

Company Research for Interviews

This playbook provides a step-by-step guide to researching potential employers. The aim is to gather insights that will not only prepare you for interviews but also give you a competitive edge by showcasing your knowledge about the company.

Step 1: **Begin Research**

Start by visiting the company's official website. Here, focus on the 'About Us', 'Careers', and 'Press Release' sections to understand the company's mission, culture, and recent news or achievements.

Step 2: **Check Social Media**

Review the company's social media profiles (LinkedIn, Twitter, Facebook, Instagram) to get a sense of their current initiatives, culture, and customer engagement. Pay special attention to any recent updates or announcements.

Step 3: **Read News Articles**

Search for recent news articles and press releases about the company. This can provide insight into their market position, industry trends, and external perceptions.

Step 4: **Industry Analysis**

Conduct a broader industry analysis. This includes understanding the company's competitors, market share, and the overall industry health. Tools like SWOT analysis can be useful here.

Step 5: **Study Products/Services**

Comprehensively review the products or services offered by the company. This includes how they address customer needs, any unique features, and how they compare to competitors.

Step 6: **Financials Review**

If the company is publicly traded, examine their financial documents such as annual reports, quarterly results, and investor presentations to understand their financial health and strategy.

Step 7: **Network Insights**

Reach out to current or former employees through your network or platforms like LinkedIn. Inquire about company culture, values, and opportunities for growth and development.

Step 8: **Cultural Fit**

Reflect on the company's culture and values, and how they align with your own. Take notes on aspects of the culture that resonate with you or raise concerns.

Step 9: **Compile Findings**

Organize all your research into a structured format. Highlight the key points and insights that are relevant to your interview and prospective role within the company.

Step 10: **Practice Articulation**

Practice articulating your findings and how your skills and experience align with the company's needs. Prepare to discuss your research during the interview with confidence.

General Notes

Confidentiality

Ensure that any sensitive information obtained through networking or other means is kept confidential and used ethically during your interview.

Up-to-Date Information

Ensure all your information is up-to-date, as companies are dynamic and information can quickly become outdated.

Cultural Match

Remember that understanding the company's culture is not just for the interview, but also for assessing if the company is a good fit for you personally.