

GET THE JOB

Do Your Research

Most job searches begin and end with the job itself. But understanding more about the company itself can also inform your decision to apply, and it might help improve your interview performance.

Learn more about the company's standing within its industry and its corporate culture before hitting the "apply" button. It might save you from a very unhappy experience.

LEARNING ABOUT THE COMPANY

Do your research before applying. Hiring managers often grade familiarity with the company in their evaluation of a candidate. Get a firmer grasp on the big picture and you'll stand out in a competitive hiring environment. That includes the company's broader strategies and goals, as well as how different departments collaborate to achieve success.

Be familiar with the company's place in the broader industry ecosystem and the challenges surrounding this field. Learn as much as you can about the



leadership team and their path to this point in time. Corporate websites typically include staff directories with biographical information. This will allow you to put a name with individual faces, and that's very valuable when you get a chance to meet and greet the team. If these details are not available on the company website, connect with related professional groups to find out more.

UNDERSTANDING THEIR GOALS

Understanding a company's goals and culture will allow you to craft smarter, more complete answers when you discuss personal goals for the available position. You'll also gain important insight into the job parameters, and that might lead you in an entirely different direction. The best jobs match workers and employers who are

on the same page. If you're not, it's best to know before you apply. Otherwise, you might find yourself in a world of regret.

LOOKING AROUND

Your research should also include your potential employer's competitors. You might miss out on important insights if you limit your searches to the company where you are apply-

ing and its leadership team. Widening your scope will give you a better idea of what's been successful for others in the same field and what has not. You could also gather innovative ideas to bring to the table. This broader perspective will help you make better decisions before applying, a better interview subject and a better employee as your tenure continues with the company.