# RESEARCH TO DELIVER A WINNING INTERVIEW

This tip sheet will give you an overview of what you should be researching and where to look to get a detailed picture of the organization and the role you are interviewing for.

As a result, you will be able to demonstrate to the interviewer your sound knowledge of the organization and show that you will fit in well with the culture.

### Top ten research sites

1. Organization's website
   a. Media pages for the latest press releases
   b. Annual reports in the "investor" section
   c. Products and services descriptions
   d. Careers section for understanding the culture and values the organization strives to live by
   e. The organization's vital statistics
   f. The "who we are" section for an overview of the senior leadership team, divisions, and global reach
2. LinkedIn
   a. The organization's LinkedIn page will show the latest news, initiatives, and releases. Follow it to keep up to date and ensure you do not miss anything prior to the interview
   b. Connect with a few individuals that are in the division you are interviewing for. Send them a message and ask them to have an informal informational chat so that you can find out first-hand about the organization's priorities and culture
   c. Look at the leadership team's profiles to see what they are posting about and which professional groups they belong to. You will get a feel for what is important to them and potentially find some common ground you can discuss in the interview

3. Glassdoor
   a. Past employee reviews may provide insight into the organization's culture and challenges
   b. Job market comparisons
   c. Examples of questions asked in previous interviews and potential answers
4. Indeed
   a. A high volume of past employee reviews, with detail on average scorings over the past five years
   b. Salary estimations
   c. Workplace "happiness" scores by current employees
   d. Company vital statistics such as size, revenue, industry type and locations
   e. Frequently asked questions answered by current and ex-employees
5. Twitter
   a. Get real-time information on the organization's launches and media releases
   b. Review customer comments
6. Instagram and Facebook
   a. Many organizations will have "fan groups" or "customer groups" where you can find a wealth of opinions, comments and "real" thoughts on a company's products or services
   b. Use hashtags to search the organization to see who their audience is and what is being said about the brand
7. Career Bliss
   a. Over 700,000 employee and ex-employee reviews
   b. Detailed information about salaries for specific job roles across Fortune 100 organizations
8. Reddit
   a. Post your own questions on the organization, interview process and salary and receive answers from readers on their experiences
   b. Review others' questions and answers

9. Wall Street Journal (https://www.wsj.com/)
   a. Up-to-date business news stories
   b. Source of balanced information on the organization and its competitors to help you find SWOT information necessary for your interview
10. Fortune (fortune.com)
   a. Ranking information for "best places to work"
   b. Ranking information on Fortune 500, Fortune 100 and Global 500
   c. Archive of podcasts related to business topics, C-Suite interviews, and leadership topics

What to do with the information you collect:
- Use the Research Checklist (next resource) to keep track of what you have researched
- Balance your research sources with both people-based and media-based information, e.g., employee reviews on Glassdoor and business publications
- Ensure that you research using a variety of sources- at least five so that you can get a well-rounded view of the organization's culture and priorities
- Use the SWOT Analysis Template (in the "Researching the Company" Worksheet) to understand the organization's strengths, weaknesses, opportunities and threats.

# Research Checklist

When researching a company, here are the key elements you want to know. Use this checklist as a guide when doing your research.

☐ Size and number of employees

☐ Annual revenue

☐ Geographic location

☐ Main services or products

☐ Competitors

☐ Culture and Values

☐ Names/Titles of leadership team

☐ The salary and benefits the Company offers

☐ The salary and benefits comparison in the market

☐ The most frequent interview questions asked

☐ The most recent media stories

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