

Resources For Research



Osborne Village
RESOURCE CENTRE

CONTENTS

Why Research	1
Research Questions	2
Company/Organization.....	3
More Internet Resources	3
Business Directories	5
Professional Associations.....	6
Social Service Sector	7
Environmental Sector	8
Communications & Technology Sector	9
Arts & Culture Sector	11
Manufacturing & Skilled Trades Sector	12
Tourism Sector	14
Government Sites	14
Social Media Resources.....	17
Other Resources.....	18

Revised November 2020

Why Research?

Whether you are searching for a job, preparing for an interview, or doing career exploration—research is important. The benefits of research are numerous.

1. Being knowledgeable about a company/organization will enable you to write a better cover letter or introductory letter.
2. It will also help you prepare for the job interview by giving you the ability to answer the commonly asked interview question *“What do you know about our company?”*
3. It will help you write a skill based resume that focuses on the company/organization’s requirements and corporate culture.

“Research is a reflection of a candidate’s work ethic and how well he/she will perform when on the job.”

Valerie Kennerson, Director of Global Staffing - Corning Inc.

In career exploration, research will help you determine which occupation would be the best fit for you in terms of duties, trends, education, employment opportunities, and wages. This vital information will help you make an informed decision.

Search for information that will give you:

- ✓ in-depth information about a specific career
- ✓ up-to-date insider facts about a sector
- ✓ insights into the practical aspects of a career
- ✓ ideas about how to break into a career without going back to school
- ✓ the opportunity to determine if the cultural mindset of a profession will be a good fit for you
- ✓ information about the changes or trends in a profession
- ✓ the chance to start building your valuable professional network



In this guide you will find some helpful research resources. However, there are ***many more sources for information—remember to think outside the box!***

Research Questions

JOB SEARCH

Here is a list of research questions. Revise or develop specific questions as you gather more information.

1. What is the company's website address?
2. What are the company's goals and/or mission statement?
3. What are the company's values?
4. Do the company's goals and values match mine?
5. What products and/or services does the company provide?
Who is the company's market audience?
6. What key words, or "buzzwords", does the company use to describe its products and or services?
7. Does the company have a Facebook, Twitter, or LinkedIn? Am I able to locate the executive director's name, staff names or upcoming events?
8. Does the company have any current news releases? Does the company participate in the community?
9. Can I get a sense of the company's corporate culture from the information I found?
Would that be a "good fit" for me?
10. Does the company have a Careers section? What does it tell me about the company?
11. Where is the company located?
12. Why do I want to work for this company?



CAREER EXPLORATION

1. Would I be good at this occupation?
2. Does my personality fit the occupation?
3. How many of my values are reflected in the occupation?
4. Will this occupation provide me with the wage I want to earn?
5. How many years can I see myself in this occupation?
6. Does the career have a shelf life?
7. Do I have the skills and qualifications to get a job right away?
8. Am I willing to go back to school?
 - a. How long am I willing to go back to school for?
9. Am I willing to relocate for a new job or to get more training?
10. What is the future outlook for this occupation?
11. Are there opportunities for advancement?
12. Have I contacted 5-7 people working in this occupation to get a real sense of the job?



Company / Organization

Research the company/organization **website** to **find** the **names** and **contact information of hiring managers** and **influential people**, complete list of **products** and **services** offered, and the **mission statement**. You will also find information on:

- future goals
- values
- history
- news releases



Visiting the Company/Organization

This strategy gives you the opportunity to check out the work environment and decide whether it is a “good fit” for you. To learn more about the company/organization, get copies of promotional materials available to the general public.

You may also want to conduct an informational interview with a staff member. To learn more about this job search strategy sign up for the **Informational Interviews** Workshop, or pick up OVRC’s booklet on **Informational Interviews**.



