**Mapping the Market Worksheet**

**LCF Graduate Futures**

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**Instructions for use**

1. Insert the companies you’d most like to work for into the inner circle
2. Insert the companies you’d next like to work for into the middle circle
3. Insert those companies you wouldn’t mind working for into the outer circle

Now you can start to research your target companies. Look at their mission and values, company size and some of the people working there. Do this by using the ‘People’ search function on their [LinkedIn](https://www.linkedin.com/) company page. Check out their vacant job roles and look at the job specifications and how they match to your skills, experience, and aspirations. [Glassdoor](https://www.glassdoor.co.uk/index.htm) is a useful tool to aid you in your company research.

At this point you might start to move companies from outer to inner and vice versa. Don’t worry though, this is all part of the process of mapping the market and finding the right company and role for you!