

# Job Interview Research Guide

How to research any company before an interview



## Beginner Level

### Company History

Understand the origins, evolution, and major milestones

### Products

Basic knowledge of products or services

### Recent News

Stay updated with the latest news articles or press releases

### Company Culture & Values

Gaining a sense of the work environment

### Job Role

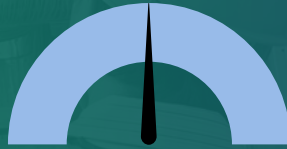
Understand the responsibilities & expectations of the position

### Interviewer Background

Understand their role, find potential common ground

### Resources

Company Website, Job Description, LinkedIn



## Intermediate Level

### Leadership Team

Research the backgrounds and roles of key executives

### Products

Sign up to use the product if possible

### Company Performance

Financial health, growth metrics, and market position

### Customers

Understand companies customers and their needs

### Industry Trends

Learn about broader trends and industry challenges

### Resources

ChatGPT, Company Website, Company Annual Report, Quarterly Earnings Releases, Google Search, YouTube



## Advanced Level

### Competitors

Analyse competitive landscape and differentiation strategies

### Investors/Funding

Investigate funding history and investor profiles

### Employee Testimonials

Seek insights from current or former employees

### Customer Feedback

Understand product strengths & weaknesses

### Company Strategy & Goals

Research long - term strategies and future plans

### Innovation & Future Plans

Look into recent innovations or announced projects

### Resources

ChatGPT, Crunchbase, G2, Glassdoor, Company Annual Report, Current/Formers Employees