More Internet Resources

Google Search

- Get competitor/customer opinions, links to articles, reviews and news stories for any company, organization or industry you are researching



Google Alerts

<http://www.google.com/alerts>

- Create **Alerts** (daily/weekly) and look for information about industries, companies or organizations in your In-Box



Google Maps

- Type in what you want to find to get a listing of companies/organizations in Winnipeg
 - EX. Insurance Companies

Glass Door

www.glassdoor.ca

- Get information on CEO approval ratings, salary reports, interview reviews and questions, benefits reviews, office photos and more
- According to the website *Digital Astronauts* jobs to look for on this site are: mid-level positions, skilled business roles in marketing, HR, finance, operations, management & director level positions



Google the **name of the company glassdoor reviews** + click

Indeed.ca

- For employee, job and salary reviews
- According to the website *Digital Astronauts* the best jobs to look for on the site are: entry-level, internships, maintenance, facilities and mid-level roles

Google the **name of the company indeed reviews** + click

For a more in-depth analysis of companies read reviews for:

- work-life balance
- pay and benefits
- job security and advancement
- management
- culture



Payscale.com

<http://www.payscale.com/research/CA/Country=Canada/Salary>

- Get information regarding **salaries** and **job descriptions**



Business Directories

Allpages

www.allpages.com



- Online directory provides a list of employers in general and specific business categories
- For a listing of ALL BUSINESS CATEGORIES in Winnipeg scroll down to the bottom of the page and click
- To get Canadian information scroll down to the list of locations for Canada and select Winnipeg. This will bring you to an Index of Business Categories
 - Choose a category you are interested in
 - Click on a particular area you want to investigate to get a list of companies

If you know the industry you want to explore **Google** the **industry + Winnipeg Allpages**

- EX. - for a position in HVAC: Google **HVAC Winnipeg Allpages**
- for a position as a banquet server: Google **Banquet Winnipeg Allpages**

Better Business Bureau of Winnipeg

<http://manitoba.bbb.org/>

- Evaluates businesses against objective standards, permitting only those businesses that meet and uphold those standards to join in supporting the BBB mission.



Click on **Consumers** in the top left hand corner to get information on companies.

The Winnipeg Chamber of Commerce

<http://www.winnipeg-chamber.com/>



- A hub for business advancement, community engagement and idea generation

Check out the **Membership Directory** to find out about employers.

Also research **Events, News, Programs, and Initiatives** for more information about Winnipeg employers.

Manitoba's Top Employers (2021)

<http://www.canadastop100.com/manitoba/>

- lists to Top Employers in Manitoba
 - Click on **2021 Winners** and **Jobs**

NOTE: You can access winners from previous years (2008-2020)

- Scroll down the home page to **Previous winners** and click on the arrow



Professional Associations

Manitoba Sectors and Professional Associations

<http://www.jcfswinnipeg.org/ManitobaSectorsandProfessionalAssociations.html>

or

Google and click on **Manitoba Sectors and Professional Associations**

- A one stop site for professional associations and regulatory bodies
 - Scroll down the page and click on the association or regulatory body you want to explore



Professional Property Managers Association (PPMA)

<http://www.ppmamanitoba.com/temp/>

- PPMA is the sole voice for the residential rental industry in Manitoba

Check out Meetings & Special Events, Industry Links, and Current Newsletter (left side of page), and **PPMA Members**.



Network, network, network.
50-75% of all jobs are found
through formal and informal networks!

Social Service Sector

Manitoba211 mb.211.ca

- Searchable online database of government, health, and social services available across the province.



Manitoba Association of Newcomer Serving Organizations (MANSO) <http://mansomanitoba.ca>

- An umbrella organization for immigrant and refugee service providers in the Province of Manitoba, including core settlement services, language training, employment services, and welcoming communities programs.



Check out **events**, **member resources**, and **sector jobs**.

The Canadian CED Network – Manitoba <https://ccednet-rcdec.ca/en/manitoba>

- Canadian CED Network – Manitoba is part of the national member-led organization Canadian Community Economic Development Network (CCEDNet), and is committed to strengthening Manitoba's communities by creating economic opportunities that enhance social and environmental conditions.



