Company Research Guide

An essential part of preparing for a job interview is to research the company. The information you gather will help you in answering the interviewer’s questions, help you formulate your own questions and assist you in your decision making when you receive an offer.

Below is a list of suggestions on where to find useful company information and how/what to look for.

Company web site: What they say about themselves

- Mission, value statement
- Products/services
- Review their annual report
- Information regarding who’s who i.e., President/CEO/Board of Directors-Managers; look them up on LinkedIn
- Press releases; find out what’s new
- Follow their Twitter feed, and like their Facebook account

Your personal and professional network: What your network says about them

- Check your LinkedIn connections to see who you know at the company to gain their first hand perspective
- Make note of the career paths of those who work at the company; where were they before or after they worked there, what has been their career progression?
- Glassdoor.com offers information from current, and former employees that may not be in your own network

Industry/trade journals: What the marketplace says about them

- Understand who their competitors are (research them too) and the market they operate in
- If publicly held, how is their stock performing? Have there been mergers or acquisitions?
- Utilize UML Library databases such as Lexis Nexis, Hoovers, or WSJ
- Industry and professional associations

Collecting information from all three areas will help ensure that you gain a balanced view of the company and inform your decision making.