



RESEARCHING A COMPANY

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INTERVIEW PREPARATION RESOURCE

WHY IS IT IMPORTANT?

Before an interview, it's always recommended to conduct thorough research on the company you are applying to. It's obvious why this is the case; it's difficult for a recruiter to justify hiring a candidate that has proven to know little - or care little to know - about the company. In general, conducting meaningful research will give you an advantage during the interview.

- **Demonstrates Preparation:** Shows the recruiter that you're ready for and serious about the job
- **Potential Point of Interest:** Can be brought up to facilitate natural and engaging conversation
- **No Surprise Questions:** Prepares you for questions the interviewer may ask you about the company

WHAT INFORMATION SHOULD I TAKE NOTE OF?

VALUES

What are the pillars that frame the brand?
What do they value?

INDUSTRY POSITION

What makes them unique in the industry they operate in?

TEAM ENVIRONMENT

How do they describe the culture between team members?

WORK STYLE

How do they describe their approach to working?

PARTNERSHIPS

What companies or industries are they involved in? Why?

INITIATIVES

What initiatives have they recently launched? Is there a pattern?



HOW DO I BRING IT UP?

Answering Questions

When you're answering interview questions, you may have multiple opportunities to bring up your researched information. An easy question that allows you to share your knowledge might be, "Why do you want to work here?" For other questions relating to you and your own qualifications, you can make the connection between something you share with the company. For example, if they ask you to describe yourself, you can mention qualities that match their team environment or work style.

Asking Questions

Another method of demonstrating your familiarity with the company may be through the questions you ask when invited to. For example, you may ask them about a particular initiative you were interested in, or how they are currently practising a specific company value.