



# RESEARCH ON COMPETITOR'S EMPLOYEES

## FIND OUT:



How often are your competitors hiring? In which departments and regions?



What types of skills and qualifications are competitors searching the most?



What do candidates share about their recruiting process?



What do employees say about their work environment and motivation?



Who are the biggest talents in your competitor and why they work for the company?

# USEFUL TECHNIQUES AND WAYS TO RESEARCH COMPETITOR'S EMPLOYEES



## Read employee reviews

Check review sites like Glassdoor to see what current and ex-employees are saying about the competitor.



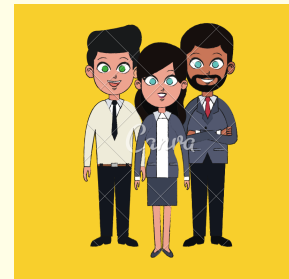
## Research LinkedIn

Check in details the profiles of the employees – their qualifications, previous jobs, positions, skills, certificates, etc.



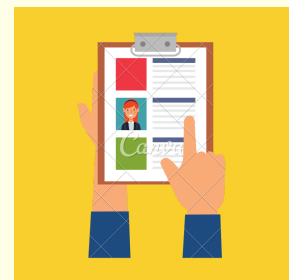
## Check Who's on Quora

Find the answers of your competitor's staff and pay attention to their writing style, profile, company presentation, etc.



## Check the team page on the competitor's website

It shows detailed info about the team and the employee retention rates



## Monitor hiring pages, job ads, and the key job boards

Knowing the open job position can provide insight into where are the competitor's efforts on future growth.