**Establish Criteria Targets Worksheet**

With your career objective as a guide, take some time to consider the parameters of the organization that would fit your goals the best. After you complete this information, we recommend visiting online company database websites to search for potential targets. Recommended websites are included on the Establish Targets main page.

**Geographic Preference:**

Consider your ideal geographic preferences.

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| A particular radius of your zip code? |  |
| A city or several cities? |  |
| A state or several states? |  |
| Open to global opportunities? |  |
| Is relocation an option? |  |

**Company Size Preference:**

Consider the size of company you would like to work for. Large companies ($100+ million) often have higher compensation packages and potential growth opportunity. Medium-sized companies ($25+ million) have competitive compensation packages. Smaller organizations fall in the annual revenue range of (-$25 million).

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| Corporate-wide annual sales volume (enter a minimum and/or maximum number in millions): |  |
| Number of employees corporate-wide: |  |
| Number of employees at single locations: |  |

**Location Type Preference:**

Consider the location type of an organization that would most likely need your targeted position.

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| All locations in targeted areas: |  |
| Headquarters only – a location that has other locations (branches, single locations, or other headquarter locations) reporting to it: |  |
| Branch only – a secondary location of a company that has no locations reporting to it: |  |
| Single Location – either a subsidiary that has no locations reporting to it, or a company with only one location: |  |

**Industry Preference:**

Depending on your career objective, your functional area of expertise may be targeted to specific industries. On the following pages you will find the [North American Industry Classification System (NAICS)](https://www.census.gov/eos/www/naics/2017NAICS/2017_NAICS_Manual.pdf). List the industries you would like to target.

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**Industry Selection:**

Use the following list to identify prospective industries to target.

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|  | **NAICS Sector 11: Agriculture, Forestry, Fishing and Hunting**  *Activities of this sector are growing crops, raising animals, harvesting timber, and harvesting fish and other animals from farms, ranches, or the animals' natural habitats.* |
|  | 111: Crop Production |
|  | 112: Animal Production and Aquaculture |
|  | 113: Forestry and Logging |
|  | 114: Fishing, Hunting and Trapping |
|  | 115: Support Activities for Agriculture and Forestry |

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|  | **NAICS Sector 21: Mining, Quarrying, and Oil and** **Gas Extraction**  *Activities of this sector are extracting naturally occurring mineral solids, such as coal and ore; liquid minerals, such as crude petroleum; and gases, such as natural gas; and beneficiating (e.g., crushing, screening, washing, and flotation) and other preparation at the mine site, or as part of mining activity.* |
|  | 211: Oil and Gas Extraction |
|  | 212: Mining (except Oil and Gas) |
|  | 213: Support Activities for Mining |

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|  | **NAICS Sector 22: Utilities**  *Activities of this sector are generating, transmitting, and/or distributing electricity, gas, steam, and water and removing sewage through a permanent infrastructure of lines, mains, and pipe.* |
|  | 221: Utilities |

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|  | **NAICS Sector 23: Construction**  *Activities of this sector are erecting buildings and other structures (including additions); heavy construction other than buildings; and alterations, reconstruction, installation, and maintenance and repairs.* |
|  | 236: Construction of Buildings |
|  | 237: Heavy and Civil Engineering Construction |
|  | 238: Specialty Trade Contractors |

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|  | **NAICS Sectors 31-33: Manufacturing**  *Activities of this sector are the mechanical, physical, or chemical transformation of materials, substances, or components into new products.* |
|  | 311: Food Manufacturing |
|  | 312: Beverage and Tobacco Product Manufacturing |
|  | 313: Textile Mills |
|  | 314: Textile Product Mills |
|  | 315: Apparel Manufacturing |
|  | 316: Leather and Allied Product Manufacturing |
|  | 321: Wood Product Manufacturing |
|  | 322: Paper Manufacturing |
|  | 323: Printing and Related Support Activities |
|  | 324: Petroleum and Coal Products Manufacturing |
|  | 325: Chemical Manufacturing |
|  | 326: Plastics and Rubber Products Manufacturing |
|  | 327: Nonmetallic Mineral Product Manufacturing |
|  | 331: Primary Metal Manufacturing |
|  | 332: Fabricated Metal Product Manufacturing |
|  | 333: Machinery Manufacturing |
|  | 334: Computer and Electronic Product Manufacturing |
|  | 335: Electrical Equipment, Appliance, and Component Manufacturing |
|  | 336: Transportation Equipment Manufacturing |
|  | 337: Furniture and Related Product Manufacturing |
|  | 339: Miscellaneous Manufacturing |

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|  | **NAICS Sector 42: Wholesale Trade**  *Activities of this sector are selling or arranging for the purchase or sale of goods for resale; capital or durable nonconsumer goods; and raw and intermediate materials and supplies used in production, and providing services incidental to the sale of the merchandise* |
|  | 423: Merchant Wholesalers, Durable Goods |
|  | 424: Merchant Wholesalers, Nondurable Goods |
|  | 425: Wholesale Electronic Markets and Agents and Brokers |

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|  | **NAICS Sectors 44-45: Retail Trade**  *Activities of this sector are retailing merchandise generally in small quantities to the general public and providing services incidental to the sale of the merchandise.* |
|  | 441: Motor Vehicle and Parts Dealers |
|  | 442: Furniture and Home Furnishings Stores |
|  | 443: Electronics and Appliance Stores: Food Stores |
|  | 444: Building Material and Garden Equipment and Supplies Dealers |
|  | 445: Food and Beverage Stores |
|  | 446: Health and Personal Care Stores |
|  | 447: Gasoline Stations |

