

# BEFORE THE INTERVIEW



- Research the industry, company, and job (more later).
- Know what position you have applied for and why you are interested in it.
- Prepare for the discussion:
  - Prepare a response to common interview questions and questions the firm may ask
  - Prepare a set of examples you can use to demonstrate experience.
  - Think of questions you want to ask.
  - Practice answering interview questions with a family member or friend. (practice, practice, practice)
- Print extra resumes.
- Confirm the interview address, travel directions, appointment time, and contact name.
- Plan what you will wear -- first impressions matter ("dress for success").
  
- **Get a good night's sleep.**

# RESEARCHING THE COMPANY

- Research the company and speak about what you know about the company during the interview
- Use the internet, catalogs, and other sources of information to find out as much as possible
- Speak to people that work in the company to find more about out the culture and working environment
- Research the company (using published materials and contacts) so that you can ask "intelligent questions".
- Reflect the image of someone working within the company



# ARRIVING

- Be sure to allow yourself plenty of time to arrive at your destination
- Try to be 10-15 minutes early at the site
  - To allow you to park,
  - Walk to the interview
  - Use the restroom
  - Or gather yourself



# FIRST IMPRESSION

- First impressions very important.
- Greet the interviewer with a strong handshake.
- Smile and make eye contact (eye contact is an important interview component).
- Be aware of your own movements.
- Watch the body language of the interviewer



# FIRST IMPRESSION

- Appearance is one of the most important components of an interview.
- It is always important to dress professionally for a job interview, even if the environment is casual.
- When in doubt, choose formal rather than casual business wear.

Men	Women
Suit (black, grey or navy) or slacks	Suit or slacks/skirt (skirts at least knee length)
Long sleeve shirt and tie	Blouse
Conservative shoes and socks	Conservative shoes
Neat, professional hair style	Professional hairstyle
Trimmed or no beard	Light make-up and perfume
Minimal jewelry	Minimal jewelry

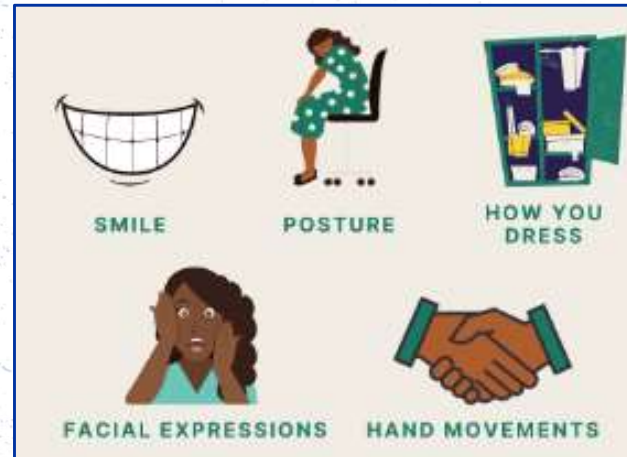


# INTERVIEW IMPRESSION

- Opportunity for two people to meet.
- It's a two-way street (Not begging, you're equal).
- The employer is on your side (they want to hire you).

55%	Body language
38%	Tone of Voice
7%	What you say

# BODY LANGUAGE



## Positive Signals

- Leaning forward = interest
- Smiling = friendly
- Nodding = attentive and alert
- Eye contact = curious and focused

## Negative Signals

- Crossed arms = defensive
- Fidgeting hands or tapping feet = nervous or bored
- Lack of eye contact = untrustworthy
- Leaning back far = discomfort

