

# GET THE JOB

## The Importance of Research

Don't arrive unprepared for that crucial interview.

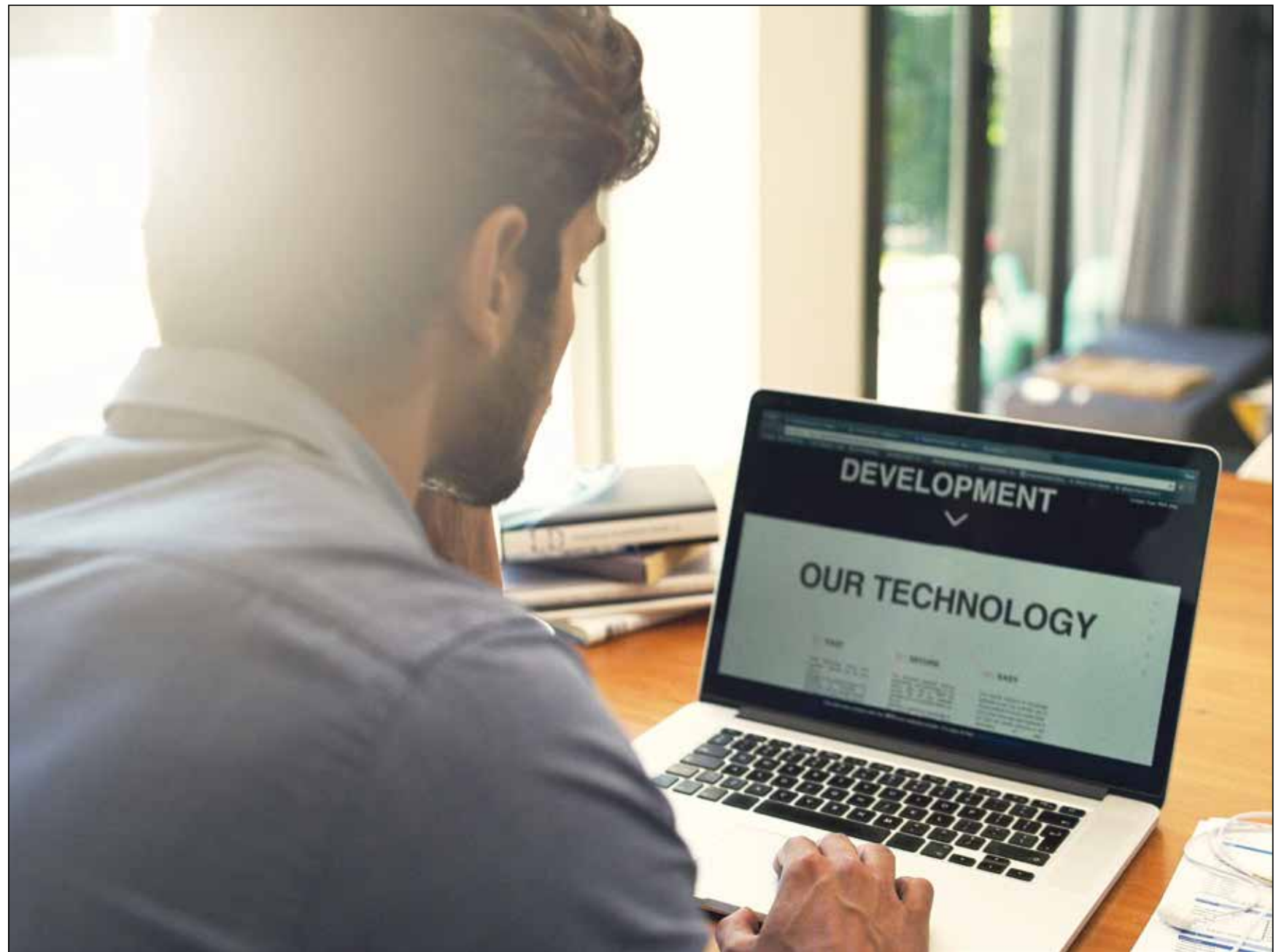
Having a complete grasp of the job description doesn't mean you are ready for an all-important interview with the hiring manager. You'll also need to have a working knowledge of the company, its culture and structure, and its role in the wider industry. You'll be judged on these larger issues too, since understanding them can often be so important when it comes to long-term success. In a competitive hiring situation, answers that go beyond everyday duties could move your resume to the top of the stack.

### KNOW THEIR HISTORY

Familiarize yourself with the company's larger strategies, goals and challenges. Candidates who can speak with authority on a company's place in the industry's broader context are showing off their leadership potential. Your research should include the leadership team, with an emphasis on the path they took to get to this point in their professional life. Begin with the staff directory at the corporate website, which typically features biographical information. You'll be able to connect a face with a name and then perhaps make a more personal connection, both of which are critical to making an impression during initial meet-and-greet opportunities. Professional groups focusing on the same industry can also provide needed perspective.

### SHARING THEIR GOALS

Your best, most memorable answers



© ADOBE STOCK

will be shaped by a deep understanding of what this company aims to accomplish and the culture they hope to create. At the same time, researching these larger ideas will help confirm whether this job is right for you. The longest-tenured employees remain because they have shared goals with the company. If you have

very different ideas about how to move forward, it's best to learn that before you get too far along in the hiring process. You don't want to get stuck in a place where you don't mesh.

### WHAT ELSE IS WORKING?

Your research shouldn't be limited to your prospective employer. Look

into what's working for other companies and their leadership teams. What isn't working for others is very instructive, as well. You'll be gathering key ideas that can help you answer more confidently in the interview process. You can then leverage this wider perspective and continue to innovate after securing the position.