# 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** - oneresearch.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

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## 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.

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Questions?
Visit the AA&CC for further assistance.