

New Breaks, New Horizons

Researching the Role

Introduction

- ▶ Why research?
- ▶ What to research
- ▶ How to find information



Why Research?

- ▶ To ensure the role is right for you
- ▶ To tailor your CV and cover letter
- ▶ To sound knowledgeable at interview



What to Research

- ▶ The Role
 - Skills
 - Responsibility
 - Team
- ▶ The Organisation
 - Culture
 - Vision, mission and business priorities
- ▶ The Sector
 - Challenges and opportunities
 - Forthcoming changes impacting on organisation

How to Find Information

- ▶ Website
- ▶ Google and other search engines
- ▶ LinkedIn
- ▶ Network
 - Employees
 - Suppliers
 - Customers



Next Steps

- ▶ Research as much as you can about:
 - The role
 - The organisation
 - The sector