To start your research, explore the information in the different headings:

- News and Events • CED Policy and Resources • CCEDNet - Manitoba Info

North End Community Helpers' Network (NECHN) www.nechn.ca

- A unique blend of community members, volunteers, staff, and mentors working to improve the lives of those living in the North End of Winnipeg

Sign up for the newsletter to receive notifications about cool jobs in Winnipeg's inner city.



Environmental Sector

Manitoba Eco Network

www.mbeconetwork.org

- Promotes positive environmental action and facilitates environmental awareness and expansion of community connections

Check out **Events**, **Green Jobs** and **Volunteer Positions**, and subscribe to the newsletter.



Network, network, network.
50-75% of all jobs are found
through formal and informal networks!

Bioscience Association Manitoba (BAM)

<https://www.biomb.ca/>

- BAM strives to grow Manitoba's vibrant life science industry and collaborates with members, stakeholders, government officials, and other organizations.

Check out **Events**, **Training**, **Membership Directory**, **News & Media** and sign up for the newsletter.



Environmental Careers Organization (ECO)

www.eco.ca/

- Mission of ECO is to ensure an adequate supply of people with the demonstrated skills and knowledge required to meet the environmental human resource needs of the public and private sectors



Check out the **Training**, **Jobs** and **Research**, Publications and sign up for the newsletter.

Manitoba Environmental Industries Association (MEIA)

www.meia.mb.ca

- MEIA's mission is to advance environmental and clean technology opportunities to all companies in Manitoba through networking, education and support.



Check out **Resources**, **Member Directory**, **Upcoming Events**, **Programs**, **News**.

Networking provides the greatest results in job search! This includes your circle of family, friends, former co-workers, managers, supervisors, volunteer supervisors and mentors.

Include going to events to your networking activities and get direct access to people in the field you are interested in!

Communications & Technology Sector

Manitoba Customer Contact Association (MCCA)

www.mcca.mb.ca

- Represents a group of call centre managers, directors and owners working together to advance the industry



Check out their **Job Postings**, **Member Directory** and **Training**.

Kenton's Infotainment Scan

www.kentonlarsen.com

- Kenton Larsen's Winnipeg blog about advertising, PR, education, social media, apps, and comedy



Check out the weekly list of **job postings**.

New Media Manitoba (NNM)**www.newmediamanitoba.com**

- Fosters growth in the interactive digital media (IDM) industry through advocacy, creative, technical and business training events, business development opportunities, trade missions, partnerships and collaboration.

Check out the **Education & Training**, **Directory** and **Events & News** drop down menus.

Tech Manitoba**www.techmanitoba.ca**

- Promotes growth and innovation in Manitoba's information and communication technologies sector



Check out **Events**, **Membership**, **Directory**, **Jobs**, **Resources** and **News**.

Manitoba Magazine Publishers Association**manitobamagazines.ca/**

- represents and promotes Manitoba magazines



Check out the **Members**, **Professional Development**, **Resources** and **Employment Opportunities**.



Don't forget to contact educational and training institutions for information regarding careers and jobs. They can provide information regarding job placement after graduation and much more!

Manitoba Print Industry Association (MPIA)
www.mpia.ca

- Works to increase awareness of the Manitoba print industry

Check out the **Training, Events, Job Board, Member Directory** and **Resources**.



Arts & Culture Sector

Creative Manitoba
www.creativemanitoba.ca

- a not for profit organization that support the arts and cultural industries of Manitoba and helps to develop sustainable careers for those working in arts and culture
- Provides opportunities for business skill development through our various workshops, courses, and seminars

Check out the **News & Events, Training,** and **Job Board**.



Film Training Manitoba (FTM)
www.filmtraining.mb.ca

- Connects people with the resources they need to work in the film industry

Check out **Training, News, Media, Resources** and subscribe to the newsletter.



