



Clear-Sighted Career Online Learning Series Presents:

Interviewing with Confidence

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Webinar Topics

I. Interview Preparation

II. Interview Types

III. Most Common Questions

IV. Best Practices for Nonverbal and Verbal Communication

V. Recap

Interview Preparation

“One important key to success is self-confidence. An important key to self-confidence is preparation.” -- Arthur Ashe

Research the industry, organization, and position

- Study articles, review organization and competitor web sites, and study top professional networks and industry reports for information, trends, ideas etc...
 - Conduct informational interviews with experienced individuals (*Note: See Informational Interviewing slide*)
 - Utilize social media platforms (e.g., LinkedIn, Twitter) to follow organizations and stay ‘in the know’
 - Review the job description for insights, qualifications and attributes being sought
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Interview Preparation

The Better You
Prepare
The Better You
Present

Research yourself online

- Remember, organizations conduct background checks using search engines
- Set Google Alerts; do reverse searches that include name, photos & images

Rehearse your responses to standard interview questions

- Practice, practice, practice and note your tone, facial expressions, and body language

Rehearse asking your questions

Informational Interview Preparation

Use the **TIARA framework*** to structure the Informational Interviewing conversation:

- **Trends:** What trends are most impacting your business/field right now?
- **Insights:** What's been your most valuable experience at your employer so far?
- **Advice:** What can I be doing right now to prepare myself for a career in this field?
- **Resources:** What resources should I be sure to look into next?
- **Assignments:** What project(s) have you done that you felt added the most value?

TIP: Informational interviewing is a two-way street: it only works if you give as well as receive information and advice.

Interview Types

Behavioral Interview - The interviewer will ask the candidate to talk about a specific situation or task that they were involved in. The question is based on a certain competency the organization is looking for however they will not reveal that to the candidate. Expect them to probe for more details throughout the interview on the topic being discussed.

Case Interview - While the Case interview was utilized widely in the consulting industry, this type of interview is finding its way into other industries. The organization shares a specific situation and the candidate is asked how they would solve the problem based on data and information provided. There are many resources available to help you prepare for these including books by well known authors such as: Marc Cosentino, David Orhval, and Victor Cheng.

Phone Interview - Many organizations will engage the candidate in an initial phone interview. Treat this like an in-person interview by: 1) taking the call from a professional setting, 2) dressing professional for the interview; and 3) preparing in advance for questions.

TIP: Make sure you have good reception (avoid taking these from a car or busy city where coverage may be interrupted). Do not have your computer up and running in front of you. Your full attention should be on the interviewer.

Skype - If you are not familiar with Skype or Google Hangout find someone to show you the basics. Many organizations are conducting these virtual interviews to save time and money. The same preparation and tips hold true as for the phone interview.

Most Common Interview Questions

Be prepared with responses to the standard ‘Big Three’ questions that are frequently asked during interviews -- informational or otherwise.

1. Tell me about yourself (sometimes known as ‘walk me through your resume’).
 2. Why do you want to work in this industry or field (say, telecommunications) and function (say, research)?
 3. Why are you interested in this organization?
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Best Practices - Nonverbal Communication

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- Be meticulous in your grooming and attire. Be sure you are appropriately dressed and comfortable
 - Extend your hand first and firmly for a handshake while smiling and making eye contact
 - Sit tall and lean slightly forward with head up
 - Place clasped hands in your lap or on the table to avoid fidgeting or nervous tendencies
 - Connect with everyone you meet through steady and natural eye contact
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Best Practices - Verbal Communication

- Breathe so you are calm, composed, and confident. It will also help with strength of voice and ease of speech
- Use your normal speaking voice, speak clearly, with conviction, but in a relaxed manner
- Keep your tone sincere
- Follow the S.T.A.R. method
- Pause when speaking to ensure you aren't rambling
- Listen actively at all times



Best Practices - Verbal Communication

- Make a strong impression on everyone you meet from the time you walk through the door
 - Build rapport with the interviewer(s) by convincing them that you enjoy the type of work you do. Be enthusiastic
 - Express clear interest in the job and organization
 - Say thank you to everyone you meet
 - Follow up with written thank yous in a professional, sincere and timely fashion
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Verbal Communication - Tips

Sell yourself confidently by stating your ‘promise of value’ that you bring to the position and organization

- TIP: Answer questions in ways that enable you to share your professional strengths and qualifications
 - TIP: Connect your skills, experience, values to the organization and its future goals or aspirations
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Stay Positive

- Think Positively

- You were invited to interview because of your professional qualifications and strengths

TIP: Stay positive by not second-guessing yourself or using negative self talk

- Be Present

- Focus on staying connected throughout each interaction or conversation
 - Remain engaged with the interviewer(s) by providing thoughtful, accurate answers
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Stay Positive - Exercise

Try this exercise:

- Write down your low-confidence triggers when interviewing (e.g., walking into the building, starting a conversation, answering questions).
 - Now, rewrite negative statements in ways that make you feel good about yourself.
 - Review and remember these positive statements
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Recap

- Preparation is the key to ensuring that you come across as confident, credible and capable
 - Do your research
 - Conduct informational interviews using TIARA frame
 - Practice, practice, practice your responses to the Big 3
 - Implement the S.T.A.R
 - Be aware of what your body language is communicating
 - Speak clearly and listen actively at all times
 - Stay positive
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Thank You!

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