The Dynamic Interview: Strategies for Success

Interviewing for Industry
Interview Preparation

- Builds confidence
- Demonstrates interest & knowledge
- Handles tough questions
- Formulates intelligent questions
- Helps you to make a wise decision
Homework

- Self – “selling” you- assets/ value
- Position
- Organization/ industry
- Be clear: their needs → your qualifications
Research

- Internet
- Organization website
- Networking (Alumni Networks, LinkedIn)
- Information sessions
- Annual Reports
- Press articles
- Trade publications
- Professional Association
- Career guides
Purpose

- *CAN and Will* you do the job

- Chemistry...motivation...interest...

- **The Fit/ Match** – will you thrive

- Convince employer you have potential
Types of Interviews

- Historical Format - resume as a *road map*
- Technical interviews
- Behavioral interviews
- Consulting interviews - case studies
  (company website, WetFeet, casequestions.com)
Structure

- Rapport building – small talk
- Brief overview of position
- Question & answer – sell the ‘match’
- Your questions (ask 2-3, prepare 5-6)
- The sell
- Closing/ follow-up
- ...Expect the unexpected...
Behavioral Interviews

- Past behavior predictor of future performance

- S.A.R. – Situation/ Action/ Result

- Prepare relevant stories using S.A.R.

- Important to know organization’s needs/ themes
Why Applicants ‘fail’

- #1 Attitude
- #2 Poise
- #3 Confidence
- Lack of goals
- Lack of interest
- Poor appearance
- **Specific experience** - #1,2/2,3
Be Positive

- Interpersonal & communication skills
- Energy level – confident, upbeat
- Body language
- First impressions – handshake, eye contact
- Show & tell- Situation/Action/Result – SAR
- Relax...stay calm...listen, it is a conversation...
- Pay attention to gatekeepers
Remember

NEEDS →
CONTRIBUTIONS
(Qualifications)

How do you add value?
Keys

- Preparation (your agenda)
- Anticipation
- Practice
Additional Tips

- Return phone calls with phone calls
- Write professional emails; esp. smart phones, etc...
- Watch online presence
- Thank you notes & Follow up!
- GOOD LUCK!