The client asked me to provide quick access to a broad range of information they could use to initiate conversations with target points of contact. Redacted per client's request.

Project specific information: The lack of quantifiable data (e.g., number of employees in which location) is possibly attributed to the recent spin-off. Industry watchdogs and analysts haven't had much time to gather new numbers. Indeed, many sources simply repeated [Company]'s tag line from their home page.

Information Table

Source	Reference	Key Information and/or Takeaways	Potential Application For [Client]
[COMPANY] WEBSITE	URL(s)		
"Our Story"	URL (website, LinkedIn, FB, etc.)	Corporate Values	General reference/awareness
Leadership team			
[Name] [Title]	URL (website, LinkedIn, FB, etc.)	Responsible for driving and executing the company's end-to-end strategy to attract, retain and develop talent. "My mission is to solve even the most complex problems with a simple solution."	[University] Point of Entry? Primary POC? See URL for Linkedin profile and potential connections/networks Passion project:
[Name] [Title]	URL (website, LinkedIn, FB, etc.)	"In the end, people do business with people. Focusing at an individual level and striving for true human understanding is the only way to make a difference."	[University] Corporate culture, will likely subcontract and hire accordingly Passion project:
[Name] [Title]	URL (website, LinkedIn, FB, etc.)	Profile info	[University]
Insights & Resources webpage	URLs	Dozens of articles, primary reoccurring theme: HR in the Cloud How [Company] solves clients' challenges	Create familiarity or confidence by sharing opinions of, or [Client] experience finding people who know HR in the cloud
Insights & Resources: [Corporate Report]	Link to report	Report title	Demonstrates awareness of performance management debate and how it informs your recruiting strategies. Referencing the study indicates spent time on the website.
WIKIPEDIA PROFILE	URL	Data pre-spin off; [Company] might be too new for Wikipedia	Demonstrate summary historical knowledge

			Excellent historical summary, including revenue, size, and growth through 2010	
BLOOMBERG TECHNOLOGY	URL		New York-based [Owner] agreed to buy [client] [Company] already works with technology firms including X and Y.	[Client] connections to companies X and Y? [Client] connected to any other organizations in [company's] business pyramid
INDEED.COM Employee Reviews	URL		3.5 based on 10 reviews Positive for management and life balance	
GLASSDOOR	URL		10,000+ employees 18 reviews where 54% recommend to a friend 3.4 out of five stars	General knowledge
PEOPLEMATTERS.IN--- interview with [Company]'s	URL		Excellent Q & A Market opportunities: what [Company] brings and how [Company] will actualize potential **greater revenue per headcount and are ahead of the market in terms of technology-based innovation.** Impact of becoming a stand alone company Cloud-based focus	Connect [Client] resources to [Company]'s visions as described in interview

RECENT CONFERENCES or PROFESSIONAL MEETINGS ATTENDED, PRESENTED, and/or EXHIBITED	URLs	Events w/ dates and profiles	Be in the same place as [Company] leadership? Events page lets you know where [Company] is spending money to be seen
INDUSTRY SPECIFIC WEBSITES	URL	Summarize articles	Connect article content to [client]
YOUTUBE [Company] flash mob	https://www.youtube.com/	Multiple videos, one with 1, 702 views Showcases [Company] employees having fun at work---smart long game Promoting corp culture via YouTube engages people, helps them see themselves as [Company] employees (or clients) in the same way realtors stage homes to help buyers imagine themselves in the house.	Suggests open to recruiting via YouTube Some YouTube videos are brand reveals
YOUTUBE [Company] -	https://www.youtube.com/watch?	Corporate commercial: ppt presentation followed by multiple cuts of [Company] employees dancing at work Proves their theme "people matter"	
SOCIAL MEDIA General		Relatively limited presence Social media appears relatively low priority as business development tool	Opportunity to recruit Social Media Content Manager?
Facebook @[Company]2017	URL	3,262 Likes 3,380 Followers 10 Total visits multiple recruiting posts: "We understand the powerful human connections that create success for organizations." "We believe that businesses are powered by people—and when people thrive, companies thrive."	FB is a recruiting tool

Linkedin [Company]	URL	Linked in home page	
[Executive / key employee] Profile	URL	Summarize Linkedin profile	General background; any [Client] connections w/ University?
[Executive / key employee] Profile	URL	Summarize Linkedin profile	General background; any [Client] connections w/ University?
[Executive / key employee] Profile	URL	Summarize Linkedin profile	Connections to University?
Job posts	URL	Post are old but offers insight to recruiting language Open to virtual hires	Indicative of what they want potential employees to know about [Company] If positions filled, someone should've pulled the posts
Twitter @[Company]	URL	Following 177 include Time Inc. editor, multiple journalists (Reuters, Huff Post, newspapers, Washington Post, WSJ, Money, Forbes Market Watch, etc.), money bloggers, retirement specialists, and Michael Fletcher, Senior writer for ESPN's The Undefeated. 4,941 Followers Tweeted 168 times	Low Twitter presence Who they follow on social media indicates where they're investing staff time, what content they want to track, and where they want to be seen in the social media environment. The ESPN follow, Fletcher suggests willingness to look for relevant information in non-traditional places—beyond their industry's boundaries.
Instagram [Company]_	URL	5 posts, 160 followers	Basically a non-presence, suggesting low priority on visual social media. Opportunity for a new hire to expand social media presecnet; find a way to reach clients' younger employees via Instagram?