



2. RESEARCHING THE EMPLOYER

KNOWLEDGE GIVES YOU CONFIDENCE.
PREPARATION MAKES YOU STAND OUT.

Researching the employer helps you understand their values, culture, goals and challenges. It shows you're genuinely interested and helps you tailor your answers to impress. ❤️

IN THIS GUIDE

- ✓ Why researching the employer matters
- ✓ What to look for
- ✓ Where to find information
- ✓ How to use your research
- ✓ Tips to make a great impression



WHY IT MATTERS

- ✓ Shows the employer you've taken the time to prepare
- ✓ Helps you understand if the company is the right fit for you
- ✓ Enables you to tailor your answers and questions
- ✓ Helps you make a strong impression and stand out from other candidates



Employers value candidates who show real interest in their organisation.



WHAT TO LOOK FOR

- ✓ The company's mission, vision and values
- ✓ Recent news, achievements and awards
- ✓ Products or services they offer
- ✓ Their goals, challenges and future plans
- ✓ Company culture and work environment
- ✓ Key people, such as leaders or founders
- ✓ The role you're applying for and how you can add value



The more you know, the more confident and prepared you'll be.



WHERE TO FIND INFORMATION

- ✓ Company website (About Us, News, Careers, Blog)
- ✓ Recent news articles and press releases
- ✓ Company social media pages (LinkedIn, Facebook, Instagram, X)
- ✓ LinkedIn – company page and employee profiles
- ✓ Annual reports or investor documents
- ✓ Job adverts and descriptions
- ✓ Glassdoor and other review sites



HOW TO USE YOUR RESEARCH

- ✓ Reference your research in your answers and questions
- ✓ Show how your skills and experience align with their goals and values
- ✓ Ask thoughtful questions that show your interest
- ✓ Tailor your examples to reflect their industry and challenges



Make your research count by connecting it to you!



EXAMPLES OF HOW TO REFERENCE YOUR RESEARCH



"I was really impressed by your recent achievement in launching the new sustainability initiative..."



"I see that your company is expanding into new markets. I'd love to be part of that growth and contribute my skills in..."



"Your values around innovation and teamwork really resonate with me because..."



TIPS TO MAKE A GREAT IMPRESSION

- ✓ Be genuine – don't just repeat what's on the website
- ✓ Focus on key facts, not every detail
- ✓ Show enthusiasm for the company and the role
- ✓ Prepare examples of how you can help solve their challenges
- ✓ Use your research to ask smart, relevant questions



REMEMBER

Research shows respect. Preparation builds confidence.
Confidence makes the difference. ❤️