

The Interviewing Process

Preparation

“If I was given six hours to chop down trees, I would spend the first four sharpening the axe.”

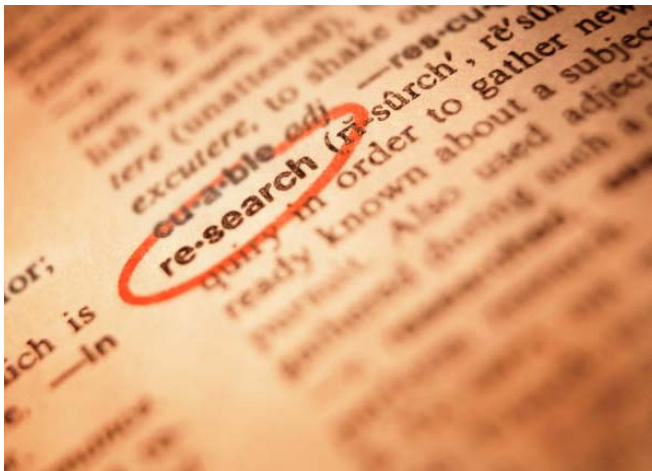
--Abraham Lincoln



- **Interviews are Future-oriented**
- Practice out loud
 - Elevator Speech
 - Goals
 - Objections
- Know your resume!

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Research



Research the Company

Use their website, Google, blogs, and LinkedIn connections so you know their

- Products and services
- News or announcements
- Issues, challenges

Note not just points to make, but *how you can help meet their challenges!*

Research the Interviewer

- Title
- Responsibilities
- Accomplishments
- Most everyone's favorite subject: *themselves*

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Attire



“It is better to look good
than to feel good.”

- Like it or not, everyone expects you in a suit.
 - *Skirt, heels, hose*
 - *Tie, polished shoes*
- Keep in mind: everyone expects you in a suit *except when they don't* – ask questions and research beforehand!
- Dress for the people you're talking to
- Make sure to be overdressed rather than underdressed

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Prepare Good Questions

The interview is a two-way street – it's not just if you're a fit for them but if they're a fit for you!

- Prepare for their questions
- Prepare your questions for *them*



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Today Is The Day



- Arrive early, relax
- Practice *breathing*
- Speak slowly and enunciate
- Use Active listening
- Exhibit Positive attitude
- Use of pauses – denotes *thinking*
- **Be different**
 - Use your competitive edge (your value proposition)
 - Use your symbol
- **Convert interrogation into discussion**
- Demonstrate **interest** and **smile!**

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The First Seven Seconds



- Studies at NYU show impressions are made in the first SEVEN SECONDS
- Body language, not words, create your first impression
- Think *friendly* as soon as you arrive
- Stand up straight
- Smile
 - Stimulates the reward center of the brain
- Shake hands
 - Hold for 1-2 seconds longer than normal
 - Can be worth *three hours* of interaction!
- Make eye contact
- Raise your eyebrows
- Lean in

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Types of Interview Questions

- **Rapport (Warmup)**
- **Questions**
- *How was your trip here?*
- *Did you have any trouble finding the office, etc?*
- *Tell me about yourself*
- *Some weather today?*



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Types of Interview Questions

- **Past Questions**
- *What have you enjoyed most in your career to date?*
- *What achievements are you most proud of? Why?*
- *What does your current job involve?*
- *Can you give me evidence of a time when you demonstrated initiative in a job?*



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Types of Interview Questions

- **Present Questions**
- *How's the job search going?*
- *What have you been doing?*
- *Is the business climate as tough as the experts say?*
- *What have you learned?*



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Types of Interview Questions

