COMPANY RESEARCH

SOUTH SEATTLE COLLEGE
One of the Seattle Colleges

WorkSource *Affiliate Site*

Here are some skills and tips that will help you research companies successfully:

1. **PREPARE-** Gather materials and tools to aid you job search.
2. **IDENTIFY-** Know what things are important to you as you look for the right company to work for.
3. **RESEARCH-** Use sites to target specific companies.
4. **COMPARE-** Look at each company's website to find out more about their culture.
5. **NETWORK-** Use existing relationships to build new connections with employers.

PREPARE- *The following tools will help you in your job search:*

- Computer
- Internet access
- Printer access
- USB/Flash drive
- Email account
- Electronic copies of resume and cover letter

IDENTIFY- *Determine what values are important to you as you narrow down companies to work for.*

Please rank the top 5 important characteristics of your job search from 1-5 (1 = the most important):

_____Company Type (For profit, Non-profit, Government Agency, etc.)

_____Compensation (Salary, Health Benefits, etc.)

_____Geographic Location

_____Job Tasks

_____Mission

_____Opportunities for growth within the company

_____Part-time or Full-time Work

_____Product or Services Offered

_____Professional Development opportunities

_____Size of Company

_____Supervisor or Manager

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RESEARCH- *Target your search! Identify a few companies you'd like to work for that match your job goals.*

Below are some sites that can help you find companies that may interest you:

- Go2Worksource.com: http://fortress.wa.gov/esd/worksource/
- Seattle Colleges Career Hub: http://www.myinterfase.com/sccd/student
- Company Website- Go to a company's direct website or Google search to find a web address.

Company:	Website:
Company:	Website:
Company:	Website:
Company:	Website:
Company:	Website:

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Compare- *Begin looking at specific websites to learn more about the companies you have selected and find the one that might be the best fit for you!*

Company:	Website:
What is employer's mission and/or vision statement? • **Who are they serving?** • **What are the keywords? (repeating words, descriptive words)**	1. 2.
What are the services or products that make this company unique? (i.e. materials techniques, technology)	1. 2.
What are their current projects or news worthy accomplishments?	1. 2.
Social Media Presence: (Linkedin.com, Facebook, Twitter, Seattle Times, Business News, etc.)	1. 2.
Reasons why you want to work for this company: *Do NOT include location, compensation, or health benefits in this list*	1. 2.

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NETWORK- *Looking for jobs online is only one part of the job search process. Networking plays a key role in making connections, establishing relationships with employers, and increasing your chances for hire.*

- Only 20% of jobs are posted online … 80% of jobs are found through networking.
- Thus, 20% of job-searching should be done online and 80% of the job search should be face-to-face!
- Your network begins with people you already know!
  - o Family
  - o Friends
  - o Teachers
  - o Classmates
  - o Coworkers, past and present
  - o Managers or supervisors, past and present

Individuals that you currently know who can help you network and learn more about the companies you are interested in:	Name: Name: Name: