

Proving you've done your research

Successful candidates are the ones who research the job and the company. They are able to walk into an interview confident they have exactly what the company is looking for.

- 8 a ▶ 4.12 During her interview with Futerra, Silvia Carnali is asked what she knows about the company, and why she wants to work there. Listen to the extract from the interview and answer the following questions.

- 1 What did Silvia do before applying for the position at Futerra?
- 2 What attracted Silvia to Futerra?
- 3 What experience will Silvia be able to use in the job?
- 4 What did Silvia like about Futerra's website?
- 5 Would Silvia prefer to work for a large or small organisation?

- b ▶ 4.12 Complete the following extracts from Silvia's interview using the phrases in the box. Listen again and check your answers.

attracted me to dynamic place to work from everything I've learnt
It's clear from look at your website research into the market
well-established reputation

- 1 Well, before applying for this position I did some research into the market and Futerra came out on top.
- 2 I had a _____ and could see that you work with a variety of people ...
- 3 Well, it's really something that _____ Futerra.
- 4 The Junior Consultant post combines these two areas at a company with a _____.
- 5 You came across online as an exciting, _____.
- 6 _____ your website that Futerra is a quite a small company ...
- 7 I definitely feel, _____ about Futerra, that this is the type of organisation I'd like to work for.

- c ▶ 4.13 Listen to the interviewers, Matt and Dan, discussing Silvia's performance in the interview. Do you agree with their comments?

- d When demonstrating that you've researched the company, you should mention positive things that attracted you to the company. Find examples of positive expressions in audioscript 4.12 on page 90. Can you think of any more examples of positive language of your own?

- e Cross out the word in bold that cannot be used to complete each of the following sentences.

- 1 I had a look at your website. It's really **impressive/innovative/challenging/eye-catching**.
- 2 I wanted to work with this company because you have a really **strong/enjoyable/outstanding/excellent** reputation.
- 3 The work you do seems to be very **fulfilling/worthwhile/satisfying/first-class**.
- 4 I was impressed by your **fulfilling/innovative/first-class/best-selling** products.
- 5 I think working for you would be very **enjoyable/challenging/fantastic/fulfilling**.

- f Think of a company you would like to work for. Plan your answers to the following questions. In pairs, role play the interview. Student A, you are the interviewer. Student B, you are the candidate. Swap roles and practise again.

- What do you know about _____? And why would you like to work here?
- Can tell us why this impressed you?
- Can you tell us a bit more about what attracted you to the position of _____?
- You mentioned that you looked at our website. What did you think of it?
- Wouldn't you prefer to work for a _____ organisation?