

GET THE JOB

Researching Employers

Be prepared for anything during your interview

Chances are, they won't simply be discussing job duties.

You should also work to understand the company, its place in the industry and their corporate structure. Hiring managers may be evaluating your candidacy based on how familiar you are with these critical elements, so do your research prior to sitting down with them.

Having a firm grasp of the larger picture could move your resume to the top of the pile in a competitive hiring situation.

KNOW THE COMPANY

You should be deeply familiar with the company's broader goals and strategies, and how everything works in concert toward success. Make sure you're familiar with their place in the wider business ecosystem, and what challenges come with what they do. Find out as much about the leadership team as is possible, and how they arrived at this point in their career.

Corporate websites often have staff directories that will include biographical information. They will also help you put a name with a face, which could be critical when it's time for meet-and-greet opportuni-



ties. If you can't find these details online, connect with professional groups in the same field to learn more.

UNDERSTANDING GOALS

Knowing what a company hopes to accomplish and understanding the corporate culture they've created will help you craft better answers

when you discuss your own goals for a potential position. It may also give you crucial insight into whether this particular job is right for you, long before you apply.

The best jobs find workers and their employers pushing toward the same shared goals. If everything matches up, sharing those goals will make for a far more satisfying career. If

they don't, you want to know that sooner rather than later. Don't risk getting stuck in a role that you've learned to regret.

LOOKING ELSEWHERE

Don't forget to look elsewhere, too. Limiting your search to the leadership team and companies where you're actually applying could mean

missing out on key insights. A deeper dive will help you get a better handle on what's working for others, gather innovative ideas and important details on what isn't working in your field. All of it will help you put things in better perspective, before you apply, when you interview, and as you work toward a lengthy tenure with the company.