

**How to effectively research an employer before an interview**

**Lesson objective: To be able to answer interview questions about the company/business/organisation I have applied to.**

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| **Not confident** | **Kind of confident** | **Very confident** |
| **I have no idea how to research an employer before an interview.** | **I can identify different sources of information so I can research an employer before an interview.** | **I know how to use my research into an employer to answer typical interview questions.** |

**Checklist for the lesson:**

* **I can research a business.**
* **I know what a mission statement and business values are.**
* **I can structure answers to questions about the business.**
* **I can create my own questions to ask about the business.**

**Things I would like more help with/questions I still have.**

**Things I have learnt in today’s lesson**

**What skills have you used in lesson today?**

**Researching a company – key questions (answer any you can)**

1. **When did the business start? Who started it? Who runs it now?**
2. **How many outlets/shops do they have?**
3. **What are their service/product? Who are their main customers – consumers or other businesses?**
4. **What is their mission statement/values?**
5. **Have they been in the news recently?**
6. **What information can you get from their social media page?**

**Possibly Question**

1. **What do you know about our business/company? (use as many as you want)**

***From researching online/visiting your shop/talking with current staff, I know that you opened in…… .***

***Your company’s main products are…… .***

***Your main competition are…… . But you stand out in your market because….***

***I was really impressed by your commitment to…..***

***From reading your mission statement, I know your aim is to….***

1. **Why would you like to work here? (use as many as you want)**

***I was really impressed by your commitment to…..***

***From reading your mission statement, it is clear you have a passion for…., this is also my passion.***

***This company has an excellent reputation in the area for wanting to be the best at……. . This is also something I want to achieve.***

***From reading your news stories on your Facebook page it is clear that you…… I also liked to be challenge and complete things to the highest of standards.***

***It is my ambition to become a …… in the future, I know your company will help me with this because….. .***

1. **What attracted you to this job (pick 2 or 3)**

***I was firstly attracted to this job because…***

***I was attracted to this job after reading your mission statement online and your commitment to treating your staff really well.***

***I was also attracted to this job by the reviews on…..***

***I have previous experience in…… , so this job would allow me to develop my skills in…..***

***I am passionate about……, I was attracted to this job as it will allow me to help others.***

***I have very strong ……. Skills, this job would allow me to use this skills to help others.***

1. **What did you think of our mission statement. (Pick 1 or 2).**

***From reading your mission statement, I was most impressed by…. . This impressed me because….***

***The thing which stood out the most for me from reading your mission statement was…… . This stood out to me because….***

***In your mission statement you mention …… , it is obvious that you stick to this because…..***

***I agreed with your mission statement more than your competitor’s because…***