

Interview Intelligence

6 Questions About the Organization

What or who is it?
People, culture, brand, history,
and the interviewer too



What does it do?
Core business, value proposition



Who does it do it with?
Customers, supply chain, competitors



How well does it do it?
Competitive, financial, and strategic outlook



What's happening to it?
Strengths, weaknesses, opportunities,
and threats. Also PESTLE, Porter's 5, etc.



What's your role?
How this job relates to the first five questions



3 Steps To Find Answers

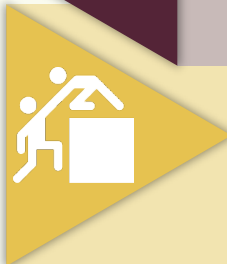
Do the obvious
Explore their website, Google them,
and check social media.



Go beyond the obvious
Search the deep web. Save time and learn more
with specialized databases for news and business
research. Check with your library.



Talk to people
Use your network to learn from people
in the organization and industry.



1 Reminder For Perspective

You don't need all the answers
Just dig deep enough to uncover the really
interesting questions. It's not about showing off.
It's about having an intelligent conversation.

