

HOW DO I RESEARCH COMPANIES?

Office of Career Services, Southeastern Louisiana University

Yes, it's a "job" looking for a job! But being PROACTIVE can increase your chances of landing the job you want! THOROUGHLY research companies AND positions before the job interview, and use the information you obtain to demonstrate your knowledge and interest to the interviewer. Your confidence level will also increase when you have done your homework! The more information you have on the company and position, the better prepared you will be!

RESOURCES for RESEARCHING COMPANIES:

ONLINE &/OR UNIVERSITY LIBRARY: BUSINESS DIRECTORIES/MAGAZINES

Company web sites

Dun & Bradstreet (dnb.com)

Bizweb (www.Bizweb.com)

Business Week's 100 best small U.S. companies

Inc.'s 500 fastest growing companies (www.inc.com/inc500)

Industry/trade journals; trade shows; professional conferences

Standard & Poor's Register of Corporations, Directors, and Executives

ALSO! Networking with current or former employees of company

Hoover's Online (www.hoovers.com/free)

LexisNexis (www.lexisnexis.com)

Fortune's 500 largest U.S. companies

Forbes' 100 best small U.S. companies

eRecruiting (via CS web site):

"Career Research" link

"Jobs & Internships" link

IMPORTANT!!! - Research positions on company web sites or via **SIG13**, **OOH**, and **O*Net** links on Career Services' web site. Also, if possible, research the interviewer – biographies on company web site showcasing accomplishments.

INFORMATION TO HAVE ON THE EMPLOYER PRIOR TO THE INTERVIEW:

- Relative size of firm in the industry/potential growth of the industry/mission statement
- Types/numbers of customers/clients; number of plants, stores, or sales outlets; company history
- Whether publicly or privately owned; geographical locations
- Organization structure – by services, product lines, functions, etc.
- Methods of training, evaluation, and promotion
- Recent items in news; present price of stock (if relevant)
- Names and job titles of key contacts – name of recruiter/interviewer
- If possible, your positive personal experience with a company: products, services, customer relations, etc.

You should also note the company's culture - as described on their web site, or through any contacts you have at the company, to gain insight into YOUR potential happiness on the job – an important concept that may be easy to overlook! Research the company's overall mission and values – are they aligned with yours?

IMPORTANT!!! - Assess YOURSELF. KNOW your cover letter and resume – this will assist you in remembering experiences and skills during the interview that you could have otherwise forgotten!

NEED HELP IN PREPARING FOR AN INTERVIEW?

Access "Interview Preparation" link to get started!

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