



**How to research for that all important interview?**



# I've got the interview, how do I research?

Well done. You're now on the path to securing that all important role.

A lot of people do not actually do the research necessary to demonstrate their interest in the company and the role. Not preparing for an interview is like an old sales saying: **Fail to plan, plan to fail.**

Unfortunately, this is so true. In a competitive market as the interviewee, you must stand out and be prepared for as many eventualities as you can think of and plan for.

**It is highly important to research the company you have an interview with.**

A proper research will :

- fill you with confidence that you know about the company, its product or service, its market, its people, its activity and its competitors.
- help you to formulate relevant questions to ask.
- help to anticipate questions about the company.
- help to prepare for answers.
- help to match the values and mission of the company.

**So, let's go and research!**

# How do I do my research?:

**First place to start is visit the Company Website:**

Look at the companies **mission statement** – What do they stand for and want to do? Let's use Google as an example.

 “to organise the world’s information and make it universally accessible and useful.”

What values do Google hold dear and can you relate to them or provide an example of how the same thinking came into play in your career?

## **Google Values:**

Focus on the user and all else will follow.

Fast is better than slow.

You don't need to be at your desk to need an answer.

There's always more information out there.

You can be serious without a suit.

It's best to do one thing really well.

Democracy on the web works.

You can make money without doing evil.

The need for information crossed all borders.

Great just isn't good enough.

# How do I do my research?:

On the company website you need to look at:

- History, products and services, and management, as well as information about the company culture.
- The information is usually available in the "About Us" section of the site. If there's a Press section of the website, read through the featured links there.

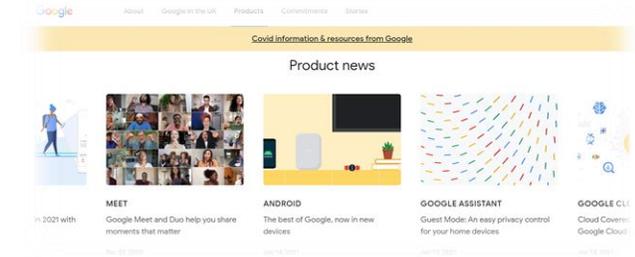
Pay attention to themes that come up repeatedly on the site.

The way companies use words to describe themselves, can give away the way the company expects its employees and customers to act. Companies will always exaggerate a bit about themselves to create that impression in your mind.

Do you want to work at a place where people are “driven to excellence,” or does that make you feel tired?

Do you like the idea of working with people who consider their co-workers family, or do you need more distance between your job and your personal life?

You want this to be the right fit.



# How do I do my research?:



## Social Media:

Look to see if they have a page on Facebook, Twitter, Instagram and YouTube, You can get a lot of information here to see how they portray themselves, what market image they have, what do people say with comments on posts or tweets? How do they respond if at all?

This will give you a good sense of how the company wants its consumers to see it in the market.

You may also uncover some issues. Do they post regularly, what is their engagement like, how do they treat customers, what image of them comes across? It maybe that they are not very active and appear not to be in control of their public image.

The above will help in questioning at the interview.

## How do I do my research?:

**LinkedIn:** One of the most powerful media formats to use for research is LinkedIn.

Look at the company profile. You will find information and activity.

You will be able to see connections, hires, promotions, jobs posted, related companies and even company statistics.

Do you have any connections at the company (1<sup>st</sup> Connections) or do you know someone (2<sup>nd</sup> Connections) that is connected that you could get introduced to?

Connections can tell you what it's like to work there, they can even put in a good word for you and they may be able to share helpful advice about the company and the person or people interviewing you. Invaluable information if you can get it.

Take a look at your interviewer's LinkedIn profile to get insight into their job and their background, as well. Look for any common links between you. Do you know the same people? Did you go to the same school? Are you part of the same groups, online or off? Do you share the same interests.? Those common links could help you establish rapport during the interview process and also break the ice.



# How do I do my research?



Ever thought of looking on Glassdoor? Hit the link and find out!

[Companies & Reviews | Glassdoor.co.uk](https://www.glassdoor.co.uk) Here is where you can get some really useful and invaluable information.

You can find out what candidates for the positions you are interviewing for were asked and get advice on how tough the interview was. Hopefully the company is listed.

You will find reviews. This may not be 100% accurate as those employees may not have been happy or even right for the company and the role they were in.

If a number of things are mentioned more than once and repeated then this maybe more accurate.

# How do I do my research?



Search on Google and also on Google news for the company.

You may find out something interesting or new. The company may be expanding its operation into another country or even continent for example.

Lets say the company has received funding for a project. You could raise this as a question and ask something along the lines of “I noticed in the news that you have just received funding for the XXXXX project, I have experience in this market place where through .....(action).....we achieved .....(result)..... What are your plans on how you deliver this project?”

The information you get may help in the way questions and answers are formatted.

You’ll get a really good picture for any listings when you google the company and not necessarily from their own website.

# How do I do my research?



Friends, Family, Connections!

Do you know someone who works at the company? Or do you know someone that knows someone?

Ask them if they can help.

Maybe you are a graduate or just leaving college. Talk to your career officer, it may be they may have a list of Alumni who work there or have worked there. If so, get in touch through social media, email them or if you have a phone number, give them a call.

The more information you get the more armed you are for really standing out.

# How do I do my research?



Know the Industry and the competitors:

It makes sense to know the industry and what is happening within it. Say it's construction, what are the current regulations and laws that are affecting the industry? How has Covid made an impact on the Industry? How are working practices changing?

Are there trade shows coming up they may or may not be involved in?

Get to know the company's biggest competitors and identify their successes and weaknesses, too.

Can you spot an opportunity where the company you are being interviewed by can do something against its competitor. Is there something the competition do that the company doesn't do? Is there something that the company do better than the competition?

All good information and knowledge that will help in preparing questions and answers.

This demonstrates your interest and how you are thinking ahead to help the company grow. Invaluable insight and will certainly win you points.

Stand Out  
from  
The Crowd

## Doing all this research, what does it give me?

If you do it right and spend sometime preparing then the information you get will help you.

The interviewer has a goal. That goal is to see if you are a good fit for the role and the company. They will be asking questions that “tick boxes” regarding your ability, knowledge, personality etc

It will help you appear knowledgeable when answering questions. Imagine if you didn't know that the company were in the news recently as they are about to start the planning to open a new operation in China. You have helped companies grow in this part of the world. Look what knowledge and expertise you could have brought them. If you didn't research them, then you aren't prepared! You could have shown initiative and really hit the spot with a compelling question or answer.

You can demonstrate that you fit in with their goals and how a good fit you are.

What if the Interviewer asked the question, and this is a common one “Why would you like to work for us?”

You can share details about their goals, value, mission, culture, and answer with detailed facts.

Will your competition do this? What if they had done their research and you hadn't?

**Stand out and be noticed.**

YOU ONLY GET OUT  
WHAT YOU PUT IN.  
DON'T EXPECT  
MORE UNTIL YOU  
DO MORE.

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## Fail to plan, plan to fail

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- This old adage is true.
- Think of your job search research as a bag. The more you put in, the more you will get out.
- Put nothing in and you'll get nothing out.
- Your job search is your full time job. Treat it as such and you will be more successful at the interview stage.



# SolStar-UK

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**Strategy** – You know where you want to get to, but not necessarily how to get there.

**Recruitment** – You want the right people, the right fit, first time.

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