



Osborne Village
RESOURCE CENTRE

My Ideal Company List



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Welcome to My Ideal Company List workshop!

Purpose of the workshop:

Today we are going to learn how to research and find companies that match your desired occupation, skills and even your values and preferred workplace culture. People who find companies that are a good “fit” for them, generally find greater satisfaction in their work.



#Goals

Today's Goals:

1. Help you to take charge of your job search research
2. Understand how targeted research helps you with networking and tapping into the hidden job market
3. Learn how to conduct targeted research for your job search
4. Develop an Ideal Company List of 10-20 companies/places
5. How to use your Ideal Company List information in your job search

My goals for today:

PURPOSE

My Job Search Purpose Statement

Effective job search and finding your Ideal Company depends on you being as clear as you can be about who you are and what you want from your work. A key part of that is the kind of workplace culture, or environment that you are looking for. That's the focus of the Job Search Purpose Statement. What job tasks and activities do you most want to do? What workplace environment supports you to be the best that you can be?

- I am looking for work in the field of _____.
- The type of company I want to work for is (size, private, corporate, not-for-profit etc).
_____.
- The workplace environment I am seeking is one in which I

_____.

Every person deserves to be doing work they enjoy, in a setting that is a great fit for them.

Why target your job search?

...AKA Competition? What competition?

Does this sound familiar? As job seekers or career explorers we may....

- Spend hours looking at job banks and applying or searching careers online
- Send over 25-50 resumes and not be called for one interview
- Be competing with 100-200 people for every job you apply

....and begin to get SO discouraged.....

Hidden Job Market

The Hidden Job Market refers to the vast untapped resource of jobs that exists but is never advertised. How do you tap into this rich mine of opportunity? Through prospecting! It's uncovered via word of mouth (lots and lots of those conversation!) and initiating contact with employers and people of interest.

Why aren't all jobs advertised?

- It's expensive (newspaper ads or paid placement can cost hundreds of dollars)
- It's time consuming (imagine wading through all those resumes, and then the endless interviews, and maybe nobody works out!)
- Winnipeg has is a very stable economy, which creates opportunity for building extensive networks over time
- It doesn't always lead to candidates that "fit", beyond technical skills there's all those "fitting into our workplace culture" factors....

Workplace Culture

Job satisfaction often depends on finding not just the work we love to do, but the right workplace environment in which we can thrive. Postings and company websites don't give us an inside peek at what it's really like to work somewhere. The best source of information about a workplace's culture is from people who know the company themselves as current or former employees. After all, they were there.

What is a Targeted Job Search?

Targeted job search means having a clear objective in terms of what work you want to do (occupation or role) and where you want to do it (in what industry sectors, which companies or organizations you want to work for). If we are targeted in our job search we are more efficient, effective, and get much better results, more quickly.



Targeted Job search involves researching!
We become our own sleuths, uncovering the
best opportunities for ourselves.

All of this research helps us to write resumes and cover letters that will stand help us stand apart from the competition. We wind up being prepared for interview questions like:

- **What do you know about our company?**
- **Why are you interested in working for us?**
- **Why should we hire you?**
- **Why do you think this job is a good fit?**

And we know the questions to ask at the interview to determine if this really is the opportunity and the right culture for us!

What are your favorite methods to research companies?

My Ideal Company List is the list you build of companies you are interested in researching further and even applying to. It is a foundational tool of your targeted job search...and keeps you in the driver's seat.



My Ideal Company List

At the back of the manual you will find a template called My Ideal Company List. This is where you are going to track companies and organizations that you uncover in your search, for you to research. As we go through the various websites today you might come across a few to put on this list to start with. You are going to continue to build and expand this list as you continue your research on your own.

research

Workshop Participants: Let's Research!!

- **Stay With Us!:** You are going to find out exciting things and want to explore; for now, bookmark websites of interest for later review, the list of sites we'll visit is listed below
- **When you are creating your Ideal Company List:** Make note of websites and companies of interest, don't sidetracked and start researching a company in detail just yet
- **Goal for Today:** Focus on noting companies of interest to your list and then do further research later on your own
- **Have a question?:** Put your hand up on the screen, I might not catch it in the chat

Self-Directed Participants: Let's Research!!

- **Focus on the big picture:** The first time you go through the sites below, make a note of pages you want to check out later but try not to get too distracted. We're generating ideas for further exploration.
- **Follow-up Research:** Once you have a list of companies, pick one or two to start with. Check out their About Us, look for newspaper articles, Google and Glassdoor reviews, and Linked In articles to learn more about their culture and values.



What are your favorite methods to research companies?

