

Exploration and Targeted Search

Keys to a Successful Search

- Balance your desire to explore new career options with the need to be productive – this said, you are encouraged to search out all the potential career paths to which your MBA might lead, but it is important to have a realistic perspective. Meet with a coach to talk about your “ideal” MBA career path as well as ways to create that “ideal” and not leave your previous education/work experience out of the discussions. Remember these decisions aren’t permanent. You’re searching!
- Use CareerLeader to gain a better understanding of your own strengths and weaknesses, company culture preferences, behaviors, etc.
- Develop a list of target companies based on function/industry, personal interests and values, geographical location, etc.–make sure to regularly update this list.
- Attend as many recruiting events as possible – Meet-the-Firms, Fireside Chats, Forums, Road Shows, national conferences, etc.
- RESEARCH COMPANIES!

How to Research Companies

Go beyond the company website!

- Search the Internet for press releases and other information about the company in the news.

- Access the research tools through the BCC and Foster Library: WetFeet, Vault, Hoover’s, LexisNexis, etc.
- Informational Interviews–see the “Networking” section for more information, but there is no better way to learn about a company than talking to current and previous employees. Meet with a coach to discuss informational interview techniques and get out there.
- Meet with a coach to walk through a targeted search before an interview so that you know you’ve got all the information you need.
- Keep track of your research – have one place on your computer and one hardcopy (file folder or notebook) where you can keep all of the information you gather about companies, industries, and functions of interest.

Important Information to Locate

Corporate Overview

- Publicly or privately owned?
- Major products or services
- Annual Report–growth? Why/why not?
- How many divisions? What are they?
- Market share
- Which division(s) are you interviewing with? Where are the divisions/offices located?

Corporate Strategy

- Has the company been in the news recently? What are the major topics / issues facing the company at this time? What does this

- tell you about its strategy?
- Have there been any major changes within the organization recently—changes in senior management or other reorganizations? Mergers or acquisitions? What has the effect been on the overall company and how might it affect the position for which you are applying?
 - Annual Report—comments on strategy?

Career

- What is the typical path of an MBA-hire at this company?
- Are there UW MBA alumni working in the company and/or division for which you are interviewing? Do any of your classmates have connections and insights to the company?

Hiring Process

- Know the different hiring/recruiting practices of various companies and divisions within those companies—behavioral and/or case interviews? Interview with recruiter, hiring manager or entire team? One or two rounds of interviews? Is there a presentation required? What is the projected hiring timeline?
- Has the company hired UW MBAs in the past?
- What is the company looking for in candidates?