

# Researching Employers



# This tutorial will:



- Explain the importance of researching employers
- Suggest resources for locating information
- Identify organizational information with which you should become familiar

# Why Research Employers?



- Employers expect applicants to know about their organization
- Knowing in-depth information about an organization shows interest and initiative

# Why Research Employers? *(Continued)*



- Researching employers allows candidates to:
  - Identify and eliminate potential employers
  - Help decide if a particular industry is a good fit
  - Help create polished application documents (cover letter, resume, etc.)
  - Prepare for an interview by allowing you to customize questions to ask an employer and to better prepare you to answer company-specific questions.

# Where to Go for Information



- The resources one can use to locate information about an organization are almost endless
- Applicants should be sure to refer to the following resources for information:
  - The organization's web page
  - Trade magazines/journals
  - Newspapers and articles
  - Job/Career Fairs
  - Professional Associations
  - Company newsletters

# Must Know Information



- After having finished researching potential employers, interested applicants should be able to identify:
  - The organization's mission, vision and strategic plan
  - The names and titles of individuals who work there
  - The organization's history
  - Main products/services
  - Organizational climate and culture
  - Organizational reputation
  - Current and projected financial status, if appropriate
  - Typical customers/clients who frequent the organization
  - Major office locations
  - The company's industry
  - Information for customers/clients

# Things to Consider



- After thoroughly researching an organization, evaluate the information you obtained to help you answer the following questions.
  - Would I be happy/comfortable/satisfied working here?
  - Can I see myself supporting the organization's mission/vision, etc.?
  - Do I like the location? If necessary, am I willing to relocate?
  - Is this organization financially stable enough for me?

# Need More Help?



- Web Resources
  - [www.ceoexpress.com/default.asp](http://www.ceoexpress.com/default.asp)
  - [www.hoovers.com/free/](http://www.hoovers.com/free/)
  - [www.wetfeet.com/](http://www.wetfeet.com/)
- [Click here](#) to schedule an appointment with a career counselor
- [\*Bulldogs4Hire\*](#)