

INDUSTRY RESEARCH WORKSHEET

List the top industries that interest you currently; consider a minimum of five but no more than 10. Not sure? Consider looking at Industry lists on LinkedIn or [O*NET](#) for ideas.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

For each industry, conduct thorough research online and/or in a reference library near you; consider using [O*NET](#), [Occupational Outlook Handbook](#), and the [Job and Career Databases](#) we subscribe to. Make a summary sheet for each industry for comparison. Consider the long-term viability of the industry, geography, types of work environments, characteristics of the work culture, trends and issues in the industry, and the fit with your interests, skills, needs, values, and strengths.

When researching specific organizations, consider the following:

- Organizational overview: age, size, financial outlook, growth, and structure
- Mission, philosophy, objectives
- Location of offices, stores, plants, facilities, subsidiaries
- Products and/or services
- Key executives, leadership, board members
- Competitors
- Sales, assets, earnings
- Growth history and current growth activity
- Current challenges
- Major achievements and activity, issues, news
- Career paths, training, benefits
- Organizational culture