

Researching Companies

One of the **most important things** you can do before searching for a job is to research organizations that you may be interested in. Researching an organization(s) will help you to learn more about your chosen career path while clarifying your immediate career goals. This step is especially critical when you are preparing for an interview. Knowledge about the organization you are applying can be used to effectively convey to the interviewer your interest in the position while giving you an edge in the interviewing process.

The Pomerantz Career Center has developed a worksheet to help you organize your company research. **The Researching Employers Worksheet** can be found at: <http://www.careers.uiowa.edu/students/ResearchingEmployers.pdf>

Below are some ideas to help you in your organizational research:

- Review annual reports, job descriptions, department/division newsletters, and/or special reports published by the organization.
- Read professional journals and business-oriented newspaper/magazines related to your career area.
- Review online sources such as: [Dun & Bradstreet Million Dollar Database](#), [Standard & Poor's netAdvantage](#) (this site is only accessible in the Pappajohn Business Building), and [Mergent Online](#).
- Use your connections. People currently working for the organization can be a great resource – make sure that you get permission to use the information they provide.
- Utilize web sites such as “google” or “yahoo” to find a variety of web resources
- Related professional or trade associations, unions, etc. can be good sources of information.
- Look for an organization who hires UI students. The Pomerantz Career Center keeps a list of organizations that recruit UI students and alumni at <http://www.careers.uiowa.edu/students/uirecruit.html>
- The Pomerantz Career Center web site www.careers.uiowa.edu keeps a list of resources and web links tailored to your specific research.

Employers say the NUMBER ONE reason for failing to get hired: not enough knowledge of the job or company presented during the interview

Knowledge is power!