Target Company Research

Developed by Mark Waddleton – Galleria 401 JSWT

"I really believe my research abilities would be an asset to whatever this company is called."
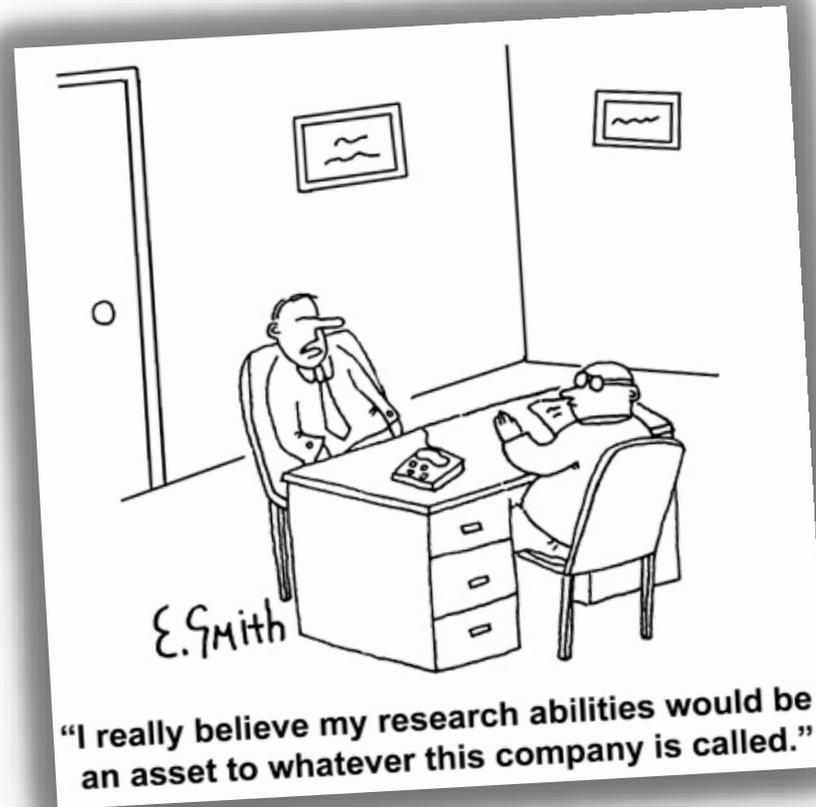
The Effective Job Search

Know Your Targets (Practice 3.1) – Company Research

Get Started

Getting Started
- This is not your father's job market
- Accept it and move on
- Plan your career before you hunt
- Target the future, not the past

Know Yourself

Know Yourself
- Self-Assessment
- Your Career story: past, present and future
- Achievement development

Know Your Targets

Know Your Targets
- Target Company Research
- Resume development
- Social Network profile

Build Your Plan

Build Your Plan
- Campaign planning
- Your elevator pitch

Make Your Contacts

Make Your Contacts
- The power of Networking
- Getting the interviews
- Controlling your campaign
- Handling your references

Get What You Want

Get What You Want
- Interviewing
- Interview follow-up
- Negotiate your salary and benefits

Keep it Going

Keep it Going
- Starting out on the right foot in your new job
- Continue engaging and expanding your network
- Support the people that supported you

Based on "Landing Your Ideal Job and Landing it Faster" by Gerry Fusco,
"The Unwritten Rules of the Highly Effective Job Search" by Orville Pierson,
and "The Five O'Clock Club Job Search Workbook" by Kate Wendleton

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Know Your Targets (Practice 3.1)

In this section we will:

- Provide you with proven methods and tools to aid in your company research

- Understand what hiring managers are looking for when they see a résumé

- Ensure that your résumé is a natural progression from your stories and achievements

- Add something powerful to leave with your interviewer

- Balance your Social Networking profile with your resume

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Preparation is the Key to Being Remembered!
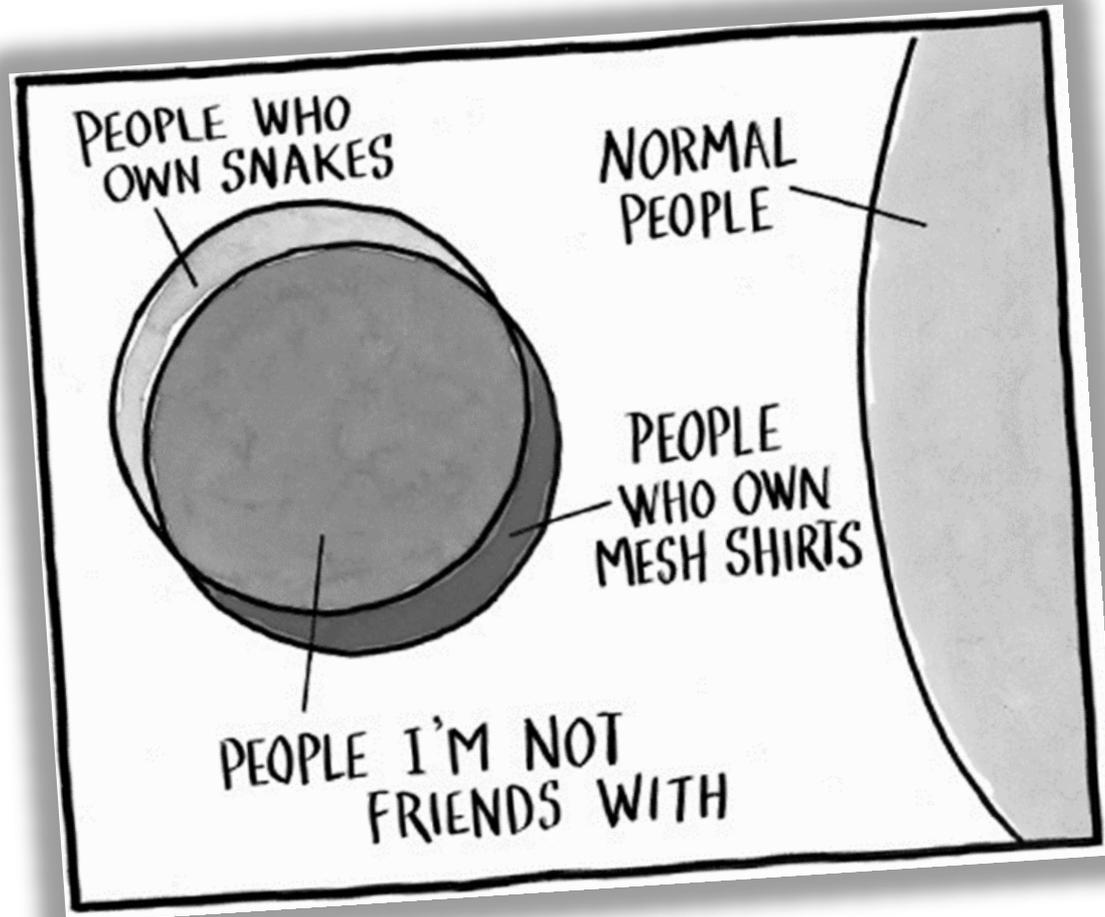
Be In The Know:

