**Researching A Company Before an Interview**

A person wearing a white shirt

Description automatically generated

**What do you know about the Company? and the reason why company research is key.**

Having asked the question What Do You Know About the Company thousands of times, I have seen the impact of what not answering this question correctly has on a candidates chances of getting the job.

Walking into a job interview without being prepared can quickly impede your chances of being hired. While you already know your own skills and achievements, you should also be prepared in terms of knowing about the company. The interview won’t just cover what you can bring to the company based on your education or experience. The interviewer will also be checking to see how much you know about the company, which reflects your enthusiasm for working there.

Before attending a job interview, you should spend time finding out about the company. When you research a company, you’re looking for information that tells you about its culture, history, and achievements. You should also be looking for information on what the company offers in terms of its services or products. How long has the company been in business? How have the company’s products or services changed or improved over the years? Has the company expanded its business to other locations or parts of the world? Who is the CEO of the company? Knowing the answers to these kinds of questions can help you make a good impression on your interviewers.

The time you spend preparing for your interview by researching a company can boost your chance of getting the job. This is why it’s important to set aside time to learn more about companies prior to interviewing with them. Don’t wait until the day before your interview to get started. Instead, you should begin to do your research soon after you schedule your interview. This gives you plenty of time to gather information about the company and come up with questions to ask during your interview or topics to bring up with the interviewer.

A person wearing a white shirt

Description automatically generated

**Where to do your company research and what are you looking for.**

Researching a company is not only to answer the question, “What do you know about the company” or “Why do you want to work here” but will also make your answers to other questions more interesting and show that you are interested in the company beyond the job. Your knowledge allows you to share details about what you have learned within your answers and may help you structure questions at the end of the interview.

**The Company Website**

Start by visiting the company website, you will be surprised at how many people turn up to an interview and don’t know what the company does. Here, you can review the mission statement and history, products and services, and management and information about the company culture. The information is usually available in the "About Us" section of the site.

Learning the history of the company (things like Take-Overs, Past News stories Contract Wins, Year established, Number of employees etc. All this information can be dropped into the conversation to show off how passionate you are towards the company.

**Social Media**

Many companies now post on Facebook, Twitter, Instagram and LinkedIn. They show Employee Engagement, Their Staff, The Offices etc. All vital to the company culture and how the company wants to be seen to its customers and clients. You can like and follow the company for any updates prior to your interview.

**Learn about the competitors**

Get to know the company's biggest competitors and identify their successes and flaws. Insight into the company's industry and rivals are bound to impress interviewers. Being able to name drop at the right moment proves you have some industry knowledge.

A person wearing a white shirt

Description automatically generated

**Where to do your company research and what are you looking for.**

**LinkedIn**

LinkedIn is an invaluable tool in researching the company’s structure, with some insight into roles that you might be responsible for or report to. You'll be able to see your connections at the company, new hires, promotions, jobs posted, and company statistics. If you have connections at the company, consider reaching out to them. Not only can they put in a good word for you, but they may also share their perspective on the company and give you tips that will help you ace the interview.

Look at the interviewer’s profile and look for any common links between you and them. This could help you build a good rapport during the interview. Also, you can direct a question to them at the end of the interview. Such as “I see you have worked for this company for a few years. What do you enjoy most about this company?” or if they are also new to the company you can ask “I see you are new to this company. What did you find the most challenging when you first started working here?”

**Google**

Search both Google and Google News for the company name. This can be invaluable. You may find out that the company is expanding into Asia, for instance, or recently received a round of start-up funding. Or you may find out that a recent product underperformed or had to be recalled. This type of research will position you as a cut above the rest as when answering questions it will show you are committed and genuinely interested in joining the company.

Warning: don’t bring up any negative press the company might have had. It will put a downer on the entire job interview and is bound to irk your interviewer.