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|  | 448: Clothing and Clothing Accessories Stores |
|  | 451: Sporting Goods, Hobby, Musical Instrument, and Book Stores |
|  | 452: General Merchandise Stores |
|  | 453: Miscellaneous Store Retailers |
|  | 454: Nonstore Retailers |

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|  | **NAICS Sectors 48-49: Transportation and Warehousing**  *Activities of this sector are providing transportation of passengers and cargo, warehousing and storing goods, scenic and sightseeing transportation, and supporting these activities.* |
|  | 481: Air Transportation |
|  | 482: Rail Transportation |
|  | 483: Water Transportation |
|  | 484: Truck Transportation |
|  | 485: Transit and Ground Passenger Transportation |
|  | 486: Pipeline Transportation |
|  | 487: Scenic and Sightseeing Transportation |
|  | 488: Support Activities for Transportation |
|  | 491: Postal Service |
|  | 492: Couriers and Messengers |
|  | 493: Warehousing and Storage |

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|  | **NAICS Sector 51: Information**  *Activities of this sector are distributing information and cultural products, providing the means to transmit or distribute these products as data or communications, and processing data.* |
|  | 511: Publishing Industries (except Internet) |
|  | 512: Motion Picture and Sound Recording Industries |
|  | 515: Broadcasting (except Internet) |
|  | 517: Telecommunications |
|  | 518: Data Processing, Hosting, and Related Services |
|  | 519: Other Information Services |

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|  | **NAICS Sector 52: Finance and Insurance**  *Activities of this sector involve the creation, liquidation, or change in ownership of financial assets (financial transactions) and/or facilitating financial transactions.* |
|  | 521: Monetary Authorities-Central Bank |
|  | 522: Credit Intermediation and Related Activities |
|  | 523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities |
|  | 524: Insurance Carriers and Related Activities |
|  | 525: Funds, Trusts, and Other Financial Vehicles |

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|  | **NAICS Sector 53: Real Estate and Rental and Leasing**  *Activities of this sector are renting, leasing, or otherwise allowing the use of tangible or intangible assets (except copyrighted works), and providing related services.* |
|  | 531: Real Estate |
|  | 532: Rental and Leasing Services |
|  | 533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works) |

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|  | **NAICS Sector 54: Professional, Scientific, and Technical Services**  *Activities of this sector are performing professional, scientific, and technical services for the operations of other organizations.* |
|  | 541: Professional, Scientific, and Technical Services |

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|  | **NAICS Sector 55: Management of Companies and Enterprises**  *Activities of this sector are the holding of securities of companies and enterprises, for the purpose of owning controlling interest or influencing their management decisions, or administering, overseeing, and managing other establishments of the same company or enterprise and normally undertaking the strategic or organizational planning and decision-making role of the company or enterprise.* |
|  | 551: Management of Companies and Enterprises |

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|  | **NAICS Sector 56: Administrative and Support and Waste Management and Remediation Services** *Activities of this sector are performing routine support activities for the day-to-day operations of other organizations.* |
|  | 561: Administrative and Support Services |
|  | 562: Waste Management and Remediation Services |

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|  | **NAICS Sector 61: Educational Services**  *Activities of this sector are providing instruction and training in a wide variety of subjects.* |
|  | 611: Educational Services |

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|  | **NAICS Sector 62: Health Care and Social Assistance**  *Activities of this sector are providing health care and social assistance for individuals.* |
|  | 621: Ambulatory Health Care Services |
|  | 622: Hospitals |
|  | 623: Nursing and Residential Care Facilities |
|  | 624: Social Assistance |

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|  | **NAICS Sector 71: Arts, Entertainment, and Recreation**  *Activities of this sector are operating or providing services to meet varied cultural, entertainment, and recreational interests of their patrons.* |
|  | 711: Performing Arts, Spectator Sports, and Related Industries |
|  | 712: Museums, Historical Sites, and Similar Institutions |
|  | 713: Amusement, Gambling, and Recreation Industries |

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|  | **NAICS Sector 72: Accommodation and Food Services**  *Activities of this sector are providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.* |
|  | 721: Accommodation |
|  | 722: Food Services and Drinking Places |

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|  | **NAICS Sector 81: Other Services (except Public Administration)**  *Activities of this sector are providing services not elsewhere specified, including repairs, religious activities, grantmaking, advocacy, laundry, personal care, death care, and other personal services.* |
|  | 811: Repair and Maintenance |
|  | 812 Personal and Laundry Services |
|  | 813: Religious, Grantmaking, Civic, Professional, and Similar Organizations |
|  | 814: Private Households |

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|  | **NAICS Sector 92: Public Administration**  *Activities of this sector are administration, management, and oversight of public programs by Federal, State, and local governments.* |
|  | 921: Executive, Legislative, and Other General Government Support |
|  | 922: Justice, Public Order, and Safety Activities |
|  | 923: Administration of Human Resource Programs |
|  | 924: Administration of Environmental Quality Programs |
|  | 925: Administration of Housing Programs, Urban Planning, and Community Development |
|  | 926: Administration of Economic Programs |
|  | 927: Space Research and Technology |
|  | 928: National Security and International Affairs |