

JOB RESEARCH

Anyone who applies for a job without truly understanding it risks a poor decision – on both sides.

Many job seekers start straight away with applications, skipping essential steps in the process. A sustainable job search begins with a personal and professional assessment: What do I want to do professionally, and in what kind of environment? From this, a clear set of requirements for both the role and the employer can be defined. Particularly in cases of career change or industry transition, there is a crucial intermediate step: job research.

Job research means speaking to people who are already doing the job you are interested in – and gaining a realistic understanding of it. Does the role truly fit? Does the environment suit you? Instead of clarifying these questions only during the interview, the fit is assessed in advance. This reduces uncertainty – and strengthens your positioning in the interview.

Job research turns a vague idea into a well-founded goal – and brings structure to career planning.

Articles on job research (all articles)

- Finding a new job through mystery shopping
- Help – my job market is shrinking!