

# Discover Your Focus

A successful job search isn't about finding just any job, it's about finding the right job.

## Identifying Your Focus

Identifying your search focus will allow you to:

- » Focus on the best possible opportunities that are a good fit for you
- » Make the most of the time you spend on your job search
- » Help you reach your goals more quickly

Your search focus will consist of a job title or field, an industry, and a geographic area. You know you have a good search focus when it positions you well for your career goals, is within a growing market with more jobs than job seekers, is found in a location and industry that fits your needs and interests, and is not so limited that you have few options.

Identify your first priority and (if appropriate) an alternative focus here:

JOB SEARCH FOCUS	
Field/Title:	
Industry:	
Geographic Area:	

ALTERNATE/BACKUP FOCUS	
Field/Title:	
Industry:	
Geographic Area:	

You may also want to consider these additional company parameters to help refine your focus:

- » Products and/or services
- » Mission/values
- » Annual sales
- » Number of employees (i.e., company size, also consider startup vs. established)

- » Company culture
- » Company reputation

## Rate Your Search Focus

Use the following benchmarks to rate your search focus. You can also use these parameters later to assess potential opportunities. Remember, no job is going to be perfect; there will always be things that are ideal and those you choose to tolerate. Rate each on a scale of 1 to 5 with 5 meaning very true and 1 meaning not at all true.

**STRENGTHS** Lets you leverage your strengths

**ADVANCEMENT** Lets you advance towards your professional and personal goals

**VALUES/PRIORITIES** Aligns with your personal values and priorities

**INTERESTS:** Aligns with your interests

**TIME AND LOCATION** Requires a time investment both on a day-to-day basis and on a long-term basis that you are comfortable with. The job, from both a practical and emotional standpoint, will leave you energy for other priorities (family, hobbies, etc.)

**PEOPLE/ENVIRONMENT** Will place you around the type of people you enjoy working with and in an environment where you can thrive

**INCOME AND BENEFITS** Will allow you to afford your desired lifestyle and meet your overall financial needs

## Identify Your Target Companies

After identifying your search focus, select ten companies where your target position can be found. As you work on finding target companies which are a great fit for you, try to find at least 10 to pursue, prioritising your top picks. This list will constantly evolve, shrinking and growing throughout your search as opportunities present themselves and others fall away. Start your company list with any organisations that come to mind; from there, think about those organisations' competitors, affiliates, vendors, and clients.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**DON'T HAVE ANY TARGET COMPANIES IN MIND? TRY THESE RESOURCES:**

» **GLASSDOOR** Search by company type and location

» **LINKEDIN** Search for companies or professionals with similar job titles to see where they work

» **FORBES MAGAZINE** Various company lists [www.forbesindia.com](http://www.forbesindia.com)