**Questions to ask a Potential Employer**

1. What do you think the company’s key strengths are?
2. Where do you think its challenges and opportunities are?
3. Who is your biggest competitor? What strength do you think they have that you do not?
4. What is the company’s greatest asset?
5. How do you protect/ foster that asset?
6. What do you see as the company’s priorities in the next 12 months?
7. Where will this company be in 5 years? What are its aspirations?
8. Can you tell me about the industry/sector? (e.g. the challenges, trends, maturity, strengths)
9. How would you describe the culture/environment here?
10. If I asked the front line staff their opinion of the culture/environment, what do you think they would say?
11. Have you done a staff survey in the last year? If yes, can you share the results with me? If no, how do employees provide feedback to you?
12. How would you rate the level of communication in the company? How do you communicate with staff? How often?
13. Is there room in this role for further growth and development?
14. Does the company encourage internal advancement? How do you do that? How successful have you been?
15. Will I be sufficiently challenged in this role? What aspects of it do you think will be challenging and build my skills?
16. How will you evaluate my success?
17. Do you have a performance management process? Please describe it to me. Will I be able to provide feedback about my boss (i.e. a 360)
18. Are there any current company risks that I should be aware of? (e.g merger, financial issues, etc.)
19. How do you support training and development? Is there an opportunity to have education paid for by you?
20. Do you have a mentorship program? If yes, please describe it to me. If no, will I be able to find informal mentors in the company?
21. Can you tell me what happened to the person who was last in this position?