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LinkedIn has an “Advanced Search” function where you use keywords to identify people who work in that particular field. It is a great way to explore potential career paths, as well as particular companies in that field

It Starts with YOU

Researching employers and industries during your job search begins with you. Know what you are looking for and then begin to narrow down your search via industry, geographic area, job field, and company. This will ensure that you find relevant and useful information for your job search.

Research Methods

Online

There are various ways to conduct a meaningful search online:

- using common search engines to research specific companies or industries
- using government search tools:
(www.ontario.ca/en/business/STEL02_038759)
- using other career service tools (www.careercruising.com)
- via social media: companies often have profiles on Facebook, Twitter, and LinkedIn

Networking

Networking is an excellent way to meet new people, research potential career paths and companies, and get involved in an industry that interests you. Understanding what networking is and how to facilitate the networking process appropriately will determine your ability to develop and maintain a professional network (refer to our Job Search and Networking Resource Guide).

- an information interview is a great way to learn about companies, industries and careers that might interest you.
- attending events hosted by associations within a specific field of interest can help you meet and interact with many industry professionals to gain valuable information as well as expand your network. Some examples include:
 - o Human Resources Professionals Association (HRPA)
 - o Certified Management Accountants of Ontario (CMA)
 - o Certified General Accountants of Ontario (CGA)
 - o Canadian Marketing Association (CMA)
 - o Canadian Professional Sales Association (CPSA)
 - o Chartered Financial Analyst Institute (CFA)
- talk to professors who teach within a specific subject area or concentration - they may be able to provide valuable resources, insight, and/or referrals that can help you build your network and better understand your options.

Preparing Your Research

Before you begin researching employers, create a concrete plan and take measures to ensure you stay organized.

Determine the following:

1. Why are you asking for information and how will you use it? Are you looking for a new grad job, internship, training program, or international experience? Know why you are looking for the information and how you will be applying it.
2. What information is essential to have and what is “nice” to have? This will help you in sorting through your research to highlight the most relevant information.
3. Who and what are your sources of information? Are you conducting a broad range of research to ensure you have a larger perspective of your industry? Is your research formal, informal, or perhaps a combination of these?
4. Why are you selecting certain individuals and how will you contact them? Have a plan, and write it down. Keep track of who you have contacted and when (including any follow up tasks).
5. How will you validate the accuracy of the information? Not every piece of information you will come across will be accurate. This relates back to having a broad enough range in your research to ensure a balanced perspective on information received.
6. What is your timeframe for your research? Do not get so involved in your research efforts that you do not spend any time actively job searching. Set targets and deadlines; stay organized. Have a plan for how you will compile all of this information. Be sure to **use** this information in your job search, when preparing cover letters, and in your interviews.

Helpful Tips

- Review newspaper archives to get a sense of the company/industry trends.
- Search Economic Development Offices in the community and the local Chambers of Commerce to look for new growth areas, industry information and emerging trends or sectors.
- Sector information -find out if your industry is part of a defined “sector” by searching on-line <http://www.councils.org/en/>. You can find trends, networks of professionals, training & professional development opportunities, and news related to your sector.
- When using print materials for your research, create folders or dividers in a binder to keep your research organized and easy to use.
- When networking with new contacts and collecting information from people, be sure to be using a professional email address with designated folders for your research.
- Make sure your LinkedIn Profile is in excellent shape, [watch this video to find out how](#)
- You should also see some of our other Guides: [Job Search and Networking](#), [Information Interviews and Salary Negotiation](#) which can all be found on our website!

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