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BA ANIMATION & VFX
BA COMPUTER GAMES DESIGN

PERSONAL PORTFOLIO DEVELOPMENT

Exit Strategy: Creating a Company Database



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- ③ Step 3: Investigate Opportunities
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Step 1: Identify Companies



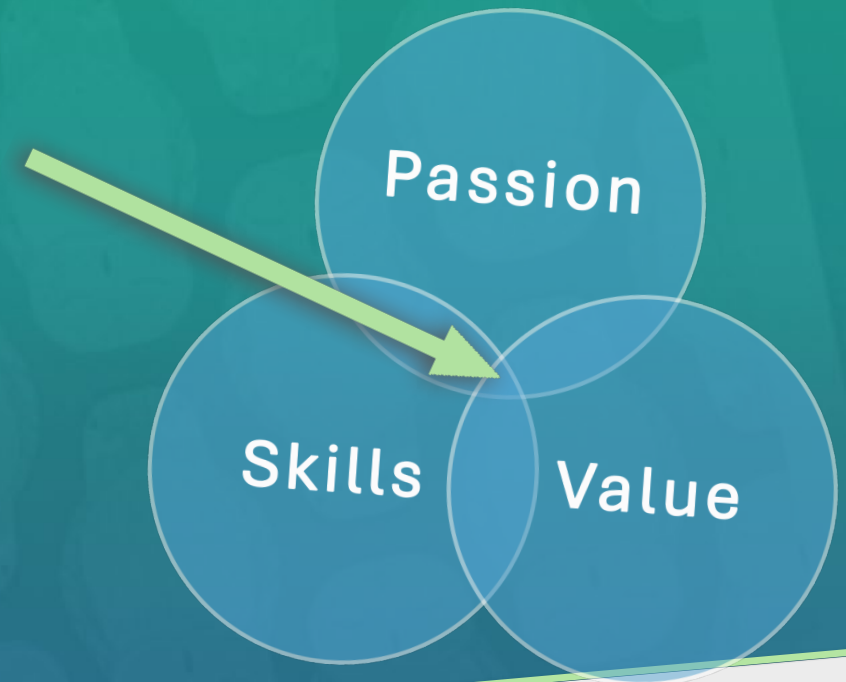
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STEP 1: IDENTIFY COMPANIES

Open an **Excel** Document (or similar application) and create a blank file.

Create a column with the title '**Companies**', and list all of the companies you identified when conducting the **Career 'Sweet Spot' Venn Diagram** in the previous session.



A	B	C
	COMPANIES	
	Rockstar North	
	MPC	
	Glowmade	
	The Mill	
	Playground Games	
	Hello Games	
	Team 17	



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STEP 1: IDENTIFY COMPANIES

Next, sign in to your **LinkedIn account** and search the pages of these companies. Look for the **'People Also Viewed'** button to see more companies similar to the ones you have already made a note of, and **add any of interest** to your Excel spreadsheet.

Remember to **save this file** as we will be building on this in the next section of this presentation.





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STEP 1: IDENTIFY COMPANIES

If you intend to **freelance** or **start your own business**, you should consider this activity on the basis of companies you would like to **model yourself on**, or that you would like to do business with.





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Step 2: Prioritise Targets



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STEP 2: PRIORITISE TARGETS

In the previous section, you should have **created a list of companies** you are interested in learning more about.

To improve your chances of finding employment, you need to **prioritise the best opportunities**.

In order to choose **five companies** that you think offer the best opportunities for you, you will need to sort this list into an order, using various criteria. You will learn how to do this during this section.



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STEP 2: PRIORITISE TARGETS

Using your Excel document from the previous activity, **add another column** to your list titled '**Motivation**'.

Work **quickly and methodically** through the list and note down how motivated you are to work at each company.

Use a **numerical scoring scale** from 0-9 where 0 = not motivated at all and 9 = completely motivated.



COMPANIES	MOTIVATION
Rockstar North	
MPC	
Glowmade	
The Mill	
Playground Games	
Hello Games	
Team 17	

COMPANIES	MOTIVATION
Rockstar North	9
MPC	2
Glowmade	5
The Mill	1
Playground Games	8
Hello Games	7
Team 17	6



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STEP 2: PRIORITISE TARGETS

Be **honest** and, if necessary, run through the list **more than once**.

