

Video Transcript: Learn about a company's strategy

I'm going to show you how to build knowledge about a company's strategy using business news articles and earnings call transcripts from Factiva. Business news articles are typically written by business journalists and published in magazines and newspapers, like Forbes. They are a great resource when you need to find articles analyzing how a company is presenting itself to the world.

Earnings call transcripts are another good source. When a publicly-traded company releases filings like an annual report, the company will hold an earnings call, where reporters and analysts can ask the key executives questions. Keep in mind that the quotes from executives are still company-produced information that you'll want to be critical of.

You can find both of these resources on Factiva! Factiva searches thousands of national and international news and business sources like the Globe and Mail and the Wall Street Journal.

To access Factiva, type the name of the database into the search field on York's Library website, select Title Keyword Search and click Find. From here just click the link to launch it. If you're off-campus, you'll need to sign in with your Passport York ID. Let's use TD Bank as an example. To search for their company strategy, start by clicking the arrow beside All Companies, and type Toronto Dominion. In this case, you have to type in the full name or it won't work. If you're not sure that you're selecting the right company, click on the information icon to see a brief description. Next, click the arrow beside All Subjects and type strategy. The information icon will show you a definition of the subject. Let's select Plans/Strategy. Change the date to a year. Keep duplicates as similar so that similar articles are removed. And now click Search.

Here are your search results. On the left side, you can use any of these filters to further refine your search. You can also modify your search so that it only gives you articles from major news and business sources by clicking the Modify Search button. This will take you back to the Search Form. From here, click the arrow beside All Source and then click Major News and Business Sources to add this to your search. If you know what you're looking for specifically, you can also try entering a keyword in the free Text Search.

Let's go back and try to search for an earnings call transcript and use Royal Bank of Canada as an example. First, get back to the search screen by clicking 'modify search' and then scroll down and click Start New Search. Click the arrow beside All Companies and start typing Royal Bank of Canada. Next, click the arrow beside All Subjects and type in the word transcripts and select it. Change the date for your search to a year, and then click Search.

Here is a sample transcript. You'll need to spend some time reading the transcripts, but it's definitely worth it. It will give you a sense of the company's strategy from the perspective of its executives, which will be really useful to compare to other third-party research, like analyst reports.

Call transcripts clearly show you who is talking and who is asking questions. In fact, many of the interviewers are analysts, who then write the analyst reports you'll find in other library databases. Watch our video on Thomson One Investext to learn more about these reports.

Make sure to check out our other videos on researching a publicly-traded company's strategy. Access them on BRYT's website, or click the button to subscribe to our YouTube channel. Our Company Research guide is another excellent tool for finding additional databases to use!