



Aligning Yourself: Company Research

In any job or internship application, you need to show the employer how your skills and specific experience meet their needs. If you do not have a specific job description, or if the job description doesn't have much information, you will need to research the company. This information will also be important if you interview with the company. (See Resume Guide, Cover Letter, Outreach Communication.)

OVERVIEW

01.

Find information.

- Company LinkedIn page
- Company website - look for pages titled About, Company, Corporate, Mission, etc.
- Consumer-facing pages - look for words that the company uses to capture the feeling of the brand.
- Web search for news about the company

Keep track of your research using CPD's Research Strategy Template: <https://goo.gl/DHJmvX>

02.

Highlight key words and phrases in the information you found. (See page 2.)

03.

Create a page with two columns. On the left, list keywords about the company. You can combine related words/ideas. On the right, list specific experience you have that matches the words on the left. Consider classroom projects and experience, sponsored projects, DesignStorms, study away experiences, previous jobs/internships, even volunteer work and campus engagement. Whenever possible, focus on one or two experiences that most directly relate to the company. (See page 3.)

04.

Make a list of reasons why you are interested in this company. Do their brand and personality match yours? Have you been a longtime user of their products? Does the company mission or philosophy match your interests? Is the work culture a particularly good fit for you?

NOTES

- Example text on the following page was copied from Blizzard's website.
- The examples assume existing familiarity with Blizzard's games and focus on the company's values and culture.
- Aligning yourself with information about a company requires reading broadly and then selecting the most useful information.

SAMPLE TEXT FROM COMPANY WEBSITE

BLIZZARD'S EIGHT CORE VALUES

<http://us.blizzard.com/en-us/company/about/mission.html>

gameplay FIRST

Everything we do at Blizzard Entertainment is based on the success of the **gaming experiences** we provide our players. The goal of each discipline within the company—be it art, programming or customer support—is to **make our games as fun as possible** for as many people as we can reach.

commit to QUALITY

"Blizzard polish" doesn't just refer to our gameplay experiences, but to every aspect of our jobs. **We approach each task carefully and seriously.** We seek **honest feedback** and use it to **improve the quality of our work.** At the end of the day, most players won't remember whether the game was late -- only whether it was great.

play nice; PLAY FAIR

In our business first impressions are important—but lasting impressions are everything. We strive to maintain **a high level of respect and integrity in all interactions** with our players, colleagues, and business partners. The conduct of each Blizzard Entertainment employee, whether online or offline, can reflect on the entire company.

embrace your INNER GEEK

Everyone here is **a geek at heart.** Cutting-edge technology, comic books, science fiction, top-end video cards, action figures with the kung-fu grip.... Whatever it is they're **passionate** about, it matters that each employee embraces it! Their **unique enthusiasm** helps to shape the fun, creative culture that is Blizzard Entertainment.

every voice MATTERS

Great ideas can come from anywhere. Blizzard Entertainment is what it is today because of the voices of our players and of each member of the company. Every employee is encouraged to **speak up, listen, be respectful** of other opinions, and **embrace criticism** as just another avenue for great ideas.

think GLOBALLY

Everywhere on the planet there are people who play Blizzard Entertainment games. While respecting the **cultural diversity** that makes people unique, we strive to grow and support our **global gaming community.** We also seek the most passionate, talented people in the world to enrich our company and help us forge the future vision of Blizzard Entertainment.

lead RESPONSIBLY

Our products and practices can affect not only our employees and players -- but the industry at large. As one of the world's leading game companies, we're committed to making **ethical decisions,** always keeping our players in mind, and setting **a strong example of professionalism and excellence at all times.**

learn & GROW

The games industry is ever-changing. Technology improves, techniques change, and design philosophies become outdated. Since the founding of Blizzard Entertainment, we've worked to improve through experience, teaching one another and cultivating the desire to be the best at what we do. We see this as an **individual responsibility** as well as a company one. Employees can count on their peers, managers, and the company itself to be **supportive** and help them gain the knowledge and training they need.

CONTENT DEVELOPMENT

**THIS IS AN EXAMPLE OF A LIST IN PROCESS.*

**Keywords from
Company Research**

geek at heart, gaming experience

commit to quality

feedback, improve, embrace criticism

passionate

global gaming community,
cultural diversity

respect and integrity

individual responsibility to learn

supportive team

Specific Things I've Done

been obsessed with video games
since I could hold a controller

collaborated with photography major
for my [class final project] to make sure
my presentation looked professional

Culture of critique at ArtCenter, learned
in [name of class] to separate critique of
my work from criticism about me

started video game club, love of cats
and their playfulness influences
character design

ArtCenter has a global population, used
to working with people from a variety of
backgrounds.

**Why I am interested in
the company**

They make the kind of games I most
like to play.

I want to be challenged but have room
to not be perfect.