



Step 8: The Importance of Researching the Company/Interviewer

A perfectly crafted resume with all the qualifications in the world is not enough to get you through the finish line in modern times. For a successful job interview, you must be armed to the teeth with knowledge and insights, not only about the industry but specific to your prospective employers and the job role.

Comprehensive research about the operations and workings of the company gives you a head start compared to competing candidates. To further improve your chances, you should also perform some background research on the interviewer, if you know who exactly will conduct the interview.

Among the things to discover before the big day are;

1. Company Culture, Mission and Values
2. Company Weaknesses and Challenges
3. Company Structure and Hierarchy
4. Products, Services, and Offerings
5. Recent News, Achievements, and Development
6. Interviewer's History

The merits of doing your research prior to your interview are manifold, but a few highlights are as follows:

A Cheat Sheet to Success

Knowing what the company values in its employees give you the chance to shape yourself into the perfect choice for the job. Prepare suitable answers beforehand to impress the prospective employers of your enthusiasm and desire to secure the job.

By researching the company, you are armed with knowledge the majority of candidates

do not bother to acquire, so use it to your advantage.

Decide Whether the Company is Right for You

If you do get the job, you are essentially committing years of your life to the organization. Are you sure they are the right fit for you? Do their values match your personal values? Do you have a chance for personal and career growth working at such a company?

These are all questions you can have answered (to an extent) by simply researching before the interview. Having this knowledge allows you the time to eloquently state how your skills, knowledge, and values align with the company.

Give Well Thought-out Answers During Interview

Armed with facts and figures about the company, you can give specific answers—discuss the company's specific needs and opportunities, and how your skills bring value. Providing answers to your interviewer's questions—answers with real depth—demonstrates your enthusiasm about the job and displays your proactive personality.

Allows You the Chance to Ask Insightful Questions

One of the safest ways to leave a great impression on your interviewer is to ask him or her questions that show you have knowledge of the operations of the company. Go one step further and ask your interviewer questions about themselves with regard to their experience with the company.

Ask your interviewer about how much value the company has contributed to their career growth; the best part of working in the company, or where the company projects to be in the next five years.

Resources

There are several potential resources you can take advantage of in your research of the company.

1. The company website
2. Previous employee reviews

3. News articles about the company

Utilize your knowledge to leave a real impression during the interview. Gain a step on your competition and leverage the power of search engines and recruiting gurus, to be fully prepared for the big job interview. To be successful, you need to be prepared.

