

INTERVIEW RESEARCH CHECKLIST

Use this list to ensure that you are fully prepared for an interview with a decision-maker. This information will not only be valuable for qualifying a potential employer, but more importantly, it will give you enough knowledge about the industry, company and hiring manager to develop thoughtful and insightful questions to appear knowledgeable and prepared during the interview.

INDUSTRY	✓
Industry name:	
Future: growing/stagnant/declining	
Major players	
Major challenges (technology, foreign competition, gov't regulation, environment, etc.)	
Major opportunities (technological development, mergers, cultural, etc.)	
COMPANY/INSTITUTION	
Company/Institution name	
Products and/or services	
Sales \$ (growing, stagnant, declining)	
Revenue \$ (growing, stagnant, declining)	
Profitability (growing, stagnant, declining)	
Number of employees	
Type: corporation/private/government	
Headquarters location	
Ranking within the industry	
Source of competitive advantage(s)	
Major competitors	
Company/institution history	
Culture & Values	
Major challenges (technology, foreign competition, gov't regulation, environment, etc.)	
Major opportunities (technological development, mergers, cultural, etc.)	
HIRING MANAGER	✓
Name and Title	
Background	
Tenure with company/institution ✓	
Reports to: (name & title)	
Hobbies/interests	
College/university	
Things in common (people, former employers, schools, interests, etc.)	
Management style	
Communication style	
What keeps him/her awake at night	
Key soft skills appreciated in subordinates	

