

# Interview Preparation /

## Research the company

Whilst your SF Group consultant can give you information on the company, the role and the interview format to help you prepare, you'd be wise to do as much of your own research as possible. Company websites are a major source of information and can provide you with corporate history, press releases, downloadable reports and reviews. You can also visit the archive files of newspaper websites or google etc.

Make sure you have the time, date and interview location well ahead of time and plan your journey – factor in extra travel time to allow for potential delays.

Some of the following points may seem like common sense, but either stress or complacency can push them out of a candidate's consciousness:

## Make sure you know about:

- Brief company history - mergers, takeovers, growth etc.
- Products and services
- Company size, both in terms of employees and financial measures (turnover etc.)
- Any recent press reporting or speculation (eg new product launches, joint ventures, initiatives, new advertising)
- Something about the company culture
- Their main competitors

## Try to predict the questions you may be asked:

If you have researched the company in sufficient depth, you should be able to answer most of the questions in this area. Any other questions are likely to be about you so you should revisit your CV at this point and think about the achievements you have detailed. It's likely that the interviewer will probe deeper into these achievements so make sure you have additional information about these at the ready.

## Also, be prepared to answer questions on:

- gaps in your CV
- why you've made those particular career moves
- what you would have done better with hindsight
- motivations
- your long term career plan
- problem solving

It's often a good idea to write all your thoughts and examples down on paper, this will help you clarify any grey areas and give you more confidence in preparing for the interview.