

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?