



## Questions You Need to NAIL!

We are now at our 5<sup>th</sup> question that you need to be able to nail in an interview. Prior to last week, readers had submitted 3 more questions and last week I received two more great ones. They are “What are your 5 year goals?” and “What’s the toughest challenge you’ve ever faced?” Having worked with so many clients in the last year who have been out of work longer than any other point in their careers and having been there myself, I know how difficult this is so we will for sure answer this in week #10. If you have missed any of the weekly emails, they can be found in the resources tab of my website. Be sure to print them or save them for future use.

### What do You Know About Our Company?

This question can also be asked in another form such as “Why do you want to work for our company?” This question is asked to determine if you’ve done your research of the company. The interviewer wants to know that you are truly interested in the job and *company* because finding the right “fit” is very important in today’s economy with the cost of recruitment, training and productivity being so high.

Start your research on the company website, ensure their values and goals are similar to your own. Sometimes if you are out of work, you may think any job will do but if you are not prepared, you won’t succeed in this process. If you are employed and looking for a change, you want to ensure you are getting into something that fits your values and beliefs. In all cases, your chances of success are far greater if you would enjoy working for the company because your goals are “compatible”. Researching annual reports, trade journals, papers etc. could uncover significant information. Internally, speak to employees or suppliers. Use your internet contacts through LinkedIn etc. If you are able to uncover the reason for the job vacancy and it leverages your strengths, be sure to use it in a discussion (as discussed in newsletter #2 – Your Strengths).

Completing this homework will help you leverage your strengths and skills. Since this question is generally asked at the beginning of the interview, keep the interviewer interested in you by providing great insight.

Next week, we’ll move into the extra questions that you submitted with the first one being “Tell us about a time when you had to make an unpopular decision. What as the outcome?”

Take care,

*Lotte*