

## Business Skills 360 – Tips for your First Job Interview (Part 3: Research)

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### Discussion Questions

1. When you do research, where do you usually look for information?
2. Why do you think it might be important to know something about the company where you will have an interview?
3. What are some recent important trends in the industry in which you want to work?

### Vocab

**to arm yourself** – to prepare yourself for a specific purpose; “Before the debate, Jonathan armed himself with many relevant facts and statistics.”

**attributes** – a quality or feature of a person or thing; “Speed and strength are important attributes for anyone wishing to become a professional football player.”

**pertinent (collocation: pertinent question)** – relating to or appropriate for the matter at hand; often used before the word “question;” “At the press conference, the senator was willing to answer only pertinent questions about the proposed law.”

**to figure out** – to find the solution to or to understand; “From the confusing email, Garnet couldn’t figure out exactly what the customer wanted.”

**to read between the lines** – to understand something that is not said directly; “When Wendy said that she was tired, Blaine read between the lines and understood she didn’t really want to go out with him.”

**potential** – possible or prospective; “The sales manager took the prospective customer out for lunch to try to strike a deal.”

**head to** – go to; “Martin usually gets up early and heads to work around 7:00 in order to beat the traffic.”

**to browse** – to look through or over casually; “I spent my lunch hour browsing through the electronics store, but I didn’t buy anything.”

**the greater scheme of things** – the larger context; “I like money and what it can buy, but in the greater scheme of things happiness is much more important.”

**done your homework** – prepared and researched well; “Vince had really done his homework before the sales pitch and knew exactly what the customers wanted to hear.”

**broader context** – the larger situation or environment; “The historian tried to understand how the border dispute fit into the broader context of relations between the two countries.”

**shine through** – become clear or evident; “Mozart’s extraordinary musical ability shone through at a very early age.”

**Review**

1. Where does Tim suggest looking first for information about the job?
  - A. The company’s website
  - B. The job ad or posting
  - C. Current company employees
  - D. Industry publications
  
2. What will knowledge about the position help you to do?
  - A. Change the company’s organizational structure
  - B. Develop specific skills before the interview
  - C. See how the company fits into the market
  - D. Decide which of your skills and experiences to talk about
  
3. Which of the following is something Tim suggests finding out about the company?
  - A. The corporate culture
  - B. Products and services
  - C. Compensation philosophy
  - D. Current challenges
  - E. Overall employee satisfaction
  - F. Company leaders
  - G. Marketing strategy
  - H. Company history
  
4. According to Tim Simmons, if you do good research before the interview you will arrive feeling more \_\_\_\_\_ and, therefore, more \_\_\_\_\_.
  - A. knowledgeable... relevant
  - B. organized... attractive
  - C. prepared... confident
  - D. responsive... lucky
  
5. Which of the following is something that Tim says you *don’t* have to do?
  - A. relate everything you learned to the interviewer
  - B. talk about your skills and experience
  - C. ask questions
  - D. read extensively about the industry

6. Indicate which area of research each topic relates to:

	The position	The company	The industry
Potential solutions to challenges			
Trends and growth areas			
Degree of authority			