

12 Research the Job

TRANSITION OBJECTIVE

Students will learn how to get information about the job and the business where they're interviewing.

RELEVANCE TO SUCCESSFUL TRANSITION

Before an interview, it is essential to research the job and the business where you are interviewing. Find out as much as possible about the job duties and for whom you would be working. In addition, you must know basic facts about the business such as, size, type of products, how long it has been in business, etc. With this information, you can be well prepared for an interview.

INSTRUCTIONAL SEQUENCE

❑ STEP 1: Update Journal

To interview with confidence I will . . .

❑ STEP 2: Convene Roundtable

"When I interview for a job I feel ____."

❑ STEP 3: Advance Organizer

"Today you will learn how to get information about the job and the business with which you are interviewing."



CAREER MANAGEMENT: Unit 2 LESSON 12

How to Research

- What is job research?**
Job research is taking the time to find out about the company and the job.
- Why research before the interview?**
Because you get a chance to learn about the company. This helps you prepare to give a better interview. Your interviewer will know you did your homework. It shows you are really interested in the company and the job.
- How do you research?**
 - Choose questions to ask (see # 4 below).
 - Find ways to get answers to all of your questions (see # 5 below).
 - Figure out how you can use these answers in the interview.
- What questions will you ask?**
 - Company name:
 - E-mail or website address:
 - Address:
 - Phone number:
 - Fax number:
 - What does this business do?
 - What are the locations of each branch?
 - What products does this business make?
 - What services does this business offer?
 - What are the brand names of the products?
 - Who is the competition?
 - How has the business done in the last three years?
 - What new products or services are they starting?
 - What makes this organization successful?
 - How can I make a positive contribution to this business?
- Where do you find the information about a specific job or company?**
 - Call the company to get information.
 - Talk to another employee from this or a similar company.
 - Get information about this type of job online (O'Net) or in the Dictionary of Occupational Outlook Handbook (DOH).
 - Go to the library and find newspaper or journal articles (online or hard copy) about this company.

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❑ STEP 4: Activity - 20 Minutes

Tell students it is important to research each job position and the business they are

applying for before they have the interview. Show them how to do this by going over **How to Research**. Have available the resources, web-based and/or hardcopy, that are listed in the handout for students to see and use.



CAREER MANAGEMENT: Unit 2 LESSON 12

Job Search Research

Get the answers to the following:

- Company name:
- Address:
- E-mail or website address:
- Phone number:
- Fax number:
- What does this business do?
- What are the locations of each store/office/branch?
- What products or services does this business offer?
- What are the brand names of the products/services?
- Who is the competition?
- How has this business done in the last three years?
- What new products or services are they starting?
- What makes this business successful?

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❑ STEP 5: Activity - 25 Minutes

Emphasize the many sources for getting information about job positions and businesses, such as the school library or career center, the public library, online or community agencies. However, the best source is talking to someone who holds the position the student is seeking. It is even better

if that person works at the business where the student would like to work. Students must also understand that many interview questions are directly related to the business where the interview is being conducted. Therefore, it is usually best to get information directly from the business. Make sure students understand that any information they get must only be used in a positive way during the interview.

Ask students what resources they could use to get information about a business or place of business. If necessary, refer them to **Ways to Find Employers** in Lesson 10. Write their responses on the board. Working in pairs, have students use these resources to find information about a business in which they

are interested and fill out the **Job Search Research** worksheet. Each pair should present their responses to the class and tell how they would use this information in an interview. Students will get the best information by calling or visiting the business. Allow students time to complete the assignment after school if necessary.

❑ **STEP 6: Evaluate Outcomes**

One reason to research a job before my interview is "_____."

❑ **STEP 7: Connecting Activity**

Research a local business using the **Job Search Research** worksheet. Bring this information to the class.

KEY WORDS

research

organization

competitor

executive

MATERIALS AND PREPARATION

- Student Handouts: **How to Research**, page 81; **Job Search Research**, page 82.
- Prepare to have resources available, such as Internet, phone books, newspapers, trade journals, local business newsletters, *Occupational Outlook Handbook* and business brochures.
- Prepare to use handout **Ways to Find Employers**, page 87.

SCANS FOUNDATION SKILLS

- Basic Academic Skills: Reading, Writing, Listening, Speaking
- Thinking Skills: Knowing How to Learn, Problem Solving
- Personal Qualities: Responsibility