

**Researching the Potential Employer**

Knowing about the company/organization as a whole can help you present yourself in a more informed and engaging way during the interview process.

If you have ever engaged in competitive sports, think about the research, the tapes, the background investigations you did on the opposing team, their players and the games they have played against competitors. No coach would ever allow their team to take the field without the knowledge of who they are going to encounter. This research prior to any interview is key to winning! It will also give you a much deeper sense of confidence and control, because you will know (a bit about) your audience. So, let’s get started!

1. When was the company founded?
2. What does the company do?
3. What are their primary lines of business?
4. What are their core products and/or services?
5. In what state/country are they headquartered?
6. What is their annual revenue?
7. Who is the CEO? Where did he/she/they work prior to this role? Where did they attend university? Can you find out one interesting thing about their background?

1. How many offices do they have? Where are these offices located?
2. News and/or recent events at the company - list two that were announced in the past year
3. Who are the company’s target audience(s)/consumers/clients?

1. What are the company values (usually found on the website under “Core Values” or “Mission” or “Business Principles” Sometimes you have to dig around the website to find this information. \*Note not all companies have value statements, if you can’t find one, maybe you can find a publicity statement on the key things the company cares about.
2. Who are their primary competitors (try using [Owler](https://www.owler.com/))
3. How is their product or service or mission different from their competitors?
4. Name and title(s) of person(s) who will be interviewing you? (If you do not have an interview yet, then list out the people you have been in contact with and their titles).