



The Three Why's

In business school, preparing for a class or exam usually means reading the textbook (or case), reviewing your notes, researching online, and perhaps having a discussion with your learning team about the content. Preparing for your job search requires more work – it requires performing due diligence on your target industry.

Due diligence means getting to the bottom of what makes an industry function: What is the current state of the industry? What issues/trends – economic, geographic, political, and technological – are impacting the industry? Is it growing (or shrinking)? The due diligence process should not end until you receive your offer. Even when you're doing initial informational interviewing, you should be using those interactions as an opportunity to conduct due diligence for future interactions.

At the same time, you need to look inward and develop answers to the following questions:

Why do I want to work in _____ <insert industry here>? (Note: think about internal motivators and external factors and your unique interests and aptitudes and how they apply to a career in this industry.)

Why do I want to work for _____ <insert company here>? (Note: every firm is different, even if they operate in the same space – so you need to figure out what makes each one unique.)

Why should this firm hire me? (Come up with the three key reasons why you are the right candidate. Hint: Think of qualities that will differentiate you in today's job market.)

Adapted from: 5 Tips For Successful Recruiting, Evisors Blog Written by: Darren Lafreniere