

CONDUCTING EMPLOYER RESEARCH

KNOW BEFORE YOU GO

Conducting employer research is important no matter where you are on your career pathway. Whether you are looking at career options, starting to network, or applying for positions, familiarizing yourself with the organizations within an industry should be one of your first steps. This worksheet will help you identify the kinds of information you should be collecting about an organization.

Tools to use to research employers include:

Handshake | Company Websites | Tampa Bay Book of Lists | LinkedIn | Glassdoor

Name of Organization: _____

Physical Address Website Email Address Social Media Phone Number	
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Purpose Mission Company Culture # of Employees	
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Industry Products/Services Customers Competitors	
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Organizational Structure CEO/President Key Decision Makers	
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Current Events/News Goals Problems	
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Who can tell me more/connect me to this employer: _____

What I like most about this employer: _____

What I like least about this employer: _____

Where working for this employer may lead me in five years: _____

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Website
Email Address
Social Media
Phone Number

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Organizational Structure
CEO/President
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