Research A Company

Researching a company can help convey to a recruiter your enthusiasm for what they do. Adequate company research will prepare you for the interview question, “Why do you want to work for our company?”

WHAT SHOULD I KNOW?
☐ What does the company do? What product(s)/service(s) do they provide?
☐ Company size, location, and key players (like CEO or President).
☐ Do I fit in with company culture?
☐ How does the company differentiate from their competitors?
☐ What skills and experiences does the company value?
☐ What are the entry-level job requirements?

WHAT SHOULD I DO?
☐ Connect with recruiters, friends, alumni, and others affiliated with the company on LinkedIn.
☐ Browse the company website.
☐ Scan recent news articles about the company.
☐ Use Glassdoor.com to find out what the people are saying about the company, and what type of questions to expect in an interview.
☐ Attend information sessions or events put on by the company.
☐ Think of open ended questions, as if to continue a conversation.

TOOLS
☐ Company Website
☐ Glassdoor.com
☐ LinkedIn
☐ Vault.com (Free access through HBLL)
☐ BYU Bridge
☐ BYU Career Fair+ App
☐ Twitter
☐ Facebook
☐ Other social media
☐ Annual report to shareholders
☐ Google

SHORT ON TIME?

1. Know what the company does. What products or services do they offer?
2. What does the company value? Try looking up the company mission statement.
3. Look up job postings to determine qualifications and geographic locations.