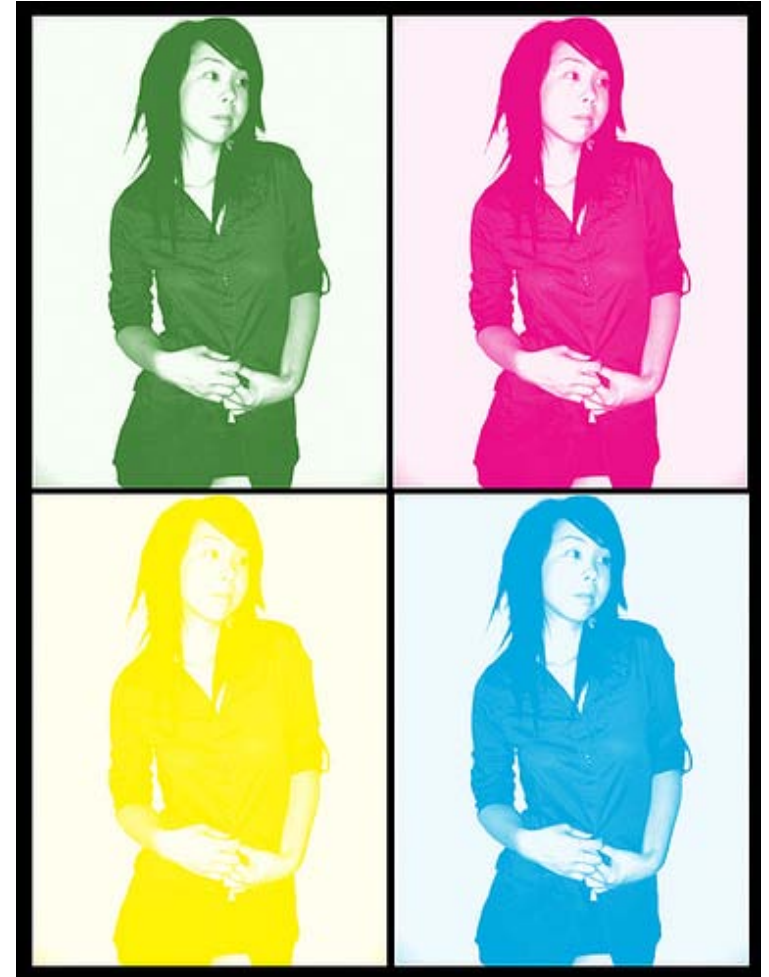
- **Future Opportunity Questions**
 - *What do you know about us?*
 - *What can you bring to this job?*
 - *What are your long-term career plans?*



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Types of Interview Questions

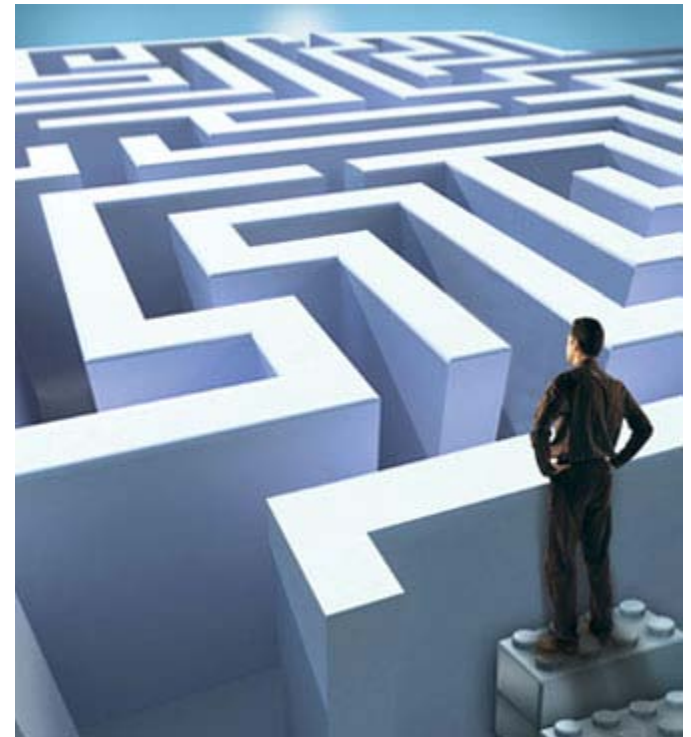
- **Personality Questions**
- *What is your attitude toward authority?*
- *How would you deal with a difficult person?*
- *What motivates you?*
- *What is your definition of success?*



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Types of Interview Questions

- **Trick Questions**
- *Tell me something that makes you angry?*
- *Are you more creative or practical?*
- *What is more important to you - money or power?*
- *What are your weaknesses for this position?*



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Types of Interview Questions

- **Finishing Up Questions**
- *What questions do you have for me?*
- *Why should I choose you?*
- *If we did offer you the job, how would you react?*



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Last Impressions



- Ask “coherent” questions and ask for feedback as you go
 - *How do you make decisions in your organization?*
 - *What type of employee training is available?*
 - *How are employees empowered?*
 - *Tell me about your brand strategy*
 - *Tell me about your strategic plan – goals, etc.*
 - *What does success look like in this role?*
 - *What are some of the barriers you see to that success?*
 - *When do you expect to make a decision?*

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Interview Pitfalls



- Nervous and uncertain demeanor
- Getting too comfortable or familiar
- Going negative
- Talking too much or rambling
- Lack of interest
- Not asking good questions
- Not asking for the job
- Not getting a timeframe on decision

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◦ Post Interview Followup

- Letter/email
- Handwritten note?
- Phone call
- Include all interviewers
- Additional written materials?



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Thank You Letter

- How well you fit in with the company
- Build on the strengths of the interview – match yourself to the job
- Address employer's concerns
- Suggest immediate contributions



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- Questions?

