**Interview Preparation – Research and Differentiation**

* **Research the company** beforehand: mission, vision, values, and culture (found in job description or company website).
* Ensure the company aligns with **your personal values and goals**.
* Practice how you’ll **communicate alignment** between your values and the company’s during the interview.
* **Differentiate yourself** from other candidates:
  + Highlight unique skills, experiences, and work ethic.
  + Show how your goals align with the company’s.
* Understand the **employer’s perspective**:
  + Consider what needs they're trying to meet (e.g., productivity, compliance, growth).
  + Be ready to clearly explain how you can help meet those needs.
* If you lack direct experience, prepare to **address concerns**:
  + Emphasize quick learning, collaboration, communication, security mindset, and problem-solving.
* Prepare **smart questions** to ask the interviewer about the company’s achievements and future plans—this demonstrates genuine interest and preparation.