

HOW TO CONDUCT EMPLOYER RESEARCH



Career Services

Searching for a reliable and skilled employer is significant for job search. Understanding what kind of employer you want to work with comes with the realization and acknowledgment of what you require from your career. Modification of your resume and application sets you apart from all the other candidates. All these factors are compulsory and aid your interview.

WHY SEARCH FOR YOUR POTENTIAL EMPLOYER'S INFORMATION?

Decide Accordingly

Your employer research may help you with:

- Refining your job search
- Searching for a job in a particular area, industry or field
- Selecting a probable job opportunity

Show Your Distinction

When you show your interest in a specific organization, you are attracting the employer to explore your enthusiasm and work aspirations. Employer research leads you to modify your resume and cover letter according to a particular field and suitable for targeted positions. It also helps you to prepare for a challenging interview. Most employers complain about fresh graduates and job seekers, not knowing enough about the company. This lack of information leads to undesired results.

INTEGRATING YOUR DISCOVERIES INTO THE INTERVIEW

Merely having an insight of the company is generally not enough unless you know exactly how to use it in your interview. You must know what products or services the company provides and weave the answers accordingly. The employer may not ask you directly about the company; rather you may be asked, 'why do you want to work here?' or 'what career goals have you set for yourself?' You can impress the employer by relating your aspirations and skills to the company's skilled and valued employees. You need to search for conventional and practical ways to help elevate the performance and productivity of the company. Your research, writing, and communication can play an essential part.

You can also utilize your research and company information by asking relevant questions from the employer. As your interview comes to an end, you can inquire about the company's services and products and shed some light on them with your insight. Relating your experience with the company's services is always a positive thing.

IMPORTANT FACTS TO KNOW ABOUT YOUR EMPLOYERS

It is essential to research your potential employer and get an overview of the organization. This may include the following aspects;

- Company Overview
- Policies for Future Growth
- Employee Diversity
- Services & Products Offered
- Financial Health
- Consumer Opinion
- Location/Branches
- Professional Development
- Salary Ranges
- Career Path Options
- Competitors

- Employee Feedback

RESOURCES FOR EMPLOYER RESEARCH

Employer's Social Media & Blog

- Hands-on support for knowing your employer
- A thorough source of facts about the company from an employer's point of view
- Company's history
- Company's leading key personnel
- Branches & locations
- Offered products & services
- Company's performance index
- Company's culture
- Job openings

LinkedIn

- Job hunt by industry or location
- Help identify mutual connections in the company
- Company's employees
- Company size

Glassdoor

- Resource for hidden salary information, employee reviews & interview questions for detailed job positions
- Company culture
- Offered Benefits
- Salary information
- Employee reviews

American Business Journals' Book of Lists Available on Career Services Website

- Industry-wise ranking of top employers in a city
- Company size
- Competitors
- Revenue

Hoovers

- Company overview
- Top Competitors
- Company ranking (FT Global, Fortune, etc.)
- Revenue



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