Research the Industry & Company

- Read the organization’s recruiting literature/website.
- Talk with people employed by the organization or familiar with it, before the interview, if at all possible.
- Review professional organization websites to determine industry trends.

Relevant Research Questions:
- How is the industry being impacted by the global economy?
- What technology is integral to the industry?
- Determine industry terminology.
- Understand the industry’s code of ethics, regulations and rules.
- For nonprofits, government and NGOs, develop an understanding of how the organization is funded.
- Research the organization’s clients and revenue base.
- Know the organization’s competition within the industry.
  - What distinguishes the organization from its competition?
- What is the product or service related to this industry or organization?
  - What is the delivery method of this product or service?
  - How is this product or service produced?

Research the Position

- What requirements are associated with the position? Certification? GPA? Education?
- What are the key qualifications for the position?
- What are key words or buzz words in the position description?
- What assignments or projects are associated with the position?
- What soft skills are emphasized (e.g., communication, leadership, time management, etc.)?

Use Research to Inform Questions You Ask During an Interview

- Do not ask questions that could be easily answered through research via the web (e.g., company size, client base, etc.).
- Preface your questions with phrases like, “From my research, I noticed...” or “I understand that...”
- Prepare questions before going to the interview, but be spontaneous enough to ask other questions as they occur to you in the interview.
- What would be helpful for you to know about the position or the employer?

* Source: Mitchell, R. 9 Things You Need to Know about the Industry & Position before EVERY Interview.