

5 Things to Learn about a Company Before Your Job Interview



It's very important to do your homework on the company itself. Having the information fresh on your mind before stepping in the office will help you feel prepared and well equip you with quality speaking points as the interview progresses. Employers take note of candidates that are educated on the company itself. This demonstrates to employers that you are competent and that you take the job with consideration on the facts of company, rather than just out of desperation for a job.

Here are the five things to learn about your company:

1. Company Mission, Vision and Basic Facts

Go to the "About Us" and "Mission Statement" portions of the company's site. Learn about what they do and familiar yourself with the company's products and services. Other basic facts you should learn include: the location of your company's headquarters, if it is an international company, how many people the company employs and type of company, whether it is public listed.

There are different type of mission statements of company, some are informative and useful, while most are giving a glimpse of how the company wants to present itself in public and their value. During the interview, you can use this knowledge to explain how your values and objectives line up with the company's.

2. What's the difference in the company and how they set them apart?

In an industry with tons of players, company has competitors. In these huge industries, how can the company set up as a major player that stands out from the crowd? Being educated in how a company does things differently is a great point to be emphasized in your interview, especially if the interviewer asks what attracted you to the company.

Example to answering technique: "I noticed that other financial services firms focus on high-income individuals, but your company specializes in building wealth for lower income brackets. This strategy is something I thought I could really get on board with."

3. What's being said on the social media about the company?

If the company is on Facebook or Twitter, take some time to visit the company's page and go through on what the company is saying to fans and followers. You may even be able to connect with others who work for the company and learn what to expect from the company from its current employees.

4. What is the organisation structure of the company?

Learn about how is the company structured, level by level in position, as well as the type of organisation.

5. Who's in Charge?

Know the name of the CEO and key top management officers of the company. If the company you are applying to is small, know the name of the manager or top supervisor you will be answering to.

The more you know about a company, the better prepared you will be during the interview, and more competent you will come across to the hiring manager. Learn as much as you can prior the interview, here is no such thing as being too prepared for a job interview or too knowledgeable about a prospective employer.