



Researching the organisation

When approaching an organisation about employment, or when invited to attend an interview, it is essential to have some background knowledge beforehand.

Demonstration of research into the organisation indicates to a prospective employer that you are interested in working there, you've made an effort to understand their business, and therefore you are serious about gaining a position with them. You will be expected to show why working for their organisation appeals to you, what you can offer them and that you know something about the type of role you are seeking. If you don't know much about the organisation and don't really want to work there, it will typically show when you are talking with them. On the other hand, if you are enthusiastic about the potential of working for them, it will mean you are more appealing and more memorable to them.

You might want to determine...

- The type of business that they are
- Where they operate from - where they have branches, subsidiaries etc
- Their major products and/or services and their clients/customers
- Their future plans
- The current issues and challenges for the organisation and for the industry
- Their financial situation
- The names and roles of their key management team
- Their main competitors
- Their mission and values and their history
- The culture of the organisation
- One thing that is unique about the organisation

Sources of information

- Virtually all organisations have a web presence that gives a reasonable amount of information about their business. Many even have their annual reports on their website. Typical website headings under which annual reports can be found include – investor information, corporate information, about our business and financial information
- Google them and pursue several different avenues to discover what you can, including what others say about them. If their own website has links to other sites, check them out too
- Facebook, LinkedIn, and YouTube are all worth a search
- Talk to current or past staff members if possible



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Look for information that you can mention in an interview situation, especially things that makes the organisation look good. You need to have an answer to the question: 'What do you know about our organisation?' Has this organisation been mentioned in the media lately? This is worth knowing about, particularly if the news is good. As a result you should be accessing news and business-related media on a regular basis when you're looking for work. Sites such as One News Page – <http://www.onenewspage.com> can be useful for this.

Online directories

- **AccessNZ:** www.accessnz.co.nz - Access New Zealand provides a searchable directory of web sites maintained by New Zealand companies and organisations. To make locating a site or company as easy as possible, sites are cross-referenced by category and location.
- **NZ Government Online:** www.govt.nz - NZGO is the office gateway to the New Zealand Government. This website provides an overview of New Zealand and its government, access to government services information, as well as government agency contact details.
- **Finda:** www.finda.co.nz - New Zealand business directory including information such as staff numbers, locations etc
- **Te Puna Web Directory:** www.webdirectory.natlib.govt.nz/index.htm - Provides a subject gateway to selected New Zealand and Pacific Island internet information resources.
- **Yellow Pages:** www.yellowpages.co.nz and **White Pages:** www.whitepages.co.nz
- **Search NZ:** www.searchnz.co.nz - A totally New Zealand based search engine, and this is an easy way to search for New Zealand companies. It uses a different search format to other search engines so read the searching tips for best results.
- **NZ Companies Office:** - www.business.govt.nz/companies - Operated by the Ministry of Business, Innovation and Employment.



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- **BizDirect:** www.bizdirect.com.au - A comprehensive directory of Australian businesses.
- **Hoover's online:** www.hoovers.com – Access a comprehensive company, industry and market information database of 12 million companies. This is updated daily to bring visitors the most up-to-date business information in the industry.
- **Vault:** www.vault.com - Search for company information and find out more about working at top companies.

The Massey Library is also a great resource for company information. This includes material on what companies say about themselves in the media, what analysts say about companies and news sources that will help you to gather as much information as you can. Go to <http://www.massey.ac.nz/massey/research/library/> and type 'company' in the search box.

For further information on researching the organisation, please refer to the Career and Employment Service: <http://careers.massey.ac.nz>