



## **Do Your Research...**

***And you might just walk away from the interview with a job offer.***

One of the most common blunders during the interview process is spending little or no time researching the job or the organization. By researching the employer, you will not only increase your confidence, you'll also be able to develop good questions for the employer that showcase your understanding of the position and what the employer is looking for. Recruiters use your knowledge of the organization to evaluate your interest, job – search savvy, initiative and desire to become a part of their organization.



### **Where to Begin?**

Whether you are seeking part-time, summer, co-op, or full-time employment, you should start by doing your research.

1. The organization's website
2. Social media – LinkedIn, Facebook, Twitter and other social media sites will provide insight to the organizational culture
3. Associations linked to the organization. For instance, Deloitte is a member of CPA Canada and CPA Manitoba.
4. The Public Library

### **What to look for?**

1. What are the organization's products and/or services? Where, how and to whom are they marketed? Who are their clients/customers?
2. What is the company's mission, values, strategic plan?
3. What is the history of the organization? Future plans?
4. What is the organization's past, present and predicted growth pattern?
5. How large is the organization? Is it international, franchised, etc.? Does it have branches, subsidiaries and/or divisions? How many people does it employ?
6. What are its latest products or developments? Is it on the "cutting edge" of technology?
7. What is the organization's reputation? For what is it best known?
8. How is the organization structured? Who are its key personnel?
9. What management philosophy does the organization follow?

And finally, talk to a Career Consultant at the CDC for further information. They may be able to offer some insights to the role, the recruiter and the company.