

Tips for Researching Before an Interview

Aside from being able to answer the obvious question, “What do you know about our company?” there are other reasons to research a company before an interview. Having a sense of the company, its products or services, its employees and organizational structure, its place in the industry and reputation are important aspect of “who” a company is. Here are some tips:

1. **Google the company name:** Check their website, social media, review sites like Glassdoor, and relevant articles.
2. **Website:** Look for the mission or values statement and current projects to understand the company's priorities.
3. **Social media:** Review current promotions and activities to get a sense of the company's personality. Follow their pages for updates.
4. **Review Sites:** Read customer and employee reviews for balanced insights. Look for recurring themes in feedback.

This approach will help you gather comprehensive information about the company before your interview. It will also provide you better insight into how to answer other possible questions involving scenarios, preferences of management style, just to name a couple.

Who a company hires and chooses to trust to run it, also speaks to “who” the company is. Research your interviewers and/or the top people in charge.

1. **Get Names:** Ask for the names of your interviewers if not provided.
2. **Research:** Use company websites and LinkedIn to learn about their roles and backgrounds.
3. **Find Connections:** Look for common interests or experiences to mention during the interview.

Making connections with interviewers can give you an advantage.

Finally, you want to “research” yourself. Think of the things that make you the right fit for the job and practice how to tell your story.

1. **Review Documents:** Go over your resume, cover letter, and the job description.
2. **Check Digital Footprint:** Ensure your online presence aligns with your application.
3. **Prepare Stories:** Use the STAR method (Situation, Task, Action, Result) to craft examples demonstrating your skills.

4. **Consistency:** Ensure your interview answers match the information in your documents.

Consistency and preparation are key to a successful interview.