

# THE LAMP METHOD

## Introduction

The LAMP method is a job search process that relies heavily on building professional visibility and expanding connections.

## What does it really mean?

LAMP is an acronym that stands for List, Alumni/Connections, Assess Your Motivation, and Job Posting



## Interested? Let's break down the steps

**L** List out 40 or more companies in your job-search area. Break that list into four different sections:

- 10 or more dream companies and their competitors
- 10 or more employers related to contacts and alumni associations
- 10 or more organizations that are actively sourcing talent
- 10 or more of the top-trending companies

**M** Assess your motivation to work at each listed company. This prioritization allows your job search to focus on places you want to work at, potentially making the work experience and your time at the company more enjoyable. Rank each of the listed companies from highest motivation (5) to lowest motivation (1) and rearrange the list.



A

Research your top 10 companies against your connections to identify potential contacts. Reach out to alumni or contacts who work at those companies and schedule an informational interview, if possible. If not, employ "cold outreach" tactics.

*Cold outreach is when the contact has never met you, and you are not getting a "warm" introduction from a mutual connection. When taking this approach, it is important to point out the main reason why this person stood out as a potential professional contact, whether that be related to the person themselves, their skills, and/or the company they work for.*

P

Find postings and evaluate whether or not you should apply. Make sure to research your target companies. This is key to having a successful and effective job search.

During Research: You want to focus on location, industry, and salary ranges. You also want to learn about their core values, financial stability, business operations, and leadership. Doing company research is not only key in applying to roles but integral to the interview process, to show you have knowledge of and really care about the company.

**Utilize the LAMP worksheet, featured below, to get your own search going!**

	Company Name	Alumni/Connection Y/N	Motivation (1-5)
Samples	Accenture	Y	5
	IBM	Y	3
Dream companies and their competitors			

**OUTREACH  
RESOURCES**