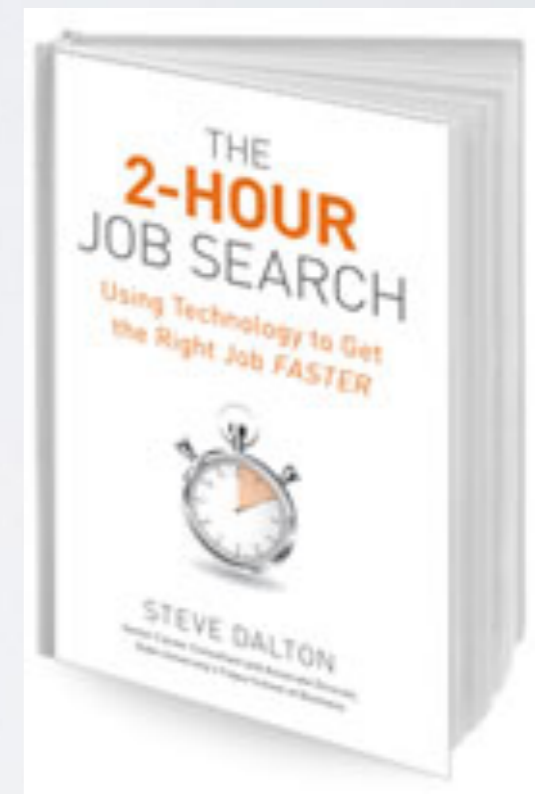
THE TIARA FRAMEWORK

- Don't "sell yourself" — it's outdated & counterproductive
- Alternative is to be likable, which *anyone* can do
 - Likability is driven by how well you *listen*, not speak



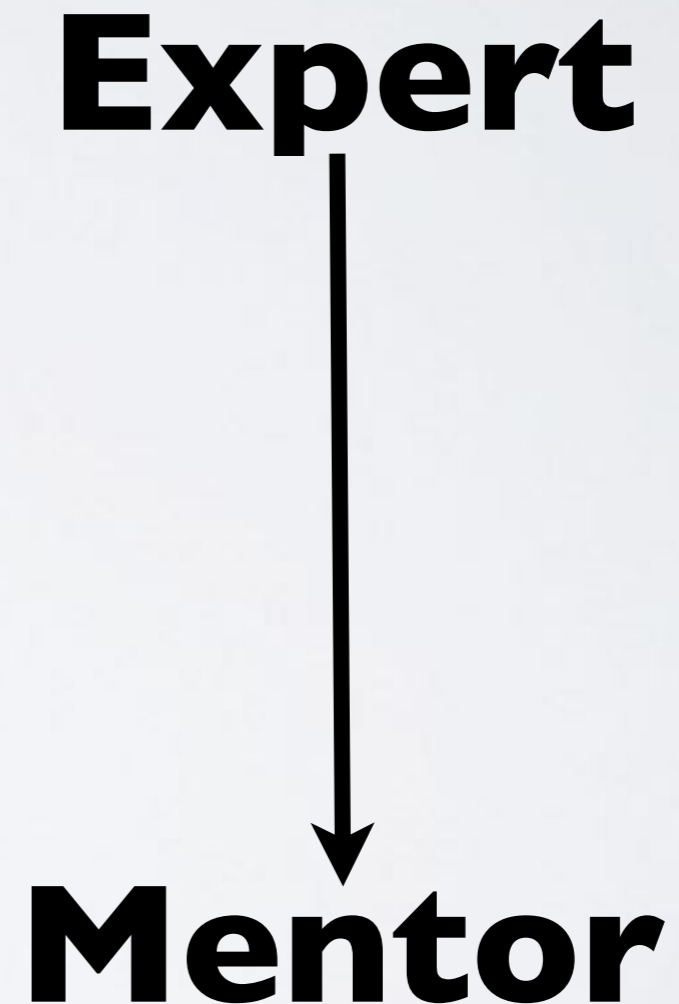
INFORMATIONALS ARE PREDICTABLE

- Three basic elements in a TIARA informational
 - Small talk
 - Q&A
 - Next steps
- **Key info you're seeking is ____?**



