Tapping into the Hidden Job Market: Conducting Company Research

When to Research

1. Before Networking or Cold Calling

Purpose at this stage – To determine which companies to target and to show that you are interested and informed about the organization you are phoning or meeting with

What do you want to know at this stage?
- Names of companies I may want to target
- Products and services
- General Industry information & trends
- Organizational and mission goals
- Staff profiles (any positions named?)

How to research at this stage
- Directories, company websites, books, directories, annual reports, Google search, newspaper articles, trade journals, etc.

2. Applying for positions

Purpose at this stage – to tailor your cover letter and resume to fit with the company

What do you want to know at this stage?
- Products and services
- Organizational and mission goals – look for company values
- History and corporate culture
- Locations
- Organizational structure
- Profiles of individuals you are meeting

How to research at this stage
- Company websites, Google search, newspaper articles, trade journals,
- Informational interviewing

3. When you have a job interview

Purpose at this stage – to be able to showcase your knowledge of the company in order to demonstrate initiative and interest; useful for generating questions to ask them

What do you want to know at this stage?
- Products and services
- Organizational and mission goals
History and corporate culture
Locations
Management style
Salary ranges for the position (based on your experience & qualifications)
Size, organizational structure
Opportunities for growth
HR issues such as diversity initiatives, training programs
Profiles of individuals you are meeting
Competitors

How to research at this stage
Company websites for more specific information
Informational interviewing
Salary Calculators on Workopolis, Monster, etc.

Resources for General Occupational Research
Career Cruising - www.careercruising.com
  o Username: yorku
  o Password: careers

Resources for Researching Organizations

Businesses:

Online Resources
  Yellow Pages - yellowpages.ca
  Career Centre’s links to online resources - www.yorku.ca/careers/students/onlineresources.htm

Print resources available in Career Centre Library
  Canada's Top 100 Employers
  Ontario Businesses
  Contact Toronto
  Financial Services Canada
  The Canadian Summer Job Directory
  The Canadian Hidden Job Market Directory
  Financial Services Canada
  Ontario Legal Directory
  Scotts Business Directory
  The Canadian Student and Grad Job Directory
  Canadian Environmental Directory
  Pharma & BioPharma Canada 2006
Non-Profit Organizations or Government:

Online Resources
• Charity Village - www.charityvillage.com/
• Career Centre's links to online resources - www.yorku.ca/careers/students/onlineresources.htm

Print resources available in Career Centre Library
• The Blue Book
• Canadian Environment Directory
• Scott’s Directories: Government Index
• Directory of Canadian Healthcare Personnel
• Directory of Disability Organizations
• Directory of Canadian Schools
• Associations Canada