WORKSHEET FOR RESEARCHING EMPLOYERS

CURRENT CONTACT INFORMATION

Name of Organization ____________________________________________
Website __________________________ Address ________________________________
City/State/ZIP __________________________ Phone/Fax __________________________ E-mail ________________________________
International locations: ____________________________________________

LEARNING ABOUT THE ORGANIZATION

History ____________________________________________________________
Products/Services Provided ____________________________________________
Organization Type (Public/Private/Non-profit) ____________________________ Subsidiaries ________________________________
Parent Organization ________________________________________________ Union/Nonunion ____________________________
International Activity ________________________________________________

LEARNING ABOUT THE PEOPLE WITHIN THE ORGANIZATION

CEO/President (Titles of key personnel may vary by industry.) ____________
Officers or Board of Directors ____________ Vice President(s) ____________
Managers/Directors ____________ Human Resources ____________
Organizational Philosophy ____________________________________________

LEARNING ABOUT THE CURRENT ACTIVITIES

Recent Activities (Have they had news coverage lately, good or bad?) ________________________________
New Products ____________ Joint Ventures ____________
Acquisitions ____________ Innovations ____________
Activities on Social Media Sites: ____________________________________________

NOTE:
Depending on your field, you may have different categories to research. For example, prospective teachers researching school systems will want to find out about class sizes, community and parent involvement, student achievement, and district goals and resources. Learn what is important for your field and make sure you gather information relevant to your search and employment.

CONCLUSIONS

Does this organization meet my requirements for a good match?
How can I tailor my cover letter and resume to show them I am the candidate they need?
What do I want to tell them during the interview to show I am qualified?
What can I mention naturally in the interview to show that I did my research on them?
What questions do I want to ask them based on my research?