Career Milestone Guide: Identifying and Researching Companies/Organizations

Step 1: Find potential corporations, organizations and/or opportunities that fit your skills and interests by reviewing job boards.

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Step 2: Identify between three to five companies or organizations that you would like to learn more about:

1) ____________________________________________
2) ____________________________________________
3) ____________________________________________
4) ____________________________________________
5) ____________________________________________

Step 3: Research the organizations of interest and to prepare for an interview. Helpful resources include:

Career Advancement Center/On-Campus Resources

- Vault (via ForesterLink) Career information web site, providing employee surveys of top employers, career advice, job listings, and career guides to individual industries.
- The Forester Career Network to identify alumni working for the organization
- Reference Librarians at the Library can help you tap into research resources available to students.
- The company website: try the “about us” section

Social Media

- LinkedIn: View profiles of current and past employees, view a company profile and job opportunities, and discover individuals in your network who may have company connections.
- Social media to get a feel for culture; LinkedIn to view current and former employee profiles
Reports

- **Glassdoor** gives you an inside look at company salaries, reviews and interview questions for more than 28,000 companies.
- Annual reports - Check the company website and [sec.gov’s EDGAR database](http://sec.gov) for public organizations
- Organization webpage (Check the “about us” section)

News Resources

- **Yahoo! Finance**: Search stock prices and financial information
- **LexisNexis**: Search company news and financial information. Create company lists based on search criteria.
- **The Wall Street Journal**: Search for past news articles and industry information.

**Company/Organization:**

What type of company/organization is it (public, private, non-profit)?

__________________________________________________________________________________________

How many employees work there?

__________________________________________________________________________________________

Where is the location of company headquarters and additional corporate offices (global, U.S.A. only)?

__________________________________________________________________________________________

What can you find out about company culture (work-life balance, opportunities for professional development, etc.)?

__________________________________________________________________________________________

What are the areas of growth within the company/organization?

__________________________________________________________________________________________

Who are their customers?

__________________________________________________________________________________________
What are their products?

__________________________________________________________________________________________

Who are their competitors?

__________________________________________________________________________________________

What is the company/organization’s mission statement or company philosophy?

__________________________________________________________________________________________

What is going on in company/organization’s industry?

__________________________________________________________________________________________

What are the entry-level positions and what are the job responsibilities?

__________________________________________________________________________________________

What are the various department and their functions?

__________________________________________________________________________________________

What is the company’s annual revenue/operating budget (if applicable)?

__________________________________________________________________________________________

What is the current stock price of this company/organization and what factors have influenced any fluctuations?

__________________________________________________________________________________________

Where have former employees gone on to work?

__________________________________________________________________________________________