Now sort the list into the **order based on your motivation score**. Sort your list from highest to lowest.

COMPANIES	MOTIVATION
Rockstar North	9
MPC	2
Glowmade	5
The Mill	1
Playground Games	8
Hello Games	
Team 17	



COMPANIES	MOTIVATION
Rockstar North	9
Playground Games	8
Hello Games	7
Team 17	6
Glowmade	5
MPC	2
The Mill	1



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Step 3: Investigate Job Postings



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STEP 3: INVESTIGATE JOB POSTINGS

Add another column to your Excel spreadsheet and name this **‘Postings’**.

On **LinkedIn**, search your top 10 companies, click **‘Jobs’** on their company pages and check if there are any job openings.





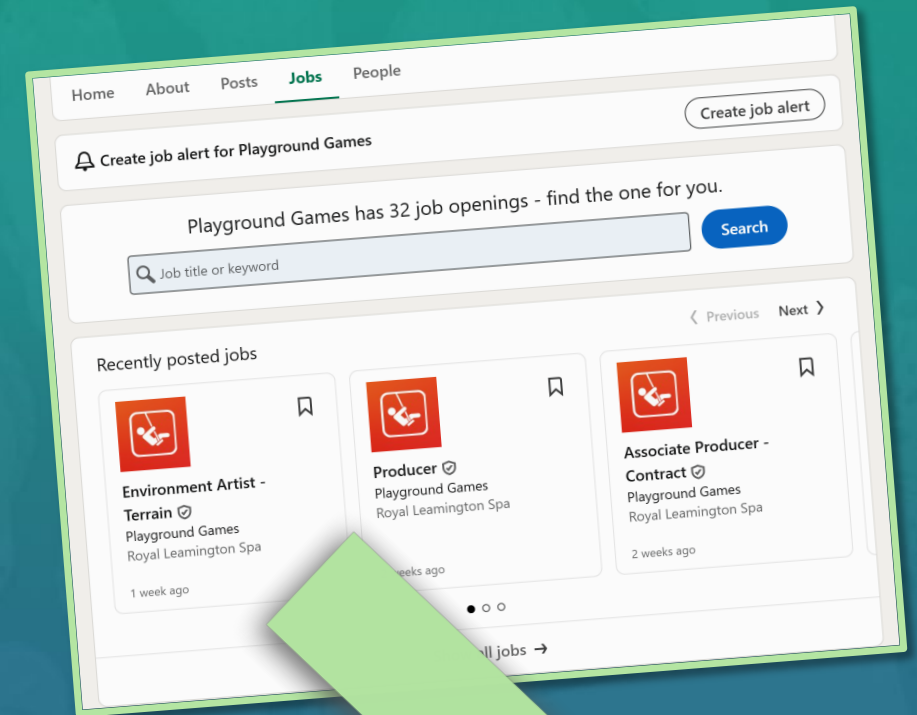
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STEP 3: INVESTIGATE JOB POSTINGS

In your list, **enter the following** number system against each company:

- ① for no jobs
- ② for a near match
- ③ for a good match



COMPANIES	MOTIVATION	POSTINGS
Rockstar North	9	1
Playground Games	8	3
Hello Games	7	1
Team 17	6	1
Glowmade	5	1
MPC	2	1
The Mill	1	2



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Step 4: Expand Your Network



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STEP 4: EXPAND YOUR NETWORK

Add another column to your list called **'Network'**.

On **LinkedIn**, search for the top ten companies again, click on **'People'** and check if there is somebody who works there who is also in **your network**.

This could potentially be a person you could reach out to be your **advocate** or give you some useful information about the company.

Input in your list the number of connections that you have in common into your list.

The screenshot shows a LinkedIn search for 'rockstar north'. The 'Companies' tab is selected, showing 'Rockstar North' with 2K followers and a 'Following' button. A large green arrow points from the 'People' tab area down to a table.

COMPANIES	MOTIVATION	POSTINGS	NETWORK
Rockstar North	9	1	(Associate Lead Artist)
Playground Games	8	3	None
Hello Games	7	1	None
Team 17	6	1	None
Glowmade	5	1	(Studio head & Co-Founder)
MPC	2	1	None
The Mill	1	2	None



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Step 5: Sorting



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STEP 5: SORTING

Now sort out your list again – once for **Postings** and once for **Network** (both from highest to Lowest).

