



CAREER DEVELOPMENT CENTRE

ASPER SCHOOL OF BUSINESS, UNIVERSITY OF MANITOBA

CONDUCTING COMPANY RESEARCH

Conducting company research will help you identify prospective employers but will also give you information to better help you position yourself as the best candidate for the job. During your research you may learn things such as what the company does, what a company looks for in a candidate, new and exciting industries and companies to target with your job search and much more!

WHERE TO BEGIN?

Here are some ideas of where to target your research efforts:

Business Directories

Company Websites

Research/Job Board Websites

- www.mergentonline.com
- vault.com/glassdoor.com
- www.strategis.gc.ca/corporations
- www.sedar.com
- www.sec.gov/edgar.shtml
- Indeed.ca
- Eluta.ca
- MBAjobs.ca

Human Network

- Mentors/Professors/Colleagues
- Family/Friends/Volunteer Associates

Social Media

- LinkedIn/Facebook/Twitter

Newspapers/Magazines

- Manitoba Business
- Canadian Business
- Globe and Mail
- Winnipeg Free Press

Professional/ Industry Associations

- Winnipeg Chamber of Commerce
- Winnipeg Economic Development Board
- CPA, PMI, SCMA, CPHRManitoba, CFA, CMC-Canada, ICTAM
- Young Associates/Associates
- YPO

QUESTIONS TO CONSIDER WHEN CONDUCTING RESEARCH

1. What are the organization's products and/or services? Where, how and to who are they marketed?
2. What is the history of the organization? Future plans? Mission statement?
3. What is the organizations' past, present and predicted growth pattern?
4. How large is the organization? Is it international, franchised, family owned etc.? Does it have branches, subsidiaries and/or divisions? How many people does it employ? What are the basic demographics of the employees? Is it a unionized environment?
5. What key financial statistics can you gather?
6. What is the organization's reputation? For what is it best known? Is it on the "cutting edge" of technology?
7. How does this company differ from its competitors? Who are the company's biggest competitors?
8. How is the organization structured? Who are its key personnel?
9. What management philosophy does the organization follow?
10. What can you tell about the corporate culture? (i.e. dress code)
11. How does the company recruit new talent? What is a typical career path within the organization? What diversity initiatives does the company follow?

7 AREAS TO RESEARCH

1. The skills and experience the company values.

What does the company look for in a qualified candidate? This enables you to position yourself as the best candidate for the position. To discover the skills and experience the employer values, read between the lines of their job postings. You can also find out information on the employer's career page to get an idea of the type of employees they desire. In addition, reach out to current employees who work there and ask them about what their employer values most in the workplace.

2. Key players in the organization.

The key players within an organization are those employees who hold important positions in the company. These individuals can be managers, department directors, and especially the CEO/President of the company. You can find out who the key players of the organization are by reading the employer's "About" page and employee bios. It's also a good idea to check out what these individuals say on Twitter and LinkedIn to learn what employees say about the company online.

3. News and recent events about the employer.

When you go into a job interview, it's always a good idea to be knowledgeable about the company's latest news and updates. Most companies have a page on their website dedicated to press releases and events. This is a great source for you to find out information regarding the company's latest news and updates.

4. The company's culture, mission, and values.

Job seekers should be able to confidently say they're a good fit for the company's culture during any job interview. In fact, a Millennial Branding study says 43 percent of HR professionals believe cultural fit is the most important quality they seek in job seekers during the hiring process. As you research the employer, pay attention to what's written on their website regarding the company's values and mission. You can also learn more about the company culture by following the organization on its social media networks.

5. Clients, products, and services.

As a potential employee, you need to understand what type of work you'll be doing once hired. By having a general idea of who the company's clients are, and the types of products and services offered, you'll be better prepared for the interview and to make an informed decision on whether this is the right opportunity for you. Explore the company's website and read through the company's blog, case studies, and white papers to give you a better idea of their accomplishments. If they are publically traded you can access information related to growth, financial status and goals through industry associations and government websites.

6. The inside scoop.

When using websites like Glassdoor, you can typically find information such as salary figures, employee functions and duties, company reviews, details about the hiring process, and more.

7. Who is interviewing you?

Finally, you should find out who is interviewing you. It may be one person or a panel. Knowing something ahead of time about who is interviewing can give you an advantage during the interview. Ask for this information when the interview is scheduled and then look them up on LinkedIn or Twitter. This research will help you learn about the interviewer's background, their position with the company, and even some common interests you both share, which can help you create meaningful conversations and make connections. *Adapted from: <http://www.glassdoor.com/blog/7-research-job-interview/>*