

# Career Development Assignment

## *Company Research*

### Importance of Researching Companies

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## Assignment

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Develop a target list of the top 10 places where you would like to work.

(Adapted from "Create a Dream Job List of Companies to Kickstart Your Job Search" by Natalia Autenrieth).

Here are 10 tips to help you create the perfect company list for your job search.

1. Look at the competitors of your current company
2. Look at vendors and clients
3. "Best of" lists
4. List companies that make products or deliver services that you love
5. Brush up on past leads from trade shows, conferences, and other industry events
6. Check out LinkedIn
7. Keep your eyes open
8. Check the news
9. Use online job posting boards (the right way)

7. Keep your eyes open

Keep your eyes open when you are visiting an office building for an interview. Building directories can be a good place to start. Jot down any company names that look intriguing and look them up. It is an unconventional way to come up with company possibilities, but it might just work.

8. Check the news

Local stories of companies breaking ground for new buildings, receiving a grant for research, funding a scholarship, or planning an IPO can all serve as conversation starters. Following a company's page on LinkedIn can definitely keep you in the loop of what's happening, but also consider signing up for a company newsletter, dialing in for a quarterly analyst call if your target company is publicly traded, and following industry blogs for updates and developments. You can also sign up for Google Alerts that will send you an email every time a company you're following is mentioned in the news.

9. Use online job posting boards ) dt C 00 a51765016C2060116)4(b)59 ( )6( )5( )5( )5( )9( )5( ) ( )5( )5( )5( )9( )5( )6( )5(