



14. QUESTIONS TO ASK EMPLOYERS

BE CURIOUS. BE INFORMED. BE PREPARED.

Asking thoughtful questions shows your interest, initiative and professionalism. It helps you understand the role, the team and the organisation – and decide if it’s the right fit for you. ❤️

IN THIS GUIDE

- ✔ Why asking questions is important
- ✔ Smart questions to ask
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QUESTIONS ABOUT THE ROLE

- ✔ Can you tell me more about the day-to-day responsibilities of this role?
- ✔ What are the main priorities for someone in this role in the first 3–6 months?
- ✔ How will my performance be measured?
- ✔ What are the biggest challenges someone in this role might face?



Shows you’re ready to hit the ground running and succeed.



QUESTIONS ABOUT THE TEAM

- ✔ Can you tell me about the team I would be working with?
- ✔ How would you describe the team’s working style and culture?
- ✔ How do you support team collaboration and communication?
- ✔ What do you enjoy most about working in this team?



Shows you value teamwork and want to work well with others.



QUESTIONS ABOUT THE ORGANISATION

- ✔ What are the organisation’s goals and priorities for the next 1–2 years?
- ✔ What do you enjoy most about working here?
- ✔ How would you describe the company culture?
- ✔ What makes someone successful in this organisation?



Shows you’re thinking beyond the role and about the bigger picture.



QUESTIONS ABOUT DEVELOPMENT

- ✔ What opportunities are there for learning and development?
- ✔ Is there a structured training or onboarding process?
- ✔ What does career progression look like in this organisation?
- ✔ How do you support people to grow in their roles?



Shows ambition and a desire to grow and contribute long term.



QUESTIONS TO AVOID

- ✘ Questions about salary, benefits or holiday entitlement (too early).
- ✘ Questions that can be answered by checking your research.
- ✘ Negative or critical questions about the organisation or previous employers.
- ✘ Questions that focus only on what’s in it for you.



Avoid questions that may raise doubts about your judgment.



KEY REMINDERS



DO YOUR RESEARCH

Understand the company, the role and the industry before the interview.



BE RELEVANT

Ask questions that are specific to the role, team or organisation.



LISTEN CAREFULLY

Listen to the answers – it shows respect and helps you build the conversation.



KEEP IT POSITIVE

Focus on opportunities, growth and how you can add value.



THANK THEM

At the end, thank the interviewer for their time and the conversation.



REMEMBER

Great questions lead to great conversations.
They help you find the right role – and show employers you mean business. ❤️