

FINDING FIT within EMPLOYER RESEARCH

While it is certainly exciting to be offered a job, the acceptance of a job offer can bring anxiety as you decide if it's the RIGHT position. In job searching & career exploration, it is important to determine if your potential employer's culture, goals and ethics align with your own. Here are a few tips to help you confidentially move forward ...with or without the company!

1 COMPANY WEBSITE: Obviously this would be the simplest & quickest way to view how a company presents itself and what it values. Read the website thoroughly, looking at their mission and values statements. Additionally, you can glean whether the company is business, client, or community focused.

2 INDUSTRY JOURNALS: What does media say about the company - what are others saying online about the company? Look for articles on the company in local and national outlets. As a DU student/alum you have access to databases such as *LexisNexis Academic* for free at the library.

3 BETTER BUSINESS BUREAU & STATE AGENCIES: Find out if the company is accredited by the BBB at www.us.bbb.org. See if the company is licensed with the state or through the state's regulatory agency, and if there is any additional performance information.

4 YOUR NETWORK: Do you know someone who has worked or interned with the company? Does a past faculty member have a connection with the organization? Utilize your network (or utilize LinkedIn or PioneerConnect) and consider conducting an Informational Interview.

5 JOB SEARCH WEBSITES: There are a number of websites that provide general information about a company: Glassdoor.com, Hoovers, and the US Securities & Exchange <https://www.sec.gov/edgar.shtml>. Additionally, LinkedIn can provide you a lot of insight on what is important to the company in the articles & events that they post, who works at the company and for how long, etc. etc.