



Company Research

Why Do You Need to Research?

- ✓ To help you write an effective resume and cover letter that is tailored to each employer's wishes and needs
- ✓ To assist you in preparing for an interview
- ✓ To stand out from your competition

What do you need to know?

- ✓ What are the organization's mission, values and goals?
- ✓ Who are their clients?
- ✓ What are their strengths?
- ✓ What is it like to work there? What types of employees succeed?
- ✓ What are the biggest challenges that the organization faces?
- ✓ What labour market and industry trends are affecting them?

Reviewing Company Websites

Company websites have a wealth of information. Useful sections:

- ✓ **Careers** – Review the types of positions and any employment policies. Some companies have separate pages for recruiting post-secondary students.
- ✓ **About Us** – Does the company have a mission statement? Do they discuss corporate values? Are there profiles of senior management?
- ✓ **News** – Has the company engaged in new projects? Are they expanding to new markets?

Resources

- ✓ **On-Campus Events** – The best way to learn about an organization is to speak with someone who works there. Information sessions and job fairs are advertised on the Career Learning Network (CLN)
- ✓ **CLN Resources** – Access an online collection of employer and industry directories via cln.utoronto.ca (under Resources)
- ✓ **Industry Canada** – www.ic.gc.ca
- ✓ **Search Engines** – Use your favourite search engine to find articles about potential employers
- ✓ **University of Toronto Libraries** - onesearch.library.utoronto.ca

How do I use this company information?

- ✓ Look for matches in skills and qualities they hire for, and you! Use these words and concepts in your applications and interviews
- ✓ Connect the company's recent projects with your interests from school, work, or volunteering in your cover letter and resume

Using LinkedIn to Research Companies and Industries

LinkedIn can be a great source of information for you to research employers.

- ✓ **Follow organizations of interest.** If the organization has a LinkedIn page, you can review job listings, company information, and recent news.
- ✓ **Use the Advanced Search Function.** Some of your contacts may be working at the organization or have worked there before. They can be a great source of information for you.
- ✓ **Join LinkedIn groups.** There are groups in virtually every industry where you can learn about industry trends and network with professionals. Job openings are often posted in groups.

Questions?

Visit the AA&CC for further assistance.