

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
 - www.hoovers.com/free/
 - www.wetfeet.com/
- [Click here](#) to schedule an appointment with a career counselor
- [*Bulldogs4Hire*](#)