

# Research, Research, Research

## Where to start

Every company is different, from the roles they offer, their values and benefits and where in the country they are based. Finding your first full time job is a big commitment and it is important that your child takes time to research the company in detail to try to understand if it is going to be a good match for them.

In all of our conversations with employers around what young people can do to maximise their application chances, one thing keeps cropping up time and time again; employers love applicants who understand their business and who know why they want to work there.

Even doing some basic research about an employer can really help an application stand out. Here are some starting points that you can use with your child when researching apprenticeships.

### Step 1: Working out what they like

Ask your child to make a short list of;

- What subjects they enjoy at school or college
- What extracurricular activities interests them
- What would they really like to do with their future



A quick list is a great starting point to see if there are links between subjects and their interests, and future career opportunities.

There are some amazing posters that can help to start this thinking by linking school subjects to apprenticeship job opportunities.

Download: [www.amazingapprenticeships.com/resource/subject-poster-bundle/](http://www.amazingapprenticeships.com/resource/subject-poster-bundle/)

### Step 2: Speak to family and friends

Speaking to family and friends is also a great way to find out about different lines of work and what they may offer. The information that your child finds out can be a great place to start their research.

Work together to come up with 5 questions that they could ask their friends and family. Here are a few to get you started...

1. What do you love about where you work?
2. How did you get into your current job?
3. Are you doing what you always thought you would do? If not, why not?

### Step 3. Researching companies

Researching different types of companies is a really important part of building a vision of the type of job role your child might like to have in the future. Many people have a big dream of wanting to work at a company that they recognise.

It is really easy to take a look at the company's website and see what opportunities they offer. Both you and your child may be surprised at the huge range of different job roles available. Additionally, you could start by looking at the employers featured on Vacancy Snapshot, which features some of the country's top apprenticeship employers: [www.amazingapprenticeships.com/vacancies](http://www.amazingapprenticeships.com/vacancies)



While on the employer's website, take a look around at the information about the organisation and the sector. There will be lots of valuable information that can help your child to decide if the employer is right for them, as well as for information ahead of an interview or application to that employer.