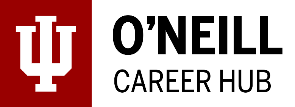
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**Organization Research Guide**

**Organization Name:**

**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, are they supported by grants?

*Resources you might use: Vault Guide, Informational Interviews*

2. What are the significant trends in this industry?

*Resources you might use: Informational Interviews, Vault, Professional Association website, Professional Journals*

3. Who are the major organizations (key players) in this industry?

*Resources you might use: Vault, Glassdoor, Professional Association websites*

4. What are the key professional associations and journals for the industry?

*Resources you might use: Vault, Google*

**Organization**

1. Organization Type (public, private, nonprofit)

*Resources you might use: Organization website, LinkedIn*

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*

4. Organization’s competitors (other major players in the industry)

*Resources you might use: Vault, Glassdoor*

5. Mission/Vision/Organization direction within the past year and future plans

*Resources you might use: Organization website, Professional Journals, Press Releases*

6. Key People (CEO, VP, Pres.), SPEA/IU Alums

*Resources you might use: Organization website*, *LinkedIn; Google key people, read interviews/articles, watch videos*

7. Annual Report (annual gross, ranking, stock price)

*Resources you might use: Organization website, 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) How diverse is the team?

*Resources you might use: Informational Interviews, Organization website, Glassdoor*

10. How has the organization been in the news in the last year? How does it interact with the community?

*Resources you might use: LinkedIn, Google*

**Function (position applying to)**

1. What department/division is the position housed? Who does it report to?

*Resources you might use: Organization website, LinkedIn*

2. What is the career path for this position?

*Resources you might use: Organization website, LinkedIn*

3. What are the skills and personal qualities that successful professionals in this industry share?

*Resources you might use: Informational Interviews, LinkedIn, Glassdoor, Vault*

4. What additional education/licensure/certifications will you need to be promoted in this area?

*Resources you might use: Informational Interviews, LinkedIn, Glassdoor, Vault*