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WE SEE BEYOND THE CV.

Performing well at interview

Objective: To learn interview techniques that will improve your chances of performing well at interview

Outcome: To know how to prepare better for interviews and feel more confident on the day, thereby performing well

What is an interview?

- A meeting to discuss and examine the suitability of a candidate for a role
- To test for subject knowledge, skills and desired behaviour in a short space of time - CHALLENGING for interviewer and interviewee

But, IT IS A TWO WAY PROCESS. You need to get as much out of it as you can

What are employers looking for at interview?

It depends who is interviewing...

Senior Executives:

- Leadership qualities - Decisiveness, passion, intensity, work ethic, integrity
- High level / top line, not too much detail

Hiring Managers:

- Checking out for competencies to do the day-to-day tasks well (technical business skills and soft skills)
- More detailed

Human Resources:

- Tick all the competency boxes
- Qualifications of the job
- Overall fit with the team and culture

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Generally employers are looking for three things:

- Skills & Experience
- Knowledge - Role, Company and Industry
- Personality Fit

Manage the interview process effectively to maximise impact and success:

Rapport Building

- Take a few minutes to build rapport
- Engage in conversation
- **Non-official**
- Smile
- Be positive
- Break the ice

Job Fit

- Primary goal is to qualify yourself as the most qualified candidate
- Show how well you fit the job requirements
- Connect the dots for the employer
- Make it a two-way dialogue and take a proactive role in steering the interview

State your interest

- Show some excitement and enthusiasm for the company and its: Culture, Mission and Value
- Ask Questions

A few common types of interview:

- Traditional Job Interview
- CV based interview
- Competency based interview

Often an interview will be a combination of all three.

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CV Based Questions

A run-through of your work history

When discussing previous positions, try to answer the questions in a structured way, putting your own role into context. Consider the following outline:

- **COMPANY:** Don't assume interviewers know what your current employers do.
- **DEPARTMENT:** What department do you work in and what does it do?
- **TEAM:** What size is the team, who do you work alongside?
- **ROLE :** What was your specific role?

Traditional Interview - Example Questions

Tell me about yourself

What appeals to you about this position?

Why do you think you'd be good at this job?

What are your key strengths?

What are your weaknesses?

How would your colleagues describe you?

What do you know about this company?

Don't you think you might be too experienced for this job?

Where do you see yourself in 5 years time?

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Competency Based Interviews - Example Questions

Can you give me an example of a time when you have...

... used initiative?

... worked as part of a team?

... worked to tight deadlines?

... developed a new concept?

... increased revenue?

... Stood up for what you believe in?

Or more specific

Can you give me an example of a project where you applied the principle of Project Management gained through your Prince 2 qualifications?

Competency based interviews - The STAR Approach

Testing your skills and experience directly against the core competencies detailed in the job specification

The Star approach provides a structure to your answers - STAR

Situation - Set the scene

Task - What were you asked to do?

Action - What did you do?

Result - What was the outcome?

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Preparation for an interview

- Be Physically and mentally prepared - decide what to wear the night before, be well groomed, good night sleep, eat a healthy meal, allow plenty of travel time

Be the best you can be

- Spend time researching yourself - Review your past experiences, have a grasp of your own talents, be able to explain your skills and background well (rehearse). Don't rely on your CV to do the selling for you. You will have to sell yourself at interview no matter how well qualified you are

Research, research, research!

- Company Website / LinkedIn / Twitter
- Client base
- Competitors
- Company records
- News coverage
- Job Specification
- Speak to your network

Be Positive

- Being well prepared, you will reduce nervousness. Be enthusiastic, bright, happy, friendly and confident

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General hints and tips

- Don't smoke before you go in - it smells
- Don't Chewing gum
- No Tattoos or Inappropriate piercing show
- Be on time
- Go armed with good questions
- Firm handshake
- Eye contact
- Positive body language
- Relax and be yourself
- Take time to think about your answers, talking slowly and clearly
- Make sure you highlight your strengths, do assume they know it from your CV
- Be Honest
- Avoid bad language / slang
- Use concrete experience to illustrate your point, not just claiming you can do it
- Show interest - Strike the right balance between listening and talking
- Don't discuss salary unless they bring it up
- Thank them for their time at the end / be polite generally