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Hey there!

navigating a hybrid world, but you are probably

Commercial awareness is about understanding political, economic and current affairs and how they impact developments within the business world.

As a law student, you are not expected to understand the ins and outs of the commercial world straight away. Many firms, however, will expect to see initiative and an interest in learning more about commercial awareness when interviewing potential trainees.

Examples of commercial awareness include: the lifecycle of a business, mergers and acquisitions, raising capital,

Every application is different. For some, there will be a specific place to talk about commercial issues. Try to

Before the interview, it's essential to research the firm's markets, competitors, office locations, clients, structure and expansion plans. One way to do this is by collating a SWOT (Strengths, Weaknesses, Opportunities and Threats). Then relate these elements back to why the firm appeals to you.

Speak to anyone who is familiar with the firm – seek out people who have a connection to the firm on LinkedIn.

During the interview use your experiences to establish your commercial awareness: when preparing, utilise the STAR (Situation, Task, Action, Result) method to paint a full picture in your answer.

Asking questions at interview displays curiosity in the field, so ensure you prepare questions in advance.

Bonus Tip:

You can use any previous job or work experience to demonstrate your commercial awareness. Think about how that company or firm operates and the things which affect their growth or success. Demonstrating that you understand the way different industries operate will help to distinguish you from other candidates.

Stay informed every day

Take about 30 minutes each day to listen to the news or read an article about an industry that interests you. Build this into your routine so that you improve your commercial awareness slowly over time.

Embrace a variety of media

Make the most of different sources of information. Listen to a podcast to focus on a specific industry or to understand a current event in more detail. Follow various news outlets and firms that you are interested in on social media platforms like LinkedIn, Twitter and Instagram to stay up to date with their activity.

Keep a record and test yourself

Keep a log of what you've read or listened to and a brief summary of what you've learnt. Think about how current affairs will influence different industries. Build a mind map with a current event in the middle of the page and spiral off different industries and how it has affected or will affect them.

Make use of our online resources

You will use [Lexis+® UK](#) during your studies. But, did you know that it can also help you stay up to date with your commercial awareness?

- Set up Current Awareness alerts to receive a tailored newsletter of current legal news based on your areas of interest.*
- Create tailored alerts so that you are notified when new updates or articles are released on specific firms or topics.*
- Use the Legal News Hub to explore breaking developments in the law and legal industry.

[LexisNexis blogs](#) contain a wide range of articles written by experts in their field. Covering a broad range of subject areas, you are bound to find something that you can discuss with firms at interview.

*Functionality may vary in a wide range of devices. For more information, please contact your local LexisNexis support team. *Various news outlets

Applying for vacation schemes and training contracts can seem a little overwhelming at first. Remember – you are not alone. Talk to your friends and peers, speak to your lecturers and ask them for advice. LexisNexis is here to help you too. We will support you throughout your legal journey by providing you with the tools you need to help you succeed.

