



Clockwork Recruitment
Permanent & Temporary Recruitment

RESEARCHING A COMPANY BEFORE AN INTERVIEW

Preparing for an interview isn't just about rehearsing answers—it's about understanding the company inside and out. Thorough research **demonstrates initiative, enthusiasm, and a strong interest** in the role.

Use these **8 key research areas** to impress your potential employer and determine if the company is a good fit for you.

1. The Company's Mission & Values

Where to Look: The company website (About Us or Mission Statement page)

- Understand the **core values and goals** of the organisation.
- Think of ways your skills, experience, and personal values align with their mission.
- Reference this alignment in your interview answers to show cultural fit.

Example: "I really admire how [Company Name] prioritises sustainability. That aligns with my personal values and previous experience working on green initiatives."

2. Recent Achievements & News

Where to Look: The company's Newsroom/Press Releases, Google News, LinkedIn updates

- Stay informed about **new product launches, awards, partnerships, or company expansions**.
- Use this information to ask insightful questions about the company's future direction.

Example: "I saw that [Company Name] recently launched a new AI-powered platform. How do you see this innovation shaping the industry in the next few years?"

3. Know Your Interviewers

Where to Look: LinkedIn, Company Website (Meet the Team page)

- Research the **background, role, and interests** of the person interviewing you.
- Identify any commonalities (previous employers, mutual connections) to build rapport.

Example: “I noticed you previously worked in [Industry/Company]. How did that experience shape your leadership style at [Current Company]?”

4. Insights from Employees

Where to Look: LinkedIn, Glassdoor, or professional networking events

- If possible, **connect with current or former employees** to gain insider perspectives on company culture and work environment.
- Glassdoor reviews can provide insights into employee experiences and common interview questions.

Example: “I spoke to a former employee who mentioned [specific aspect of company culture]. Could you share more about how the team dynamics work in this role?”

5. Industry & Market Trends

Where to Look: Industry blogs, trade publications, company reports

- Understand **the industry landscape, recent trends, and challenges** the company might be facing.
- Be prepared to discuss how your skills can contribute to industry challenges.

Example: “With the rise of automation in [industry], how is [Company Name] positioning itself for the future?”

6. Social Media Presence

Where to Look: LinkedIn, X, Instagram, Facebook

- Follow the company on **social media** to get real-time updates and insights into company culture, events, and initiatives.
- Observe the **tone and engagement** of their posts—are they formal, casual, or employee-focused?

Example: “I saw on your Instagram that your team recently attended [conference/event]. What were some key takeaways from that experience?”

7. The Competition

Where to Look: Competitor websites, industry reports, company comparisons on LinkedIn

- Identify **major competitors** and how they differ from the company you're interviewing with.
- This knowledge can help you **ask smart strategic questions** and show that you understand the market.

Example: "I noticed that [Competitor Name] has expanded into [market]. How does [Company Name] plan to differentiate itself in this space?"

8. Financial Health & Future Prospects

Where to Look: Company's investor relations page (for public companies), financial news, stock performance (if applicable)

- Check recent **earnings reports, revenue growth, and future expansion plans**.
- Understanding a company's financial outlook can help you gauge **job stability and long-term potential**.

Example: "I saw that your recent earnings report mentioned an increase in investment in R&D. How will this impact the team I'd be joining?"

Final Thoughts

- By investing time in **company research**, you will:
- Show genuine enthusiasm and initiative
- Ask **thoughtful, strategic questions**
- Demonstrate **industry knowledge**
- Determine if the company **aligns with your career goals**

Research **isn't just about impressing the employer—it's about making sure the job is the right fit for you, too!**