

# Strategic Job Search Plan Section 4 - INDUSTRY

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JOB SEARCH SERIES **PRESENTATION #12**

BEFORE THE JOB SEARCH SUBSERIES

TENONPREP



# Learning Outcomes

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01

Understand the difference between sectors, industry groups, and subindustry groups

02

Understand how using classification codes can reveal companies you might be interested in

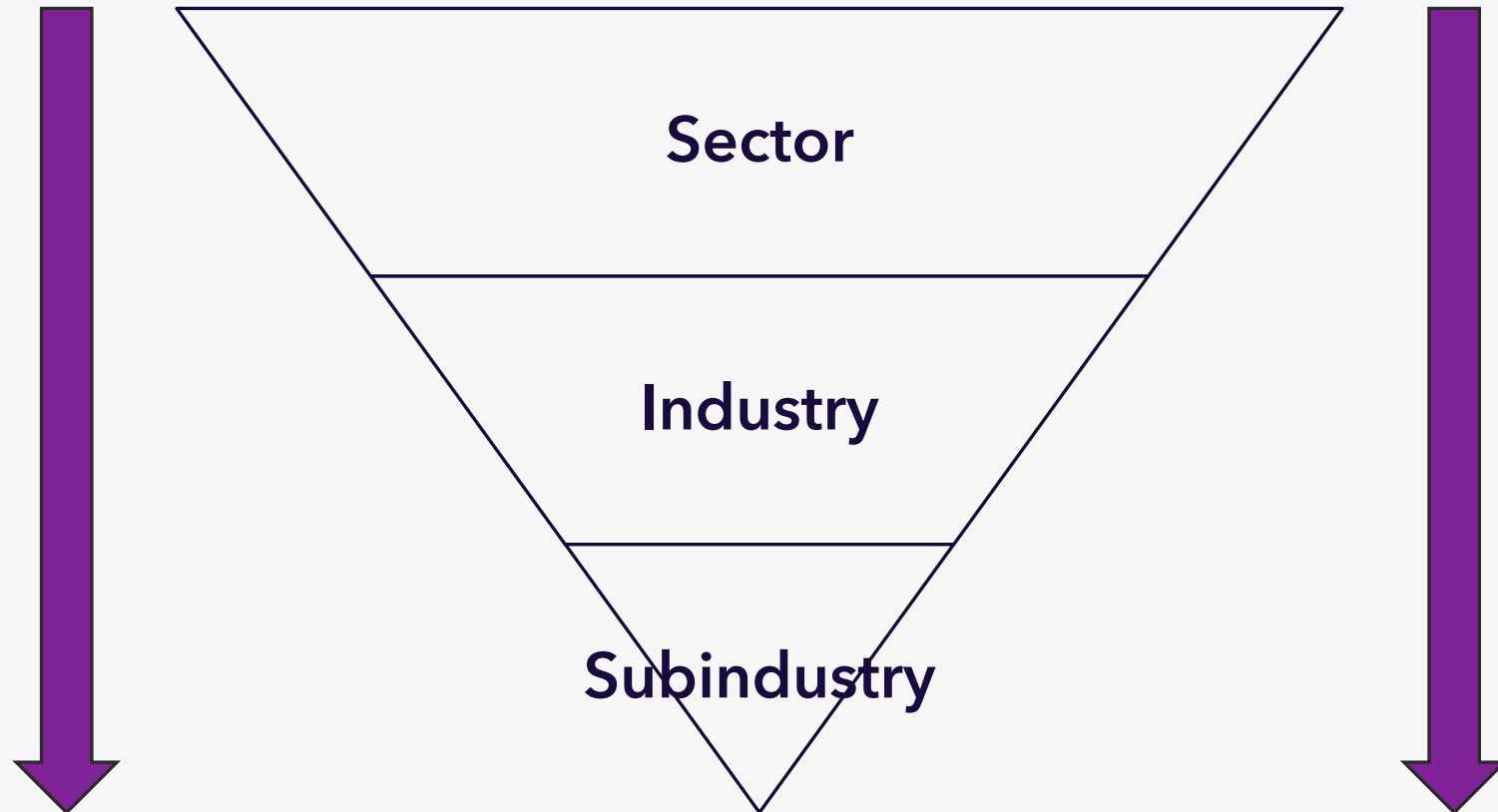
03

Understand factors that may influence the industry groups you target



# Defining Sectors, Industry Groups, & Subindustry Groups

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# Example: Energy Sector



NAICS - [US Business Firmographics - NAICS Codes | NAICS Association](#)

GICS - [GICS - Global Industry Classification Standard - MSCI](#)

Researching the Industry Universe - NAICS, GICS, BICS



## List of Factors Impacting Your Preferred Job Industries

Directed by Education or  
Experience

Stability & Growth Potential

Portability

Personal Beliefs





**Directed by Education or Experience**





# Stability & Growth Potential







Portability



# Personal Beliefs



Industry Ecosystem  
Exercise:

SOLAR POWER

**LIVE ONLY**

