

# RESEARCH A COMPANY

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## At A Glance

- Research a company to demonstrate your desire to work for them.
- Make a connection at the company you're interested in and ask questions about the company's culture, goals, values, mission, etc. to help you gain first-hand information

## Why Research a Company?

Researching a company will convey to a recruiter, an interviewer, or employer your enthusiasm for what they do. Adequate company research will prepare you for the question, "Why do you want to work for our company?" It will also generate good questions you can ask the company. Your interest and knowledge could make the difference between you and another candidate. Understanding the organization and the industry will allow you to better network, respond to interview questions, and articulate your potential value.

## What Information Do I Need to Find?

Don't memorize facts about the organization to repeat back to them in an interview or cover letter. Collect information that will help you understand how the company operates, how it sees itself, and its place within the larger industry. Look for information that will help you make a connection to the company and articulate the value that you can bring.

## Industry

### Growth

- Are jobs in the industry increasing or decreasing?

### Major Players

- Who are the main companies in the industry currently?

### Trends

- What new products, services, and features are being developed? How does technology affect the industry? How do world affairs affect the industry?

### Sources of Information

- Where do people in this industry get their information to stay up to date? Are there professional associations or publications to be aware of?

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## Company

### Mission, Values and Culture

- What experiences do you have that show you align with their mission, values, and culture? How will the company fit you, your values, and needs?

### Organization

- Who are the leaders; are there offices in multiple locations; what divisions or departments make up the company?

### Key Products and Services

- What product or service is the company known for? Are there any new services? What future product or services have been announced?

### Competitors and Partners

- Who are the company's primary competitors or partners? How does this company stand out in the industry?

### Key Clients

- Who uses the company's products or services?

### Growth

- Is the company expanding (new products, new locations, acquisitions of other companies)? What jobs are posted on their website? Have there been layoffs recently?

### News

- What comes up in a Google News search of the company? Have there been changes in leadership, new initiatives, additional funding?

## Resources

The following resources can help you as you research different companies.

- Company Website - especially their About and Careers pages
- LinkedIn - the world's largest professional network
- Glassdoor.com - crowd-sourced company reviews
- Vault Online Career Library - useful information on larger companies and corporations
- Google News - provides comprehensive up-to-date news coverage from sources all over the world
- Handshake