

PROFESSIONAL RESUME
P L U S

INTERVIEW PREPARATION CHECKLIST

1. Study the Company Website –It is very effective if you can “internalize” some of their web content and refer to it during your interview. This includes the names and backgrounds of the executive level management, products, philosophies, competition, etc. You simply CAN’T “know too much”.
2. Google – Good to get “both sides of the story” – i.e. any business coverage of their successes, product releases, events – and also if there has been coverage of any particular challenges, scandals, etc.
3. Twitter – Type the company name into Twitter and see what comes up. It should be a blend of their feed – positive, public relations, product releases, etc. – as well as some coverage in the media, and in some cases their detractors. You need to use your judgment here – and not waste a lot of time with what appears to be snarky “unsourced” criticism, but this is another great and time effective part of interview prep.
4. Company Linked in and Facebook Pages – Same as above. Type in the company name into Facebook. In LinkedIn go to “Advanced Search”, and “Companies”. At the top of the screen in the rectangular box type in the company name. You will get their LinkedIn Page. You can look back over the past couple of weeks or months to see what activity they have – what info they are releasing. Likely will overlap with these other Social Media (Twitter, Facebook). The strategic insertion of this information into an interview will position you in a very positive light.
5. Annual Reports or Other Company Brochures – I have a client who sells for Microsoft. Before any big presentation – a month in advance, he studies the Annual Reports going back three years. He pulls out of that some key talking points – and has found that in almost every case when he presents he is telling some of the people in the room ideas and info about their own company they don’t know about.
6. Study the Interviewer – If you can get the name and title of the person you will be meeting with, type in their name into Advanced People Search on LinkedIn and study their profile. If you can find either a common connection, or something in their background to discuss, that will help break the ice.
7. Study Company Execs/Management/Staff – Go to LinkedIn Advanced Search. Type in a geographic constraint (zip code plus 50 miles), then type in the company name. If there is a small number of current employees who come up – study all their profiles. Learn what you can about the company culture, trends, etc. If it is a larger company, you will want to further refine this by typing in additional content into “Position” (try, respectively, “Human Resources”, “Recruiter”, the title of the person you would most likely report to, or, in the “Keywords” section the department or function you would most likely work in). Same thing. Study and learn. Any of this info you can work into your interview could be helpful.
8. Out Loud Preparation – The essence of getting yourself “in state”. Good core subjects:

- a. Elevator Speech – “Tell me about yourself”
- b. Why are you interested in this position?
- c. Why do you believe you are qualified for this position?
- d. Do you have any questions?
 - i. Prepare a list. Four or five good ones is great – with two “top choices”.
- e. Must Airs – As described in the audios and PowerPoint.
- f. Closing the Interview