



Networking to Explore Company Culture

Overview

Networking for examining company culture is done to gain insights into the work environment, values, and norms of a potential employer. By connecting with current or former employees, individuals can gather firsthand perspectives on the company's culture, including its communication style, leadership approach, and employee satisfaction levels. This information helps candidates assess whether the company's culture aligns with their own values, preferences, and professional aspirations, ultimately aiding in making informed decisions about pursuing opportunities within the organization.

Steps to Network

Research the Company's Culture Online

- Conduct in-depth research on the company's culture through its website, social media channels, employee reviews on platforms like Glassdoor, and industry news articles.

Craft Tailored Questions About Company Culture

- Develop specific questions focused on aspects such as work-life balance, employee development programs, diversity and inclusion initiatives, and leadership styles to gather insights into the company's culture.

Compile Networking List with Culture Insights in Mind

- Identify contacts within your network who have firsthand experience or knowledge of the company's culture, such as current or former employees, industry peers, or alumni from your university.

Follow Up with Leads to Discuss Culture

- Contact leads to request meetings specifically focused on discussing the company's culture, emphasizing your interest in understanding its values, norms, and employee experiences.

Conduct Culture-Focused Informational Meetings

- Arrange meetings with leads, either in person or virtually, to delve into discussions about the company's culture, seeking candid insights and perspectives on key cultural aspects.

Express Gratitude for Cultural Insights

- Send thank-you notes or emails expressing appreciation for the cultural insights gained during meetings, highlighting the value of the information shared in informing your career decisions.



Reflect and Journal on Cultural Findings

- Reflect on the cultural insights gathered from meetings, noting key observations and considerations in your journal to help evaluate the company's cultural fit for your career aspirations.

Follow Up to Expand Cultural Insights

- Stay connected with leads and continue networking to deepen your understanding of the company's culture over time, leveraging relationships to gain further insights and perspectives.

Source

University of Colorado Boulder Human Resources, Career Development (2020, August 18). *Types of Networking*. August, 2023, from <https://www.colorado.edu/hr/learning-development/career-development>