

JOB SEARCH: TOP USES FOR PLUNKETT RESEARCH ONLINE

Access to PlunkettResearchOnline.com is like having your own, in-house research department!



Nº.1

PREPARE FOR AN INTERVIEW



EXAMPLE: You have an interview coming up with McKinsey & Company. You want to sound as interested and informed as possible.



ACTION PLAN: Go to the Consulting Industry Research Center on Plunkett Research. Use the Companies tool to study McKinsey's leaders, strategy and services. Then study its competitors. Next, study our industry trends analysis and industry statistics to build your understanding of the industry. Study how alternate fee arrangements, internal consulting and other trends are changing the industry.



TIP: Use Plunkett's company data to research the revenue growth at key competitors to give you talking points during the interview.

Nº.2

COMPARE ONE EMPLOYER TO ANOTHER BY VITAL FACTORS:



ACTION PLAN: Go to the "Job Seekers Resources" link on Plunkett. Use our "7 Keys to Employer Research" in the "Job Seekers Resources" section as your guide. Study Plunkett data in order to build full knowledge of how your prospective employer ranks against other.

TIPS:

- Plunkett Research offers concise data for the comparison of companies and industry sectors from an employee's point-of-view.
- Our employer profiles often include such corporate culture items as tuition reimbursement, child care and on-site gyms.



Nº.3

SEARCH FOR POTENTIAL EMPLOYERS



EXAMPLE: You want to create a list of potential employers in your state within a specific industry.



ACTION PLAN: Plunkett Research gives you profiles of thousands of industry-leading employers. You can compile custom lists and export contact data. Search, view and filter employers by employee count, revenues, profitability, geographic location, type of ownership and much more.

TIPS:

- To search all employers in our system, go to the "Research a Company" and search "Companies".
- To view employers in your favorite industry, go directly to the Industry Research center of your choice and search "Companies".
- Look at our Favorite Employers Lists: In our "Search for Employers", you'll be able to sort and view our hand-picked list of 500 major employers and 500 mid-sized employers. From the Home Page, click on the "Job Seekers Resources & Tools" button. These are the same firms selected for our annual Almanac of American Employers publication.



Nº.4

BECOME AN EXPERT IN OUR JOB SEEKERS RESOURCES & TOOLS CENTER



EXAMPLE: Learn how to conduct the in-depth research that will give you an edge as a job seeker.



ACTION PLAN: From the Home Page, click on the "Job Seekers Resources & Tools" button. You'll have access to our unique tools including our "7 Keys to Employer Research," "Job Market Trends," "Job Market Statistics," "How to Apply for a Job Online", "Links to Job Search Sites", "Professional Organizations and Industry Associations Database", and much more.



TIP: Use our lists of industry associations and professional societies to find contacts for conferences, industry news, industry studies and job openings.

SUMMARY

There is no better tool than Plunkett Research Online to enable you to quickly become knowledgeable about specific industries and top employers.