



How RESEARCH Will Boost Your Value as a Company Leader Candidate

You have problem-solving meetings and conversations every day on behalf of your company. Applying the same principles to enriching your own personal career growth and those of your network will take you to a new level of confident leadership. **Make research part of your networking routine.** You'll see that the time to search will diminish as you know what to look for and discover areas where you can solve some challenges for them.

Determine What You are Looking for. *When you know the triggers that make this a good prospective company, then it takes less time to research. As you research, you'll see trends, including their challenges so you can reach out with a compelling message to company leaders/executives. Identify:*

- Problems that your expertise solves.
- Companies that match your efforts and objectives.
- Companies with a mission and values you can relate to.
- Company presentations, reputation, great place to work.
- Who do you know that works there?



Research the Company:

LinkedIn Company Page: Premium accounts will allow you to view INSIGHTS where you can see employee count and areas of growth and decline.

- If they are a medium to large business, how many are following their page?
- How do they describe their product and service?
- What are they posting about?
- What do you learn from that info---are they clear or foggy?
- Who are you connected to you can reach out to?

Review their Website:

- Do you have connections or school alumni that work there?
- How do they describe their product and service?
- Who is their leadership and their backgrounds? *If you are at an executive level, who is the top executive that would run the department you're interested in. For example, if you're a VP of Marketing, then who is the CMA (Chief Marketing Officer)? View their website and LinkedIn*
- View these specific pages:
 - CAREER: What is their mission and values?
 - PR PAGE: What are the most recent announcements?
 - FINANCIALS: How are they funded? *Look at TechCrunch, CrunchBase.* Who is on the board, are they in your network, and what is their background?
 - What do employees say about this company? Use GlassDoor.com.

Google/AI Search the company and look for articles, news, competitive analysis, etc.:

- ARTICLES about the company and leaders that have been quoted by Executives. Sometimes they reveal plans and challenges you can use to communicate.
- Learn about their competitive advantages & disadvantages.

Preparation and Research puts you at an advantage to quickly identify prospective company challenges and clearly communicate your value and expertise as the solution for key decision-makers.

- Use this research with a clear message that gets the meetings.
- Stand-out as the right candidate in a competitive job search.
- Show them you can overcome their challenges and they need you on board.