Manitoba Music

www.manitobamusic.ca

- Community based non-profit industry association that promotes and fosters growth in the Manitoba sound recording industry

Check out **News, Directory, Resources, Programs.**



Manufacturing & Skilled Trades Sector

Canadian Manufacturers & Exporters Manitoba

www.cme-mec.ca

- As a network hub, CME works as a catalyst, promoter and facilitator of these connections, making Manitoba the leading manufacturing and exporting location

Check out **Programs and Services, Training, Events, News,** and subscribe to the newsletter.



Manitoba Aerospace Association

www.mbaerospace.ca

- Mission is to support and promote the aerospace industry through business development activities and human resource initiatives.

Check out **Aerospace in Manitoba, Manitoba Directory, Resources, Community & Environment.**

Scroll down to the bottom of the page for **News** and **Events.**



Use Word or Excel to create a tracking system for yourself and save information you discover. This will help you stay organized and focused.



Manitoba Aviation Council

www.manitobaaviation.net



- Members include representatives from general aviation, air operators/carriers, airports and those who service, maintain and repair aircraft and professionalize and support service providers to the aviation industry

Check out **Training, Job Postings, Symposium, Events, Resources, Our People**

Manitoba Construction Sector Council (MCSC)

www.mbcsc.com



- Acts as a federation of its current five industry associations
 - Construction Association of Rural Manitoba
 - Manitoba Building and Construction Trades Council
 - Manitoba Heavy Construction Association
 - Manitoba Home Builders Association
 - Winnipeg Construction Association
- Mission is to promote and coordinate the development of a diverse, inclusive, well educated workforce in support of careers of choice in a dynamic and evolving construction industry

Check out **Industry Training, Online Courses, Learners, Blog**, and the other industry associations listed above.

Food & Beverage Manitoba

www.foodbeveragemb.ca



- An industry-led association dedicated to promoting Manitoba's vibrant food and beverage industry, and ensuring our members have the resources, strength and conditions they need to succeed

Check out **In The News, Services, Careers, Resources, Events**.

Northern Manitoba Sector Council (NMSC)

www.nmscouncil.ca

- Members are comprised of employers from the Mining, Forestry and Energy sectors

Check out **Latest News, Members, Projects & Initiatives**.

Scroll down the page and check out **Mining, Forestry and Energy**.



If you would like assistance with your career exploration, sign up for the **Career Exploration Workshop** at OVRC.

Tourism Sector

Manitoba Tourism Education Council:

www.mtec.mb.ca

- Mission to enhance the performance and ensure the sustainability of Manitoba's tourism and hospitality industry

Check out **Resources, Training, Job Board, News** and sign up for **ENews**



Government Sites

Government of Canada - Jobs

www.jobbank.gc.ca

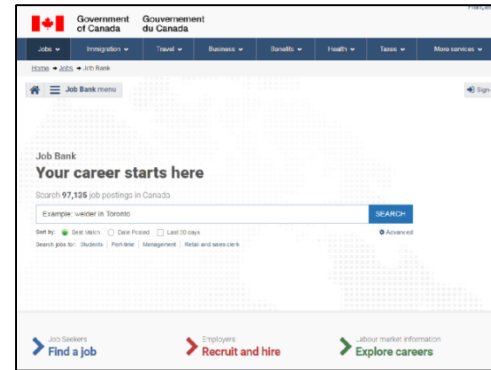
- Find available jobs, wages, outlooks, and job requirements specific to an occupation and location

For information regarding **Wages**:

- go to Explore Careers
 - follow the prompts

Scroll down the home page and also check out:

- Tools and Reports
- Career Tool
- Trends and News



Apprenticeship Manitoba

www.gov.mb.ca/wdis/apprenticeship

- Government of Manitoba website for anyone interested in the trades



Check out the various tabs under **Get Started** (left side of page).