Q&A: THE TIARA FRAMEWORK

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



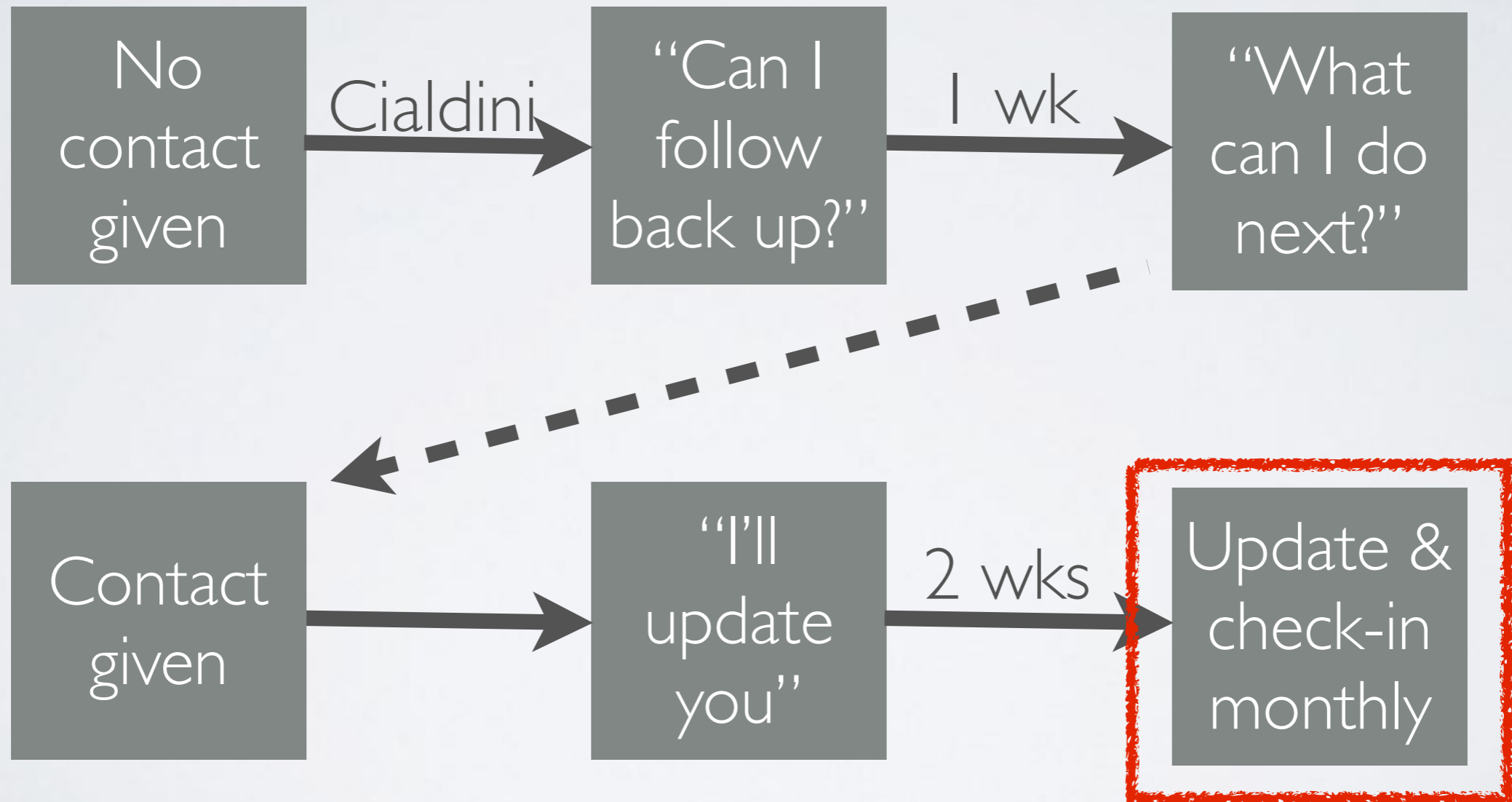
Ask questions that are a) flattering and b) fun to answer

NEXT STEPS (5 MIN)

Scenario

Closing

Action



KEEP 5 ORGS ACTIVE AT ONCE

- Only move to #6 **after** you find a Booster at one of # 1-5

#	List	Alumni	Motivation	Posting
1	PlayPower	Y	5	3
2	Broderbund	Y	5	3
3	Club Penguin	Y	5	3
4	Tivo	N	5	3
5	frog design	N	5	3
6	Inst. of Play	Y	5	2
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10	Screen Life	Y	5	1
11	Kaboose	Y	5	1
12	ZipCar	N	5	1
13	Grockit	N	5	1
14	Inkling Games	Y	4	3
15	InVisM	N	4	3
...
40	Enspire Learning	N	1	3

STEP 3: RECRUIT RECAP

1. Be likable; don't sell yourself
2. Ask re-usable questions that are flattering & fun to answer
3. **Get the referral** - via email a week later if not offered during the call itself

You are fishing for lobster, not fishing for fish

2-HOUR JOB SEARCH FINAL EXAM

1. PRIORITIZE (LAMP): **What is the correct LAMP sort order of 1) Alumni, 2) Motivation, and 3) Postings?**
2. CONTACT (4-Point Email; 3B7): **You'll encounter Boosters, Obligates, & _____?**
3. RECRUIT (TIARA): **What's the ultimate (near-term) goal of an informational meeting?**

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THANK YOU

KEEP IN TOUCH!

Join the LI Group: **2-Hour Job Search Q&A Forum**

Ask via Twitter: **@Dalton_Steve**

Please tell your friends & family

Website appendix:

2hourjobsearch.com/linkedin-messaging-cheat,

hunter.io, myvisajobs.com