After completing this you should be able to identify the **top five organizations** that are relevant to you.



COMPANIES	MOTIVATION	POSTINGS	NETWORK
Playground Games	8	3	None
The Mill	1	2	None
Rockstar North	9	1	(Associate Lead Artist)
Hello Games	7	1	None
Team 17	6	1	None
Glowmade	5	1	(Studio head & Co-Founder)
MPC	2	1	None



COMPANIES	MOTIVATION	POSTINGS	NETWORK
Rockstar North	9	1	(Associate Lead Artist)
Glowmade	5	1	(Studio head & Co-Founder)
Playground Games	8	3	None
Hello Games	7	1	None
Team 17	6	1	None
MPC	2	1	None
The Mill	1	2	None



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STEP 4: EXPAND YOUR NETWORK

For the purpose of this exercise we are looking at **professionals on LinkedIn** who may work in roles or for companies that you hope to connect to.

Outside of this exercise, consider also **connecting to others in your cohort** or other cohorts you know, as these people will also be attempting to expand their networks – you may find that one day someone you know is employed by a company on your list!

Staff from the University are also worth considering, though it is advised to limit this to people who have taught you directly (and ask permission first).



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Alternative Sources



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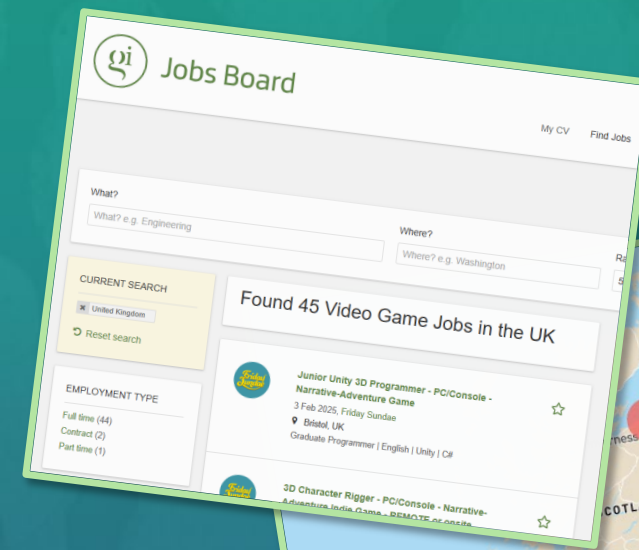
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ALTERNATIVE SOURCES

LinkedIn doesn't have to be the sole source of information for your job research.

Relying on a single source will potentially **limit your results**, though it is a good place to start.

LinkedIn also serves as a good way to find people within companies. It is a handy **networking tool** – just remember to **focus on your work here** to ensure a more professional presence.





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ALTERNATIVE SOURCES

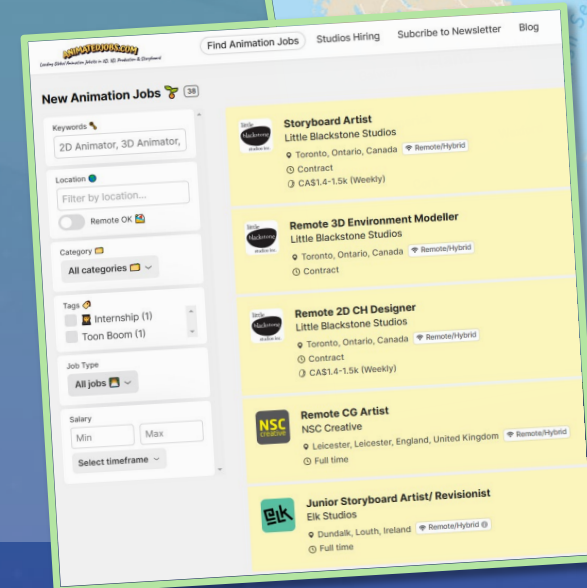
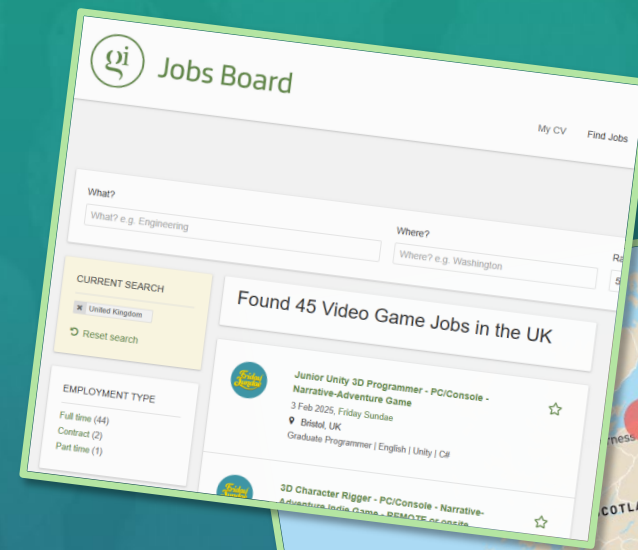
Consider the **following sources** if you are struggling to find companies or businesses to investigate:

