

# Labour Market Research



**Osborne Village**  
RESOURCE CENTRE

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## Welcome to the Labour Market Research workshop!

### Purpose of the workshop:

Today we are going to learn how to research and find companies that match your desired occupation, skills and even your values and preferred workplace culture. People who find companies that are a good “fit” for them, generally find greater satisfaction in their work.



## #Goals

### Today's Goals:

1. Understand how targeted research helps you with networking and tapping into the hidden job market
2. Learn how to conduct targeted research for your job search
3. Develop an Ideal Company List of 10-20 companies/places
4. How to use your Ideal Company List information in your job search

Every person deserves to be doing work they enjoy, in a setting that is a great fit for them.

## Why do we need to do research?

Many people approach job search very passively. They apply for what they can find instead of focusing on where they belong.

The first step to career satisfaction is taking the time and making the effort to learn something about the companies where you feel you are going to be a good fit. This will:

- reduce wasted time applying for jobs you don't want, at places you don't want to be;
- let you focus your network building and attention on companies that are right for you.

Company and labour market research can also help you:

- find a good cultural fit and improve your job satisfaction;
- uncover companies and job titles you didn't know were out there
- find professional resources (associations, sector councils) that can help you
- write better, more targeted resumes and cover letters
- improve your interview by showing you understand them and what they're about.

## Hidden Job Market

The visible job market is easy – it's job boards, the newspaper, Google Jobs, LinkedIn, Indeed, the Job Bank. As job seekers, we sometimes focus too much on the easy/visible part.

The hidden job market is the ads and opportunities that aren't obvious.

There's a lot out there you may not see or find out about if you depend too heavily on job boards for all of your career research:

- alternative job titles,
- smaller, less well known companies,
- training opportunities,
- networking opportunities,
- sector councils,
- professional associations
- and of course word of mouth...

Networking and research are an important part of getting a job you will feel great about. It may take a little more time than "just applying" but you will find a better fit for your skills, values, and long term career goals.

## Workplace Culture

Job satisfaction often depends on finding not just the work we love to do, but the right workplace environment in which we can thrive. Postings and company websites may not give us an inside peek at what it's really like to work somewhere.

The best source of information about a workplace's culture is usually from people who know the company themselves as current or former employees. After all, they were there.

This is why developing a company list so you can prepare for Career Conversations is so important. You want to be focused on places that you are genuinely interested in.

## What IS Company Culture?

We talk a lot about company culture. What does that even mean?

Company or workplace culture refers to a few factors that tell you what the organization believes about itself, and how it interacts with the world around it. This can include:

- Mission statement (reason for existence)
- Vision (long term goals as an organization)
- Values (guiding principles that will direct employee behavior)
- Diversity, Equity and Inclusion (DEI) policies
- Community involvement
- Upcoming or past projects

Understanding these things about a company or organization will help you figure out if it's going to be a good place for you to work, with people who will understand what is important to you and who share your goals and beliefs about what success means.

### What is a Targeted Job Search?

Targeted job search means having a clear objective in terms of what work you want to do (occupation or role) and where you want to do it (in what industry sectors, which companies or organizations you want to work for). If we are targeted in our job search we are more efficient, effective, and get much better results, that will mean more job satisfaction.



Targeted Job search involves researching!  
We become our own detectives, uncovering  
the best opportunities for ourselves.

All of this research helps us to write resumes and cover letters that will help us stand out from the competition. We wind up being prepared for interview questions like:

- **What do you know about our company?**
- **Why are you interested in working for us?**
- **Why should we hire you?**
- **Why do you think this job is a good fit?**

And we know the questions to ask at the interview to determine if this really is the opportunity and the right culture for us!

### What are your favorite methods to research companies?

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**The Ideal Company List** is the list you build of companies you are interested in researching further and even applying to. It is also a valuable tool when you are networking and having Career Conversations to find out about an organization's culture or challenges, the sorts of things that might not be on a website or in a news article.



### My Ideal Company List

At the back of the manual you will find a template called My Ideal Company List. This is where you are going to track companies and organizations that you uncover in your search, for you to research. As we go through the various websites today you might come across a few to put on this list to start with. You are going to continue to build and expand this list as you continue your research on your own.

## research

### Workshop Participants: Let's Research!!

- **When you are creating your Ideal Company List:** Make note of websites and companies of interest, don't get sidetracked and start researching a company in detail just yet
- **Goal for Today:** Focus on noting companies of interest to your list and then do further research later on your own

### Self-Directed Participants: Let's Research!!

- **Focus on the big picture:** The first time you go through the sites below, make a note of pages you want to check out later but try not to get too distracted. We're generating ideas for further exploration.
- **Follow-up Research:** Once you have a list of companies, pick one or two to start with. Check out their About Us, look for newspaper articles, Google and Glassdoor reviews, and Linked In articles to learn more about their culture and values.



