



How to Discover a Company's Culture

When considering a position at a new company, reading the job description is just the beginning. The truth is that a company's culture often determines whether you'll be happy and successful in a new role. But how do you uncover what a company's culture is truly like before you accept an offer? The following strategies will help you get a clear picture.

1. Do Your Research

- Check sites like Glassdoor, Blind, and Comparably for reviews and themes.
- Look at the company's social media and press releases - do they highlight community involvement, team growth, or recognition of employees?

2. Ask Specific Questions about a Company's Culture

- "How does your team handle mistakes?"
- "How often is feedback shared?"
- "What is the culture around PTO? Do people typically unplug or stay available?"

These questions go beyond generic answers about "collaboration" or a "fast-paced environment," giving you more meaningful insights.

3. Pay Attention to Interview Dynamics

- Are interviewers engaged and respectful of your time?
- Are they direct and transparent with their answers, or do they avoid certain topics?
- Did they give you a chance to meet potential teammates?

4. Network with Current or Former Employees

- A quick LinkedIn message or coffee chat can give you candid insights.
- Ask specific questions like: "What do you enjoy most about working there?" or "What would you change if you could?"

5. Notice the Small Details

- Sometimes the little things such as tone of emails or calls, clarity of communication, and how quickly they follow up, reveal a lot about how a company operates day to day.



Takeaway: A strong culture should feel consistent across what you read, hear, and experience. Don't hesitate to dig deeper - the right fit goes beyond the job title and paycheck.