<https://jobs.gamesindustry.biz/jobs/united-kingdom> [1]

<https://www.animationuk.org/subpages/job-vacancies/> [2]

<https://www.gamesjobsdirect.com/> [3]

<https://animatedjobs.com/> [4]



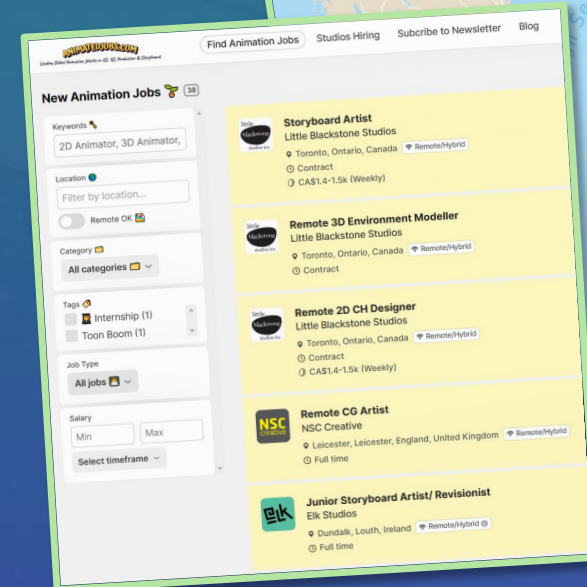
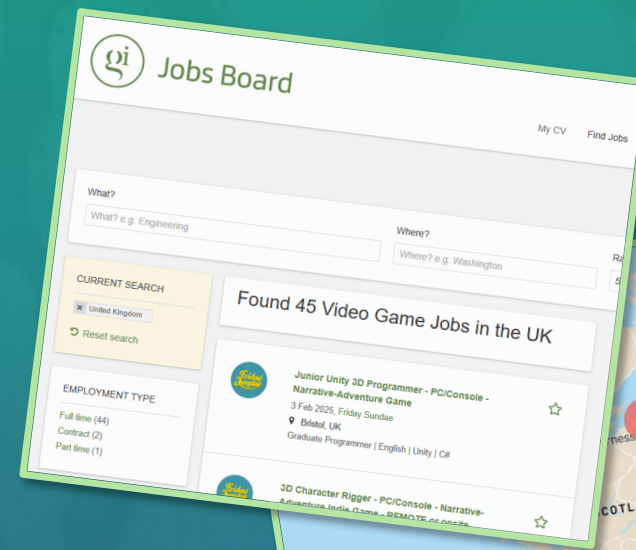


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ALTERNATIVE SOURCES

Also remember:





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ALTERNATIVE SOURCES

Also remember:

- **Keep an open mind** – consider ‘near match’ jobs and companies, not just ‘perfect’ ones





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ALTERNATIVE SOURCES

Also remember:

- **Keep an open mind** – consider ‘near match’ jobs and companies, not just ‘perfect’ ones
- There is a high chance that jobs are located elsewhere nationally or internationally – **don't limit your job search** to local businesses. **Remote working** may also be a possibility





ALTERNATIVE SOURCES

Also remember:

- **Keep an open mind** – consider ‘near match’ jobs and companies, not just ‘perfect’ ones
- There is a high chance that jobs are located elsewhere nationally or internationally – **don’t limit your job search** to local businesses. **Remote working** may also be a possibility
- Check to see if **companies are still operating** – sometimes **old information** is still available online





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