



A. Common Mistake (よくある間違い)

Read the article below and see if you can improve it.

下の文章を読んで、改善できる点はないか探してみましょう。

Company: Okay. So you showed me your understanding of the job. Now talk a little about your understanding of this company and the industry.

Keiko: Yes, well...I think you are trying to enter new markets. If so, I know I can help. I have a lot of knowledge in that area.

Company: Yes, but it takes more than knowledge. What do you know about our competitors?

Keiko: I know all the competitors! Let's see...AtTech is one. GreenBelt is another, and um, The Shield Corporation. These are all established companies. I know yours isn't. Oh, I didn't mean that. I mean these companies are not growing as quickly as your company is.

Company: Okay. So, can you tell me anything negative you've heard about our company?

Keiko: Well, you're a pretty strict company. I think it's hard to get a job here!

B. Today's point (今日のポイント)

Check those points with your tutor.

講師と一緒に、以下のポイントを確認しましょう。

If you are asked to explain what you know about the company, you should only talk about the positive aspects, such as its growth in the market share, its innovativeness, and its cutting edge technology.

When comparing the company with its competitors, you should be prepared to discuss the advantages and disadvantages of the company.

If you are asked to share something negative you've heard about the company, a 'safe' answer would be to mention how hard it is to get a job at the firm.

C. Natural Conversation (会話練習)

Read the following sentences with your tutor keeping today's points in mind.

Today's pointに注意しながら、以下の文章を読みましょう。

Company: Okay Keiko, you've certainly proven you understand this position quite well. Now can you tell me what you know about us and our industry, and how you see your role in all of this?

Keiko: I'd be glad to. There are numerous unexplored markets, and I know you are trying to make inroads into these markets. I would be an enthusiastic pioneer for the company, excited to be a member of your team, helping to develop the new markets by utilizing my skills.

Company: So you seem to have a solid understanding of the market. But what do you know about our competitors?

Keiko: The major competitors are AtTech, GreenBelt, and The Shield Corporation. While these are established companies with a longer operating history—and they also enjoy greater name recognition—your company is currently experiencing tremendous growth. I'd love to be a part of that.

Company: I'm glad to hear that. You seem to have a lot of good things to say about us. Have you heard anything negative about our firm in the press?

Keiko: Yes. To be honest, I heard your company has a reputation for being very hard to get into...but that just means you have high standards.

D. Practice (練習問題)

Answer the questions.

以下の問いに答えましょう。

1. Most professionals know what questions to expect at job interviews, so how do you prepare to give yourself an advantage over other job candidates?
2. Why do you think it is important to talk about your knowledge of the company's competitors?
3. Have ever you researched the industry and market before the interview?

E. Exercise (演習)

Do a rollplay with your tutor on the topic below using what you learned today.

今日学んだことを活かして、以下のトピックについて講師とロールプレイングしてみましょう。

In pairs, act out an interview scene where the job seeker must say something negative about the company. Then switch roles.