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How (and what) to research about an organization before an interview

🕐 March 31, 2013

We've all heard it – it is important to do your research about an organization before your interview. Employers state candidates' lack of research as one of their pet peeves. Research is important, not only because it makes decisions like how to answer "Why do you want to work with us?" simpler, but also because employers now consider it a necessity. We've made a helpful guide on how and what to research about an organization : —

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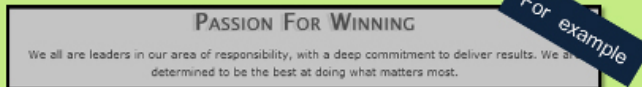Cracking the intern mantra – How to make the most of your internship program

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How (and what) to research about an organization before an interview

How to research
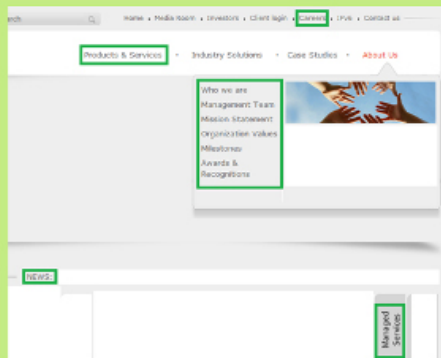
1. Go through the company website, especially these pages:
   - About us
   - Work with us

> **PASSION FOR WINNING**
> We all are leaders in our area of responsibility, with a deep commitment to deliver results. We are determined to be the best at doing what matters most.

For example

2. Check out the company's LinkedIn profile
3. Go through the company's Facebook page and Twitter account
4. Google the company
5. Talk to people in your network who have worked at the company

Google News — Use this

What to research

1. How old and how large the company is
2. Corporate values – its mission statement and vision
3. What they look for in employees
4. Its products and/or services
5. Its customers
6. Its competitors
7. Its goals

How NOT to use this information

> I did impeccable research and found out your competitors are way ahead of you – how do you plan to close this gap?

Oh no.

> Tell me about yourself.

> I am a leader in my area of responsibility with a deep commitment to deliver results. Blah.

After arming yourself with all this information, you need to prepare yourself for the interview. Read about the 5 most common internship interview questions and how to answer them.

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Mahalaxmi says:

[May 27, 2013 at 12:04 PM](#)

Really its useful

Thankyou,

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