Conduct pre-interview research

Previously, we discussed how to create a resume and what to expect during an interview.
In this video, we're going to cover a few more things that you need to do to prepare for the interview and that could help set you apart as an excellent candidate for the position.
Before the interview, it's important to do some research about the organization you're interviewing with.
Interviewers want to know that you're a good match for their team and that you value the things that are important to the company.
It's just as important for you to decide if the company matches your values.
So make sure you know the organization's mission and vision.
Understand their core values and company culture.
This information is usually easy to find either in the job description or on the "About" page of the organization's website.
Think about why these values and the company culture are also important to you.
Then, practice how you will communicate this to potential employers.
Remember that you will not be the only applicant for the position.
Consider what sets you apart from other candidates and be prepared to emphasize those qualities during the interview.
What about your skills, experience, or work ethic make you the best match for this position?
How do your goals align to the goals of the organization?
You want the employer to remember you after they've interviewed several candidates.
So highlight things that make you the best candidate for the role.
You also want to think about the employer's perspective.
The organization has needs that must be met by filling the position.
They may have productivity or compliance goals.
Or the team might be growing because the company is expanding.
Take some time to think about what the interviewer is seeking in a candidate.
Then prepare yourself to state directly how you can meet the employer's needs.
The interviewer may have reservations about hiring you because of your lack of experience as a security analyst.
If this comes up in the interview, be prepared to address any possible concerns by speaking about your strong work ethic.
This could include an ability to learn quickly based on feedback, or to collaborate and communicate with others.
Also, you could discuss having a security mindset, or problem solving skills that you've developed from personal life, work, or educational experiences.
Learning about the organization's culture and mission and preparing to demonstrate how you can add value to the team are essential.
It's also a good idea to write down questions that you can ask the interviewer about the organization's past accomplishments and future goals.
This shows potential employers that you've done your research and care about the organization's success.

Coming up, we'll discuss how to build rapport with interviewers.

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