



# 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?**