

Question guide to Career site

Ask yourself the right questions in order to present your company in the best possible way

It might be challenging to explain what makes your workplace attractive to candidates. That is why we have made a question guide to help you cover all the things that the best candidates are looking for in a job.

Introduction to the question guide:

1. Review the list of questions and remove those not relevant for you and your business.
2. Answer the questions that are left. It might help sitting together a few colleagues while answering them, or sending them around the office.
3. Delete all the questions with a negative answer, if for example you did not throw a summer party last year, delete it. No massage agreement? Delete that too.
4. Look at the remaining answers, while considering what is the most important? Which one should be in your introduction? Which one can be used as an advantage? Do you have any special stories that should be told by a colleague? If for example you put great emphasis on introducing new employees to your company, you could let your latest hired employee tell about the process on your career site.
5. Remember, this is only for your inspiration. You do not need to point out every good story, but choose the ones that are a defining characteristic of your company.

Company history:

- Was your company established by someone worth mentioning i.e. a truly committed person, who created a good company culture?
- For how many years have your company existed?
- Did any leading employee or CEO start working in your company while they were young and then worked their way up to their current position?

The company organisation:

- How is the company growth?
- Is your company profitable?
- Did you hire many new employees lately?
- Is the salary above average?
- Is your company part of a corporate group?
- Is your company quoted on the stock exchange?

Company reputation:

- Have you won any awards? For example, best workplace, talented trainee, fastest economic growth, etc.?
- Are you listed on Trustpilot/TripAdvisor?
- Are you a Gazelle company?
- Do you have a 'Great Place to Work' certificate?

Location:

- Is your company located close to public transport?
- Is your location well in relation to the motorway?
- Do you have good parking conditions?
- Do you have a particularly great view from the offices?
- Is your business located at multiple places?

Political/ethical:

- Do you have a good trade union representative?
- Is there a collective agreement with the national trade union?
- Do you accept both sexes, all races and religions in your company?
- How is the staff's age composition in your company?

Facilities:

- Is it possible to take a shower, if for instance riding the bike to work?
- How are your fitness facilities – if any?
- Do you have any other facilities worth mentioning as e.g. football table, ping-pong etc.?

Introduction to new colleagues (onboarding):

- Do you pay special attention to new colleagues by giving them a good introduction to the work?
- Who is the newest employee? (a good person to ask about introduction)
- Who has been there the longest? (also a good one to ask)
- Do new colleagues get a mentor/buddy?

Social activities:

- Do you have any special traditions besides summer party and Christmas staff party?
- What was special about last year's Christmas party?
- What was special at last year's summer party?
- Have you been travelling together either for business purposes or pleasure?
- Do you eat lunch together at the office on a daily basis?
- Do you have a special Friday afternoon staff get-together?
- Do you celebrate birthdays?

Internal communication/information:

- Are employees regularly informed about new initiatives, the economy within the company etc.?
- Do you throw morning meeting, department meeting or the like, while serving e.g. breakfast?
- Is your corporate intranet active and informative?

Working environment:

- How is your office decorated?
- If driving is part of the work, which cars are offered?
- Do you have new computers, drilling machines or other new or special equipment worth mentioning to new colleagues?
- Do you have a massage agreement at work?
- Do you provide ergonomic equipment for your employees?
- Do you have a low sickness absence level, indicating happy employees?
- Have many of the employees been working for your company for many years?
- How is the division between the departments?
- Is there a positive or negative communication at the workplace, and in which way?
- Do you practise a flat organizational structure?
- Is there equality between employees and CEOs?

Career prospects:

- How are the opportunities for making a career in your company?
- Do you offer your employees to take supplementary education, training or seminars to improve their qualifications?
- Is it possible to get a foreign assignment?
- Is there any possibility of professional sparring, in e.g. networking groups?

Staff benefits:

- Are the employees allowed to use e.g. the kitchen or office during off-duty hours?
- Do you offer your employees to use the company premises to throw a private party?
- Do you offer the employees fruit during the day?
- How are your canteen facilities?
- Is it possible to buy dinner to take home after work?
- Do you offer the employees more than average vacation?
- Does the company give you Christmas presents?
- Are you allowed to use frequent flyer points on personal trips?
- Do you offer a good pension scheme?
- Do you offer a good health insurance?
- Do you get a discount on your own products/services?
- Do you have a membership to a wholesale society e.g. Log Buy or other services?

Flexibility:

- Can you bring your dog or kids to work?
- Is it possible to work from home?
- Is working hours flexible?
- Can the employees decide their working hours themselves?
- Is it possible to work from home in case of a sick child?
- Is it possible to leave the office early one day, and then work from home during the evening instead?