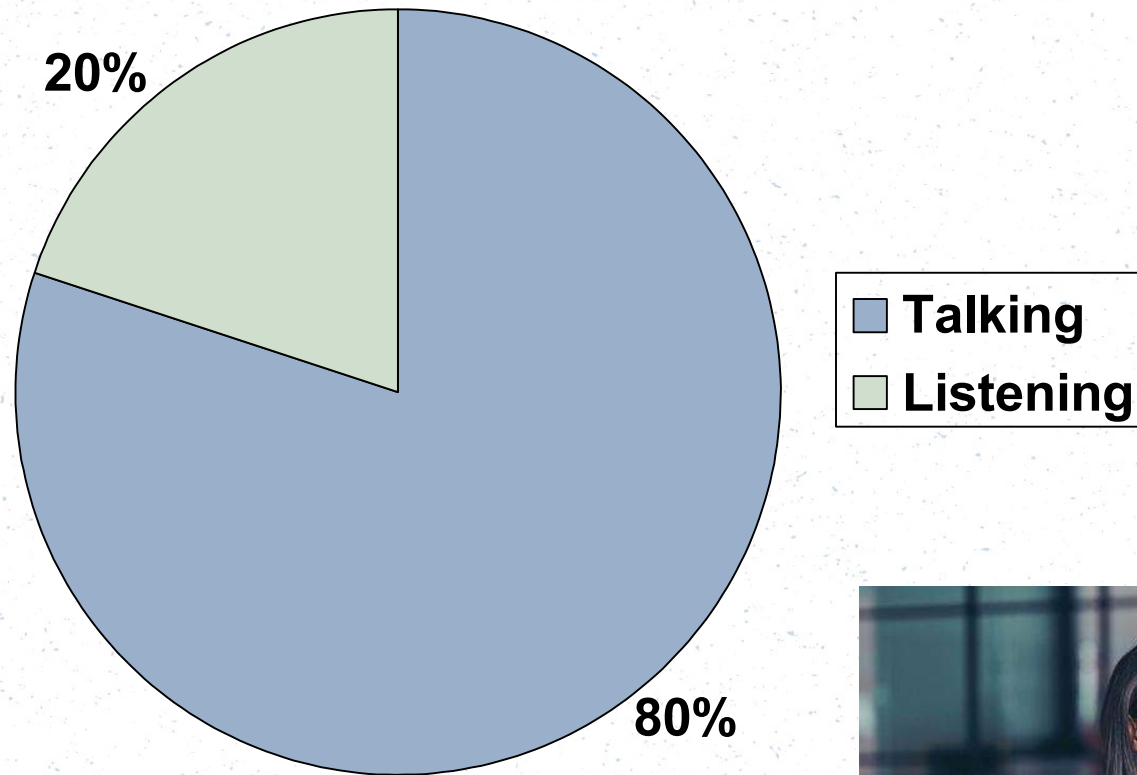
**Tip: Mirror your interviewer**



# THE INTERVIEW



# INTERVIEW CONVERSATION



# KNOW YOURSELF AND HOW TO SELL YOURSELF

- Know your resume inside and out
- Be prepared to answer questions, give examples or tell a story about every job you held and every achievement and education noted on the resume
- Provide skills and strengths that you possess that are relevant to the job
- Know your personal and professional goals and how they will fit with the company goals
- Master the art of storytelling
- **BE TRUTHFUL.** Don't exaggerate or give inaccurate, misleading information

**Employer should remember you for weeks**

# KNOW WHAT THEY ARE LOOKING FOR

- They are evaluating your communication skills throughout the interview.
- Interviewers want organized, succinct answers.
- Sell your achievements; if you are not comfortable claiming your achievements, no one will know them.
  - Don't focus on responsibilities; focus on your achievements.
  - Don't focus on your history; focus on your key skills.
  - Remember, your competitors will be presenting their achievements.



***“If you don’t toot your own horn, don’t complain if there is no music”***

*Guy Kawasaki*

**Toot your horn but subtly; don’t be a braggart**

# ...HOW TO DO IT SUBTLY

- **Turn it into a story.** Storytelling really works in interviews and in any person-to-person communication. A great way to spell out your achievements without bragging. Instead of saying bluntly, “I won XYZ award” or “was promoted five times in two years,” create a story around how that happened. Tie your story in with your unique selling point (USP).
- **Share your sense of wonder.** Rather than just toot your own horn, talk about how you felt when you accomplished something you want to share. Instead of: “I did this”, say: “When I did this, I felt...”
- **Talk about the people who did it with you.** If you can talk about your achievements as part of a bigger collaborative event, you will avoid looking like you’re all about: “me, me, me”. If you’re talking to colleagues, that will also give you brownie points.
- **Use brag bites.** Keep it short, to the point and then move on. Nobody wants to hear endless monologues of all of your achievements.
- **Back claims up with proof.** Instead of: “I’m the best salesman they ever had” back it up with facts. “When people talk factually it makes it much easier to articulate when they have done well. ‘I increased this by 12 per cent’ or ‘I did this for a customer’ are great ways to phrase your accomplishments.
- **Get others to vouch for you.** Let references and recommendations from colleagues, clients/stakeholders, and former managers do the bragging for you.



# **INTERVIEW PRINCIPLES: THE DISCUSSION**

- Master the art of storytelling
- Be prepared to elaborate on the resume details.
- Learn the STAR method
- Keep answers specific and short
- Focus on your accomplishment examples, specific, concrete examples.

**Hiring decisions are often based on emotions.**

# INTERVIEW PRINCIPLES: STAR



Situation or Task	<ul style="list-style-type: none"><li>• Describe the situation that you were in or the task that you needed to accomplish.</li><li>• Describe a specific event or situation, not a generalized description of what you have done in the past.</li><li>• Be sure to give enough detail for the interviewer to understand.</li></ul>
Action you took	<ul style="list-style-type: none"><li>• Describe the action you took and be sure to keep the focus on you.</li><li>• Even if you are discussing a group project or effort, describe what you did -- not the efforts of the team.</li><li>• Don't tell what you might do, tell what you did.</li></ul>
Results you achieved	<ul style="list-style-type: none"><li>• What happened?</li><li>• What did you accomplish?</li><li>• What did you learn?</li></ul>