National Occupational Classification (NOC)

www5.hrsdc.gc.ca/NOC/English/NOC/2011/SearchIndex.aspx

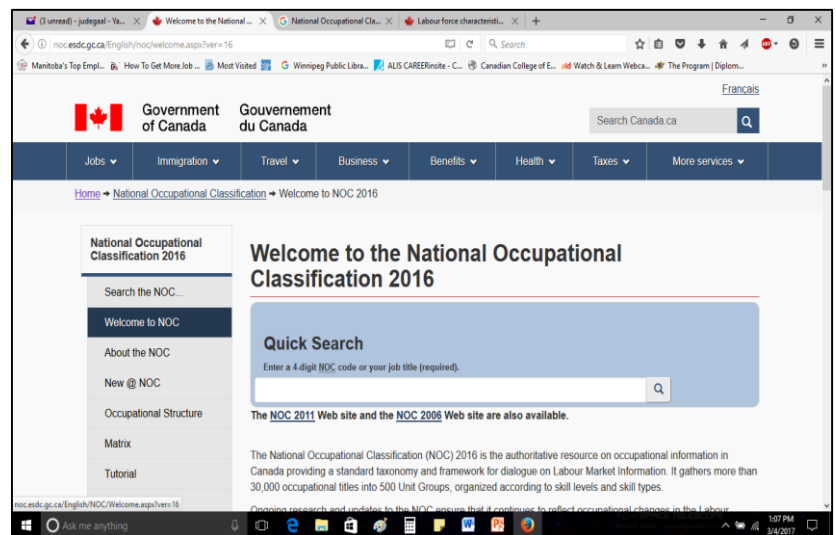
Get information on:

- job descriptions
- job duties
- the NOC Code for each occupation

1. Click on **Search the NOC**

2. Choose **Index of titles** for the Select a search type drop-down menu and click **Next**

3. From the Select a search method choose **Alphabetical**

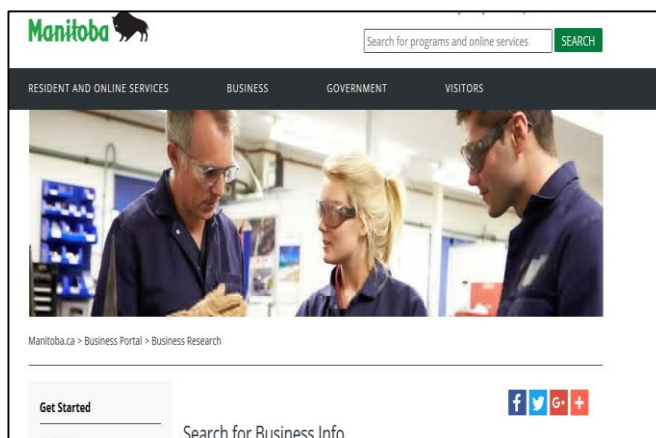


4. Select the letter the occupation you want to research is under. EX. E – electrician
 - scroll down until you find the job title
 - click on the job title to learn more

NOTE: if you know the exact NOC Code use the **Quick Search**

Government of Manitoba – Business Research www.gov.mb.ca/business/businessresearch/

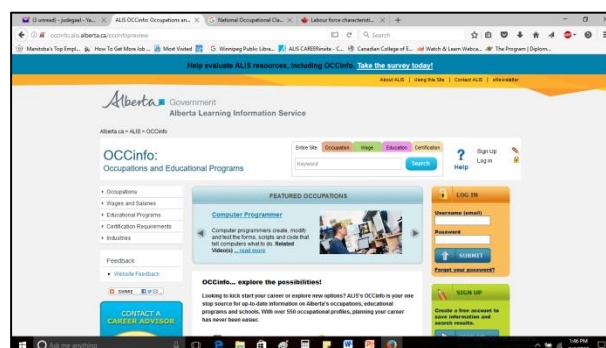
- Scroll down to **Searchable Business Databases** to access in excess of 1,000 Manitoba organizations in the **Manitoba Companies Directory**
 - Get information including **contact name, address, telephone**
- Scroll down further to **Industry Sector Summaries** and access information on the 14 industry sectors in Manitoba
 - Click on the sector you want to investigate
- Scroll further down the page to learn more about the **Agriculture and Environment** sectors and the companies that are in these sectors
- If you find companies you want more information on, go to the **Manitoba Companies Directory**
- If you are interested in starting a business go to **Get Started** (left side of page) and click **Starting a Business**



