

PRIORITIZING YOUR CAREER OPTIONS

FUNCTION, INDUSTRY, GEOGRAPHY (F-1-G)

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Once you have identified your skills, abilities, and interests, it is time to begin formulating your career and job search goals.

One way to create career and job search goals is to think about your options in three categories: **Function, Industry, Geography**. In order to narrow your focus, you need to identify at least two of the three categories. As you narrow your focus by identifying two of the three categories, keep in mind the larger economic landscape to ensure that you are setting realistic goals.

FUNCTION

Business functions may include corporate finance, operations, marketing, general management, human resources, information technology and consulting. There are many MBA-level jobs available within each function. Start by narrowing your interests to a specific function, then focus on the various jobs available within each function. If you have interests in more than one function, you will need to prioritize them. For descriptions of the various MBA-level functions, use the [Vault Guides from the Walker Management Library](#).

INDUSTRY

This category may be the easiest with which to start because you may already feel strongly about a specific industry. Determine if industry or function is more important to you. If working in the pharmaceutical industry is more important than whether you work in marketing, business development, business planning or general management, then you have successfully narrowed your first category. You can research various industries using the [First Research database through the Walker Management Library](#).

GEOGRAPHY

This can be one of the most difficult categories to determine for a couple of reasons. *Too broad?* While it is important to be flexible, if you are focused on the entire United States or on the globe you cannot devote enough time to make the necessary impact. If you don't have a specific city in mind, pick two or three and target them in a ranked order. If you don't get traction in a specific city, then move on to the next city. *Too specific?* The alternate pitfall is limiting yourself to only one city or focusing on a city that doesn't have a base of jobs in the specific industry or functional area in which you are interested—for example, being focused on Nashville if you are interested in the consumer products industry.

SAMPLE F-I-G TEMPLATE

	Priority	A	B	C
Functions	2	Brand Mgmt	Marketing	Operations
		Product Mgmt	Market Research	
Industries	1	CPG	Healthcare	Fortune 500
		Tech products	Sporting Goods	
Geography	3	Chicago	Cincinnati	Atlanta
			Mid-west	D.C.