

## Checklist for Company Research

- Company's Mission and Vision:** The company's mission and vision are typically stated on the "About Us" page of the company's official website. You can also look at the company's LinkedIn page or annual reports (if they're publicly available) for additional insights.
- Company's Products or Services:** You can learn about the company's products or services by exploring the products or services section of the company's website. Additionally, product reviews and articles on industry-related websites can provide useful insights.
- Company Culture:** The company's social media profiles (such as LinkedIn, Facebook, Instagram, and Twitter) often provide a glimpse into the company culture. Websites like Glassdoor can offer employee reviews that provide insight into the company's work environment.
- Leadership Team:** The company website often lists key personnel with their biographies, usually under the "About Us" or "Our Team" section. You can also use LinkedIn to view their professional backgrounds and contributions.
- Recent News and Achievements:** Recent news and achievements can often be found on the company's website, under sections like "News," "Blog," or "Press." You can also Google the company's name and click on the 'News' tab for the latest news articles about the company.
- Industry Trends and Challenges:** Industry-related websites, news outlets, and forums can provide current trends and challenges in the industry. Trade journals, reports from consulting firms, and market research websites like IBISWorld and Statista can also be valuable resources.
- Job Description and Requirements:** Thoroughly read the job description on the job posting. It will list the key responsibilities and qualifications required for the job. You can use this to align your skills and experience with what the company is seeking.
- Interviewer's Background:** If you know the name of your interviewer, you can look them up on LinkedIn to understand their role in the company and their professional journey. This can give you potential conversation topics and can help you tailor your responses in a way that might resonate with them.