Alberta Library Information Services (ALIS) www.alis.alberta.ca/occinfo

- Excellent site that is frequently updated and is great for skill sets
- Includes lots of 'newer' jobs, like social media manager

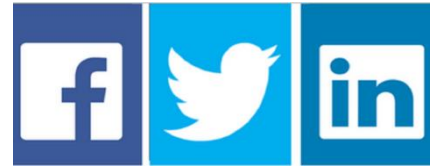
NOTE: salary information is for Alberta



**Want advice on social media
for career exploration and the job search?
BOOK AN APPOINTMENT at OVRC!**

Social Media Resources

There are many ways that you can use social media for **career exploration** and **job search**.



Search for jobs

- Many organizations use **Twitter** and **Facebook** to post jobs
- **LinkedIn** has a job search feature, and LinkedIn groups also post available positions

Explore careers

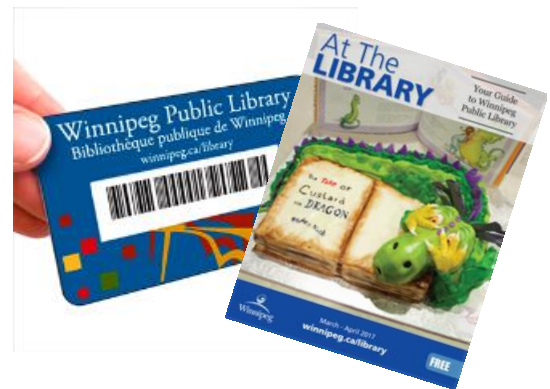
- Connect with associations, companies and professionals who can help you learn more about an occupation that interests you
-

Other Resources

Winnipeg Millennium Library:
<http://wpl.winnipeg.ca/library/>
251 Donald Street | (204) 986-6450

Resources available:

- industry directories
- newspapers from across the country
- business reference section
- Computers
- Yellow Pages (4th floor, Information Desk)
- Manitoba MB Business to Business Sales & Marketing Directory (4th floor, Information Desk)
- Check Skywalk Lectures in the bi-monthly newsletter **At The Library**



Free Publications

Find these at your local grocery store, and/or library

- Real Estate News
- Lifestyles 55
- Home Décor & Renovations
- Family TLC



Check for names of companies/organizations you want to work for and also for names of potential contacts.

Winnipeg Free Press | Metro Times

Your local library has copies of the Winnipeg Free Press

- Scan the paper for leads and contact names
 - Read the WFP **City & Business** section
 - Read the WFP weekend **Career** section

Check out the Winnipeg Free Press Publications as well for information on specific sectors.

- Google – **Winnipeg free press publications**
 - Click on **Publications**
 - Scroll down and click onto a publication you are interested in



The more you put into researching a company or a new career the more you will get out of the process, and the more confident you will feel when you make a choice. Remember it's your life, make the best of it!



NOTES

[illegible]

NOTES

[illegible]

Pick up a copy of OVRC's brochures to read about our pre-employment workshops, computer courses, and other services. Get your copy of the monthly calendar to check out the dates and times of our workshops, computer classes, and public access hours.

Any questions? Call us at **204.989.6503**. Or visit **www.ovrc.ca** and click on Calendars to get the latest dates for all of our workshops, services, and public access hours.



Twitter: @O_V_R_C