Sites reviewed:

Google & Google Maps

<https://www.google.ca/maps/@49.891235,-97.15369,4z>

Search words or phrases (businesses or sectors) I want to remember:

Winnipeg Free Press & Publications

<https://www.winnipegfreepress.com/>
<https://www.winnipegfreepress.com/publications/>

Free Press Publications related to my industry or interests I want to review later:

Winnipeg Chamber of Commerce

<https://winnipeg-chamber.com/>
Membership Directory
<https://web.winnipeg-chamber.com/search>

Winnipeg Chamber of Commerce member websites I want to revisit:

Manitoba 211
<https://mb.211.ca/>

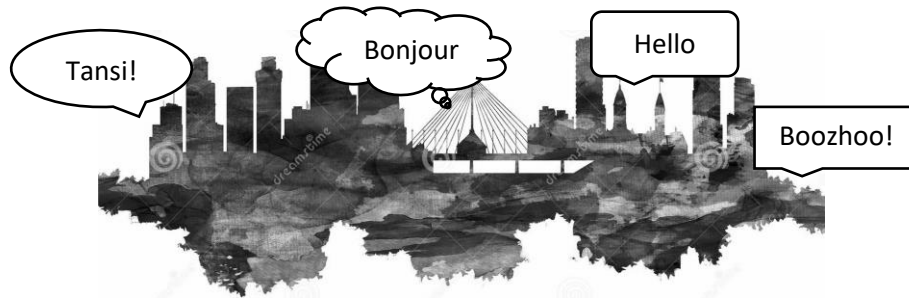
Social service and community organization websites/categories I want to review:

Professional Associations & Sector Councils (JCFS website)
<https://www.icfsemploymentresources.com/professional-associations>

Associations and Sectors I want to research in more depth:

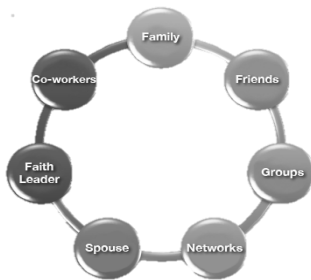
Dun and Bradstreet
<https://www.dnb.com/business-directory.html>

Information about the company I want to remember:



Demystifying Networking:

Networking is about having a series of conversations, that's really all it is. We know how to have conversations, we have been having them our whole lives. The main difference is, in networking they are conversations with a purpose: to gather and exchange information. It's probably the very best way to find your ideal job, especially within the unique social cultural context of Winnipeg. Winnipeg is an interconnected city.



Your network is far more extensive than you think! It includes friends, family, professional groups, hobby and sports groups....people you meet for the first time and people you have always known.

Who Do You Know?

Simplified Branding Statement

“How do you start the conversation?” you might ask. Just as you created a Job Search Purpose Statement to be focused on the **type of work** you want to do, and the **workplace culture** you wish to work in, you can create a Simplified Branding Statement.

The important components to a simplified branding statement are:

- Who you are?
- What you do?
- What are you looking for?
 - State the information you’re looking for, or ask an inviting question

EXAMPLE: “Hello, my name is Joan Jansen, I am a good cook and have an interest in working in the hospitality industry. I would love to start working in a commercial kitchen in any role, and then gradually work my way up to cooking. I am known for being very friendly and helpful. My sense of humour brightens any setting I am in. Could I meet with you to talk about what opportunities there might be in your kitchen?”

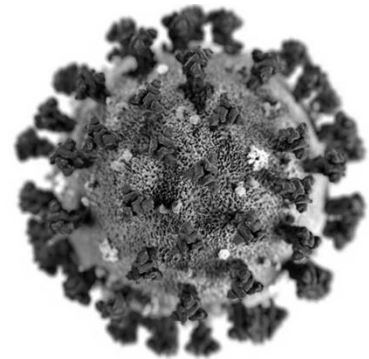
Need more help?

Our Branding Yourself workshop will help you build an introduction that focuses on your *values, attributes, and skills* so you can help others to help you. If you want to dig deeper into developing your personal brand... sign up for the Branding Workshop, where we’ll help you build not just your brand, but figure out who is in your personal network.

Networking in the Age of Covid

Getting together in person is tougher during Covid lockdowns, but there are still ways to connect. Here are a few ideas:

- LinkedIn
- Virtual Coffee with Friends/Contacts
- Zoom Book Clubs
- Webinars and Courses



What other things could you do to connect with others?

Now What?: A Potential Roadmap

- Sign up for the Branding Yourself workshop to create your Personal Brand
- Create a list of network contacts and start networking!
- Sign up for Informational Interviewing to develop your professional network
- Keep developing your Ideal Company List and researching the companies
- Reach out to the companies on your List!
- Book a LinkedIn appointment with Kristina or Laurie
- Book individual appointments for further assistance if desired



Need more help?

Want to dig deeper into developing your job search statement or personal work “brand”...sign up for the Branding workshop.

It’s all about landing your Ideal Job...the job you can fall in love with.

Look at the website <http://ovrc.ca> for a complete list of workshops. Each one has been designed to focus on one aspect of effective job search. Together they empower you to not just find a job, but find the quality of work experience you desire. Those of our clients who take all of the workshops are more successful in finding their “Ideal Job”

Appendix: My Ideal Company List

My Ideal Company List

	Name of Company - address - website	Contact Person - name - title	Source of Information - website - name of person	Notes: Why this company/person?
1				
2				
3				
4				
5				
6				
7				
8				

My Ideal Company List

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