## Sites reviewed:

Google & Google Maps (Winnipeg, MB)

<https://www.google.ca/maps/>

Search words or phrases (businesses or sectors) I want to remember:

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Winnipeg Free Press & Publications

<https://www.winnipegfreepress.com/>

<https://www.winnipegfreepress.com/publications/>

Free Press Publications related to my industry or interests I want to review later:

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Winnipeg Chamber of Commerce

<https://winnipeg-chamber.com/>

Membership Directory

<https://web.winnipeg-chamber.com/search>

Winnipeg Chamber of Commerce member websites I want to revisit:

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Manitoba 211

<https://mb.211.ca/>

Social service and community organization websites/categories I want to review:

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Professional Associations & Sector Councils (JCFS website)

<https://www.jcfswinnipeg.org/services/settlement-services/manitoba-sectors-professional-associations-and-regulatory-bodies>

Associations and Sectors I want to research in more depth:

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Manitoba's Top 50 Employers List

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

Information about companies I want to remember:

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Economic Development Winnipeg

<https://www.economicdevelopmentwinnipeg.com/>

Information about Manitoba's Labour Market / Sectors I want to remember:

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What new site(s) have you learned about that you like?

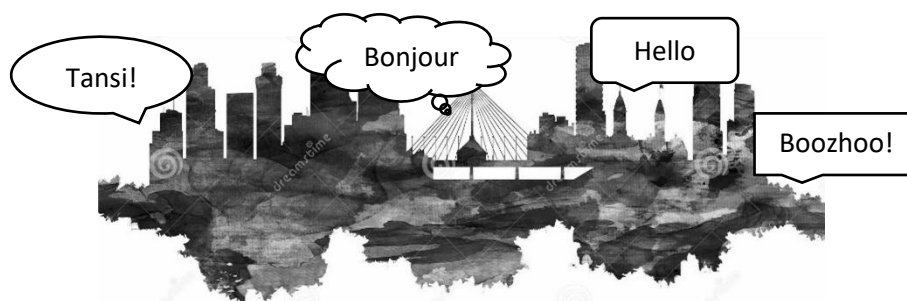
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Today is a  
**GREAT DAY**  
to learn  
**SOMETHING**  
**NEW**



## Demystifying Networking:

Networking is about having a series of conversations, that's really all it is. We know how to have conversations, we have been having them our whole lives. The main difference is, in networking they are conversations with a purpose: to gather and exchange information. It's probably the very best way to find your ideal job, especially within the unique social cultural context of Winnipeg. Winnipeg is an interconnected city.

In the workshop, we shared some of our target companies and discovered there are people around us who might be able to help, if we just ask. Need some help on how to do that professionally? Take our Career Conversations workshop.

### What do I do if my network doesn't know anybody there?

Sometimes we reach out to everyone we know, and nobody seems to have a connection there.

LinkedIn can be a very powerful tool to discover who the employees are (or were) at a company of interest. You will need an account to be able to do any in-depth research on LinkedIn, many features require registration, including sending messages and looking at employee lists.

#### *Finding People Inside Companies on LinkedIn:*

- 1) Log into your LinkedIn account
- 2) Search for a company in the search box near the top left of the screen (next to the logo)
  - a. You may need to choose the Companies option on the left to narrow it down
- 3) Click on the desired company name in the middle
- 4) Click People on the right (under the Follow and Invite buttons)
  - a. Depending on the company, you may get thousands of results under "Associated Members". We may have to narrow down our results to a manageable size.
- 5) Start filtering by choosing Winnipeg from "Where they Live"
- 6) You can use the left facing arrow at the top of the segment to move across and choose a career focus from the "What they Do" section.
- 7) Scroll down and start looking through the list of people for someone (or a few people) with job titles like yours or like what you are trying to get.
- 8) Check out their profile by clicking on them and see how long they've been there and where else they've worked so see if they might be a good contact for you.



**IMPORTANT:** Keep in mind that sometimes people don't keep their LinkedIn up to date if they're not looking for work, so that part can be a challenge.

When you are adding companies to your target list at the back of the book, try to add names to the company so you have a human face to the conversation you may want to have later.

Remember, companies don't hire people, people hire people.

### **When you put companies on your list, you may want to prioritize them**

There are some pages at the back of the book for you to put companies you want to investigate further and what you learn about them.

If you are new to targeted company research and networking, you might want to prioritize your list with the most important companies at the top.

When we are learning any new skill, we may need a little practice before we feel really confident. Starting at the bottom of the list for your first networking contacts and working your way up will help you build confidence.

It takes time to be awesome at anything, and we'd hate to have you feel discouraged if you need to practice your pitch a few times to really connect with someone.

## **Now What?: A Potential Roadmap**

- Need help with talking to people about your professional goals or introducing yourself to people?
  - Personal Brand Workshop!
- Need help building your professional network and getting advice from people in the roles you want?
  - Career Conversations Workshop
- Keep developing your Ideal Company List and researching companies
- Try reaching out directly to companies on your list with a resume and cover letter telling them what you can do for them as a potential employee!
  - (Need help? Book an appointment.)
- Book a LinkedIn appointment to do a more involved exploration



**Need more help?**

Personal Branding and Career Conversations are an important part of the networking process and you may want to take both of those workshops.

Our employment facilitators and career counsellors can also help you with developing and refining your company list, using LinkedIn, and doing more detailed market research. We do know it's a fast workshop and we cover a lot, so it's okay if you want to review the material or have extra questions. We are here to help.

**NEW PEOPLE IN YOUR NETWORK (from class)**

*(if you are attending our in person workshop, use this page to capture contact information for people you want to stay in touch with afterwards!)*

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Appendix: My Ideal Company List

My Ideal Company List

	Name of Company - address - website	Contact Person - name - title	Source of Information -website -name of person	Notes: Why this company/person?
1				
2				
3				
4				
5				
6				
7				
8				

My Ideal Company List

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