



## Company/Organization Research Quick Guide

When you do your research before applying to a job, you want to look into **four** main areas:

1. the industry
2. the company or organization
3. the competitors
4. the job function

### Where can you go to find this information?

- management biographies
- company's website
- Company/organization's blog
- Company's social media pages (Facebook, LinkedIn and Twitter)
- [www.onetonline.org](http://www.onetonline.org) (for industry specific information)

Try using Don Leon's, executive recruiter and managing director at Stephen-Bradford Search, research strategy: (Pollak, 2012)

1. **Research the management team.** Know who the leaders are. What company culture do they encourage? What are their roles? Do they provide tweets or blogs? Follow in order to get more insight into the company (or organization).
2. **Read all recent press releases.** What does the company want the public to know? Are there any new products, mergers, or community efforts?
3. **Google or Bing the company/organization.** This allows you to see information from other sites beside that of the company to get a more balanced view.

### What else should you look up before an interview?

- **The mission statement:** Note the mission statement, recognizing the language used and also if you share the same values. Do you believe in the cause?
- **The client list:** Who does this company serve?
- **The purpose:** What exactly does this company/organization do? Be able to articulate this very well.

In the end, doing full research on a company or organization helps you to make a good decision on whether you would make a good match for the employer. Knowing this allows you to create a resume and cover letter that stand above the rest!