

JOB RESEARCH

An essential step in career planning

Many job seekers start with the application—skipping key steps. A sustainable job search begins with a clear self-assessment: What kind of work and environment suit me? This leads to a set of requirements for a future role and employer. Only then does the actual job search begin. Especially for career changers, one crucial step must follow: job research.

Explore before you apply

Job research means talking to people who already work in the role you're targeting. This gives you a realistic picture of the job and helps you assess whether it truly fits. Instead of clarifying these questions during the interview, you explore them in advance. This reduces uncertainty and strengthens your case when applying. Particularly for cross-functional career moves, job research turns vague ideas into concrete goals—and brings structure to your career journey.