



RESEARCHING COMPANIES INTERVIEW PREP

"THE SYSTEMATIC INVESTIGATION INTO AND STUDY OF MATERIALS AND SOURCES IN ORDER TO ESTABLISH FACTS AND REACH NEW CONCLUSIONS.."

Getting through a job interview is tough enough these days. To impress the potential employer, it is essential that you take time to extensively research the organisation.

Alongside the company website you can often access company profiles, annual reports, and achievements. This overview and knowledge show the employer that you have at least taken an interest in the organisation.

1. THE ORGANISATION'S MISSION STATEMENT:

The employer's website is a great place to learn about a company and its values. The company's values are usually named in the mission statement, and it is a great idea to read through it and see if you can make an association with their values.

2. RECENT ACHIEVEMENTS IN THE COMPANY:

Look through the news pages of the company as they often show their recent news releases. You can then consider your personal view on the long-term implication of the news for the company as well as for yourself and consider some possible, well-informed questions to ask in the interview.

3. KNOW ABOUT THE INTERVIEWERS:

If you know the name of the people who will be conducting the interview, then see if you can find them on the company website, often found in the "meet the team" section. Or via LinkedIn. This way you may see if you have any common ground which can be added to a conversation within the interview itself.

4. PEOPLE INSIDE:

Another source are people who already work for the company. They can offer you an insight on the corporate culture, business profile and personality dynamics. Research in LinkedIn can be made to find the company and its linked employees.

6. ABOUT THE INDUSTRY:

Researching a company industry before the interview is vital in knowing the history of the company. You can research the company website and get to know about the trade publications, blogs, and general interest publications of the company. The company's financial prospects and industry trends can also be discussed depending upon the industry and searches can be made accordingly.

7. CHECKING SOCIAL MEDIA SITES:

Check the company's social media sites before an interview process as the latest updates can be obtained from here and often in a more informal manner.

8. COMPETITORS:

Research and find out the competitors for the company and where they stand in relation to the company you are being interviewed by. You can understand the bigger picture and get a feel for how the company works differently from their key competitors.

By taking value time in researching a company the employer will immediately see that you have taken an interest and know more about the company. It also allows you to make a strong judgement as to whether the job and the company are right for you, and you are right for them.

