



# SAIGE PARTNERS



## REASON #2 WHY YOU DIDN'T GET THE JOB

### UNASSUMING REASONS, YOU DID NOT GET THE JOB

by Breanna Leuze

Do you remember in the 1990, movie hit, "Home Alone", The 'Wet Bandits' skillfully, artfully crafted a plan to rob an entire row of million dollar homes on Lincoln Avenue in Winnetka, Illinois. The homeowners never saw it coming. The Wet Bandits were so good, they posed as Plumbers and Chicago Police Officers carefully, painstakingly, going over every single detail of the homes and met with the homeowners to ensure they had adequate security during the holidays? The Wet Bandits planned down to the minute the Christmas lights went on in each home. They were skillful, they planned, they researched. They found their 'Silver Tuna' that was all of their dreams come true with stereo's, tv's, jewelry, the works. It was to be their biggest pay off yet.

Yet their plans were thwarted by an unassuming 9-year-old. Kevin McCallister, too, researched, planned, drew up blueprints and perfectly executed a plan to protect his family's home while his family was off to France without Kevin rendering him, home alone. He was precise as an eagle hunting a mouse in the middle of a snowy field just after a blizzard. He was accurate down to the last single detail. From skillfully placing mannequins in the window appearing to dance to Rockin Around the Christmas Tree, a Michael Jordan cardboard figure on a train track floating around on a loop, to freezing the steps down to the basement and a charcoal starter on a doorknob.



## YOUR FAILURE TO PLAN AND RESEARCH MAY BE THE REASON YOU DO NOT GET THE JOB

They both had plans, they both researched, Kevin, executed better. You never know who is going to be your competition in the final interview.

Did you know one of the top reasons you may not have received the job offer was because you failed to research, plan and or know anything about the organization? Your competition may have. Are you going to be the Wet Bandit ending up in jail and homeless, or are you going to be the Kevin McCallister saving you and family from complete and utter disaster?

When researching for your interview it is absolutely critical and imperative that you research, as much as possible about the position, the employer, the job market for your position, the market of your potential employer and their competition.

You can start by researching the company website and going to the “About Us” section of your employer website. Look up their mission, biographies of the executive and leadership teams. You can then review any publications the organization has either on their website, Google, Forbes etc... Read a few articles, if nothing else you will learn something.

Another great source to read about your potential new position is consulting Glassdoor.com and look at similar positions in the same market, or nationwide. You may also consult BLS.gov and go to the Occupational Handbook, and research your specific position, and or specialty and look at what the job outlook is. You can refer back to this information during your job interview.

Did you know that there are economic planning councils in most larger metropolitan areas? This is a great way to see what is coming to your area and or regional area within the coming years.

You can often find what companies are moving into the area or, what projects the council is working on that may bring competition to your competitor.

If you were to Google Johnson and Johnson competitors, you would find that Merck, Novartis, and Pfizer are all top producing companies, but also the competitor of Johnson and Johnson.

Comparing what your potential new company is doing amongst their top competitors will give you a general idea of what their strengths, weaknesses, and opportunities are. Again, this is all fruitful information to use as speaking points in your interview.

If one is able to demonstrate their knowledge of the position, industry, and competitors, it shows that you as the person interviewing, are resourceful, knowledgeable, and have taken the time to prepare. All of these things are key characteristics in hiring an ideal candidate.

Before you start running around your dining room table like Kevin McCallister waving your hands around screaming, “I am free, wooooooo” and doing a celebratory dance giving a notice to your employer and telling them to take the job and shove it, because you made it to the last round of interviews, you better do your research. Your failure to plan and research may be the reason you do not get the job, because you were beat out by an unassuming candidate who got your ‘Silver Tuna’, and you are asked by the count of ten to get your no-good keister off of the employer’s property.

