



RESEARCHING EMPLOYERS PRIOR TO AN INTERVIEW

Conducting thorough research is vital to an effective job search. This process not only helps a job/internship candidate tailor their resume and cover letter to a particular position, but it is especially helpful with interview preparation. It also assists with the identification of organizations that would be the best fit to your skills knowledge and personality.

Employers view researching the company as a critical factor in applicant evaluation because it demonstrates the candidate's interest and enthusiasm for their company. In order to assist you with your job and internship search, we developed Company & Organization Research Resources and a general worksheet for you to complete for each company/organization

COMPANY AND ORGANIZATION RESEARCH RESOURCES

Company/Organization Website

Information to Research:

- Clients/Patrons/Recipients of services/products
- Services/Products offered; niche area(s) of services/products
- Competitors or similar organizations
- Differences between services/products/marketing/clients and competitors or similar businesses/organizations
- Various offices and locations
- Organizational Structure and details including:
 - Board of Directors for Nonprofit
 - Parent/Subsidiary companies if corporation
 - Hierarchical/departmental structure if government
- New services/products; older, reliable products/services
- History
- Careers
- Divisions
- Type of audience trying to reach with web site
- Review organization/company as though you were going to be a client/patron/donor/investor

McDonald Library – Electronic Resources

Business Database – articles and information written about companies by outside sources

1. Visit <http://www.xu.edu/library/>
2. Click Database Guides by Subject - right of screen
3. Select Business
4. **ABI/Inform Research**
5. Business and Company Resource Center

Additional Electronic Resources

- **XU's Hire- A- Muskie (Synplicity) Database** <https://xavier-csm.synplicity.com/students/index.php>
Includes access to Going Global and Wetfeet.
- **Riley Guide** <http://www.rileyguide.com/>
Comprehensive job, career, and industry search guide. To researching companies and organizations, see *Research & Target Employers* and "Business and Employer Research"
- **Wetfeet** <http://www.wetfeet.com/asp/home.asp>
Click on "Employers" tab to search for employer profiles or browse employers alphabetically.
- **Fast Company** <http://www.fastcompany.com/>
- **Nonprofit Times** <http://nptimes.com/>
Offers NPT Top 100 Report; NPT Power and Influence Top 50; Salary Survey
- **BBB Wise Giving Alliance** <http://give.org/>
Better Business Bureau Wise Giving Alliance collects and distributes information on hundreds of nonprofit organizations that solicit nationally or have national or international program services. Click Charity Reports for reports on over 400 charitable organizations for organization research
- **Guide Star** <http://www.guidestar.org/>
National Database of Nonprofit Organizations; Economic Reports; etc.
- **Chronicle of Philanthropy** <http://philanthropy.com/>
Excellent resource for current information on the donor/fundraising world of nonprofits. Specific organization research is limited, unless received current grants or funding from sources covered by the Chronicle

Company/Organization Checklist

Name of Company: _____

Company Mission: _____

Company History: _____

Recent Positive Press Releases or News: _____

Company Leaders: _____

Organizational Structure: _____

Principle Products/Line of Business: _____

Primary Locations: _____