Researching Worksheet

Suggestions for Information to Gather on an Industry

1. What is the line of business of organizations in this industry? (Do they provide a service, create, distribute a product, etc.) How do they make money to support their organization or are they supported by grants?
   Resources you might use: Vault Guide, CareerSearch, Informational Interviews

2. What are the skills and personal qualities that successful professionals in this industry share?
   Resources you might use: Informational Interviews, Glassdoor, Vault

3. What are the significant trends in this industry?
   Resources you might use: Informational Interviews, Hoovers, CareerSearch, S&P netadvantage

4. Who are the major organizations (key players) in this industry?
   Resources you might use: Vault, Glassdoor, Professional Association websites (CareerSearch)

5. What are the key professional associations and journals for the industry?
   Resources you might use: CareerSearch

Suggestions for Information to Gather on an Organization

1. Organization Type (public, private, government, non profit)
   Resources you might use: Organization website, Hoovers, CareerSearch

2. Product/Services Offered (Complete current product/service line and potential new products/services)
   Resources you might use: Organization website

3. Organization size, parent company (if any), subsidiaries (if any), location of headquarters, geographic presence
   Resources you might use: Organization website, Hoovers, CareerSearch
4. Organizations competitor’s (other major players in the industry)
   Resources you might use: CareerSearch, Hoovers, Vault, Glassdoor

5. Mission/Vision/Organization direction within the past year and future plans
   Resources you might use: Organization website, Professional Journals (CareerSearch)

6. Key People (CEO, VP, Pres.), Vanderbilt Alums
   Resources you might use: Organization website, VUConnect, LinkedIn

7. Annual Report (annual gross, ranking, stock price)
   Resources you might use: Annualreports.com

8. What are the “buzz words” in the organization?
   Resources you might use: Informational Interviews, Organization website

9. What is the “culture” of the organization? (Is it conservative, liberal, relaxed, etc)
   Resources you might use: Informational Interviews, Organization website

Is this an organization in which you would like to be employed? Why or why not?