



## How to research a company before an interview or Assessment Centre

### First things first: what's the point?

Doing your research is so **IMPORTANT**. By researching a company, you are showing your motivation and enthusiasm for working for that company. Research also allows you to tailor your **KNOWLEDGE** and **EXPERIENCE** so that you can sell yourself appropriately. Remember that an interview is a two-way process; you are working out whether or not this company is right for you!

### How to research?

1. **THE JOB DESCRIPTION:** this is the best way to start. Analysing and getting to grips with the role requirements and potential will help you establish where **YOUR STRENGTHS** overlap with the company's needs, and you'll be able to identify possible weaknesses in your **SKILLS OR EXPERIENCE GAPS** in your application. This will prepare you for difficult questions in the interview process. If the job description is vague you always ask for a full job description so you are prepared. This demonstrates **RESOURCEFULNESS** and drive.
2. **COMPANY WEBSITE:** research the company's **VALUES AND VISION**, have a look at their annual report, recent news, watch graduate videos or interviews with the CEO. Try and match these values to the experiences you've had. This demonstrates that you will be a **GOOD CULTURE FIT** with the company.
3. **REVIEW SITES:** Sites like [Rate My Placement](#) & [Glassdoor](#), provide employee reviews on salaries, bosses and company culture; giving you the **INSIDE VIEW** of what it might be like to work there.
4. **THE PRESS & GENERAL NEWS:** thoroughly **INVESTIGATE** press statements and other news relating to the company. Find out about any **INNOVATIONS** or new business strategies as well as their history. That will help you build a case for why you want to work for that **SPECIFIC COMPANY**. Try to answer with **CONCRETE EXAMPLES** of what you've read to show you've done your research.
5. **INDUSTRY NEWSLETTERS AND BLOGS:** Build your knowledge about the sector, especially if it's an industry that you're not familiar with. Make sure you know what is happening so you can share insight and analysis on the state of the sector. Find out about **COMPETITORS**, current **THREATS** or potential market **OPPORTUNITIES**. This knowledge will help you ask **CONSIDERED AND INSIGHTFUL** questions at interviews.
6. **SOCIAL MEDIA PAGES:** **LINKEDIN, TWITTER AND FACEBOOK** pages are a good way to find out more about their working culture and a way of building your professional network.