



How to Research a Company

Researching potential employers is an important part of any job search. It can help you choose where to apply, prepare for an interview and make a stronger impression with employers.

1. Find employers that match your values

- Review the company's mission, values and culture.
- Look for information about diversity, innovation, social responsibility and work-life balance.
- Check employee reviews on Vault, Glassdoor and other trusted sources.
- Follow the company on social media to see what it promotes and prioritizes.

2. Understand the business

- Learn about the company's products, services, customers and growth.
- Review its annual report if it is publicly traded.
- Research its reputation through customer reviews and industry sources.

3. Explore the benefits

- Research healthcare, retirement plans, flexible schedules, paid time off and other employee benefits.

4. Learn about company leadership

- Read leadership bios on the company's website and LinkedIn.
- Research executives and department leaders to learn about their interests and expertise.
- Look for interviews, articles or books they have published.

5. Check current news

- Search local news, business journals and industry publications for recent company news. For Northeast Ohio employers, consider sources such as *Crain's Cleveland Business*, the local chamber of commerce and the Better Business Bureau.

6. Ask your network

- Talk with trusted friends, colleagues, faculty and Career Services staff. Alumni working at your target companies can also provide valuable insight.

7. Use your research in the interview

- Connect what you learn about the company to your skills, experience and the position. Be sure your information is current and relevant.



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