RESEARCH A COMPANY
Researching a company can help convey to a recruiter, an interviewer, or employer your enthusiasm for what they do. Adequate company research will prepare you for the interview question, “Why do you want to work for our company?”

What Should I Know?

• What does the company do? What products and/or services do they provide?

• Will I fit in with company culture?

• How is the company different from their competitors?

• What skills and experiences does this company value?

• What are the entry-level job requirements?

• What are the pros and cons of working for this company? Why would I want to work for this company?

What Should I Do?

• Connect with recruiters, friends, alumni, and others affiliated with the company on LinkedIn.

• Browse the company website.

• Scan recent news articles about the company.

• Use Glassdoor.com to find out what the people are saying about the company, and what type of questions to expect in an interview.

• Attend information sessions or events put on by the company, as seen on Handshake

• Think of open-ended questions in order to carry on a conversation with the company’s representatives

Tools

• Company website

• Glassdoor.com
• LinkedIn

• Vault.com (free access through careers.byu.edu)

• Career Shift

• Handshake

• Twitter

• Facebook

• Other social media

• Annual report to shareholders