



# ANALYZING YOUR POTENTIAL EMPLOYER

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## RESEARCH THE EMPLOYER

You increase your chances of making a positive first impression by thoroughly preparing for an interview. One of the most important steps is to research the company. It's the best way to learn about what a company does and what they look for in potential employees.

"Why are you interested in our organization?" If you don't know anything about the employer, you won't be able to answer this question intelligently.

What you should think about when interviewing with an employer:

- Your personal goals and values, and how they match the company
- Your potential level of engagement and enthusiasm for the job duties
- The company's cultural values, motivation, and corporate/leadership beliefs
- Opportunities for advancement
- Compensation and benefits

## SEVEN THINGS YOU SHOULD KNOW ABOUT AN EMPLOYER

It's best to begin researching a company weeks before your interview. As you prepare for your upcoming interview, here are seven things you should learn about an employer:

### 1. THE SKILLS AND EXPERIENCE THE COMPANY VALUES

First and foremost, you should know what the company looks for in a qualified candidate. This enables you to position yourself as the best candidate for the position.

To discover the skills and experience the employer values, read between the lines of their job postings. You can also find out information on the employer's career page to get an idea of the type of employees they desire. In addition, reach out to current employees who work there and ask them about what their employer values most in the workplace.

### 2. KEY PLAYERS OF THE ORGANIZATION

The key players within an organization are those employees who hold important positions in the company. These individuals can be managers, department directors, and especially the CEO/president of the company.

You can find out who the key players of the organization are by reading the employer's "About" page and employee bios. It's also a good idea to check out what these individuals say about the company on Twitter and LinkedIn.

### 3. NEWS AND RECENT EVENTS ABOUT THE EMPLOYER

When you go into a job interview, it's always a good idea to be knowledgeable about the company's latest news and updates.

Most companies have a page on their website dedicated to press releases and events. This is a great source to find out information regarding the company's latest news and updates.

### 4. THE COMPANY'S CULTURE, MISSION, AND VALUES

Job seekers should be able to confidently say they are a good fit for the company's culture during any job interview. As you research the employer, pay attention to what's written on their website regarding the company's values and mission. You can also learn more about the company culture by following the organization on its social media networks.

### 5. CLIENTS, PRODUCTS, AND SERVICES

As a potential employee, you need to have an idea of the type of work you will be doing once hired. By having a general idea of who the company's clients are and the types of products and services offered, you'll be more prepared for the interview.

## 6. THE INSIDE SCOOP

To ensure you're fully prepared for the job interview, websites such as Glassdoor help job seekers discover the inside details of a company that can't be found on the employer's website.

When using websites such as Glassdoor, you can typically find information about salary, employee functions and duties, company reviews, details regarding the hiring process, and more.

## 7. THE PERSON INTERVIEWING YOU

Finally, you should find out who the interviewer will be. This will give you an advantage during the interview because you will have a better chance of connecting with them and sparking a meaningful conversation.

It might be a little difficult to find out who the interviewer will be, but you should be able to locate the person's name with a little investigation. First, try locating the person's name from correspondence you received regarding the interview. If you can't find any information, reply to the email politely requesting the name of the person who will interview you.

Once you acquire the interviewer's name, do some research on LinkedIn and Twitter. This will help you learn about the interviewer's background, position with the company, and even some common interests you both share.

*7 Things to Research Before Any Job Interview | August 29, 2014  
Glassdoor Blog, <http://www.glassdoor.com/blog>*



## KNOW KEY FACTS ABOUT THE COMPANY

It's a mistake to assume you know enough about the organization without doing any research. To be a stand-out candidate, learn some key facts about the company:

- Size of organization within industry
- Annual sales growth for past five years
- Complete product line or services
- Potential new products or services
- Type of training program
- Location of corporate headquarters
- Number of plants, stores, and outlets
- Recent developments via news stories
- Potential growth
- Geographical locations
- Organizational structure
- Promotional path
- Relocation policies
- History of organization

## IS IT REALLY NECESSARY?

This may seem like a lot of trouble to go through just to be prepared for the interview. Finding the right job is hard work and should be approached in such a manner as to stack the odds in your favor. You only get one chance to leave the right impression. Take the time to do your homework and research the organization—be the stand-out candidate who gets a job offer.