Research the company, people and culture

1. Know as much about the company as possible

    - Learn the future goals and plans

    - Understand the industry and competitive forces

2. Learn the interviewer's name and job position

    - Will usually be supplied when scheduling the interview

3. Talk to current employees

    - Excellent way to gain an inside perspective and will give you the ability to ask better questions

Be In The Know:
Research the company, people and culture (cont.)

Company/Industry Related		People /Culture Related
Company website	Mintel.com	Linkedin.com
Hoovers.com	Researchandmarkets.com	Pipl.com
Vault.com	Datamonitor.com	LexisNexis.com
Businessweek.com	Euromonitor.com	Glassdoor.com
Compete.com	Capitaliq.com	Hallway.com
Quantcast.com	WSJ.com	Zoominfo.com
Thomsonbanker.com	SEC.gov	Yatedo.com
LexisNexis.com	FreeEdgar.com	Facebook.com
Avention.com (Onesource)	Annual Reports	Jigsaw.com aka Data.com
Bloomberg.com	ReferenceUSA.com	YouTube.com
IBISworld.com	SIC/NAICS	
HBJ.com	Slideshare.com	

Before The Interview:
Research - More Detail

Company Research Sites Free or subscription (access point – home)

- Company website/Annual Reports
- Hoovers.com - leading database of company and industry information
- WSJ.com - business publication
- Vault.com – broad-based career intelligence site
- Businessweek.com – business publication
- Compete.com – find website traffic and unique visitor information
- Quantcast.com – find website audience demographic information
- HBJ.com – Houston's business news site
- SEC.gov/FreeEdgar.com

Position Research

- Onetonline.org – general research on roles and position descriptions

Before The Interview:
Research - More Detail

Free at Rice University's Jones Business School Library

- Thomsonreuters.com – comprehensive database includes research analyst reports from major banks

- LexisNexis.com – one stop comprehensive news and information research resource

- Bloomberg.com – most current business and information news

- IBISworld.com – market research covering a number of industries

- Mintel.com – market research into consumer trends, product innovation & competitive marketing strategies

- Researchandmarkets.com – searchable market research reports database that includes both niche and top industries

- Datamonitor.com – searchable market and company research reports

- Euromonitor.com – publishes research reports on industries, consumers and demographics in the US

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Before The Interview:
Research - More Detail

Free at Rice University's Jones Business School Library (cont.)

- Freedonia.com – Comprehensive industry and market research

- ReferenceUSA.com – source of business for reference and research(Available at most public library systems)

- Standard Industrial Code – SIC and North American Industry Classification System – NAICS – find the company's code and will assist in research and identifying competitors

Fee/Subscription Services Only

- Capitaliq.com - multi-asset class and real time data, research and analytics

- Avention.com (Onesource) – source of accurate company and executive information
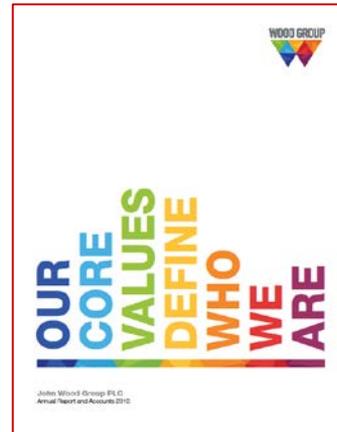
Company Research Examples (Click to view site)

Search for News

Financial Pages

Company and Competitor's 10K
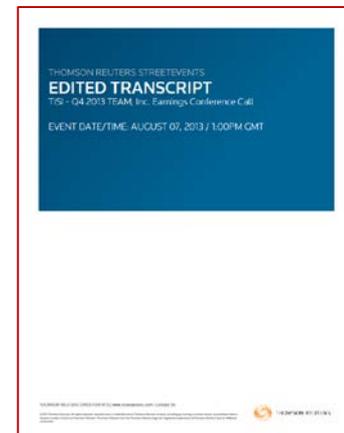

Analyst Research

Industry Research

Industry Research

Quarterly Report

Quarterly Calls

Questions?