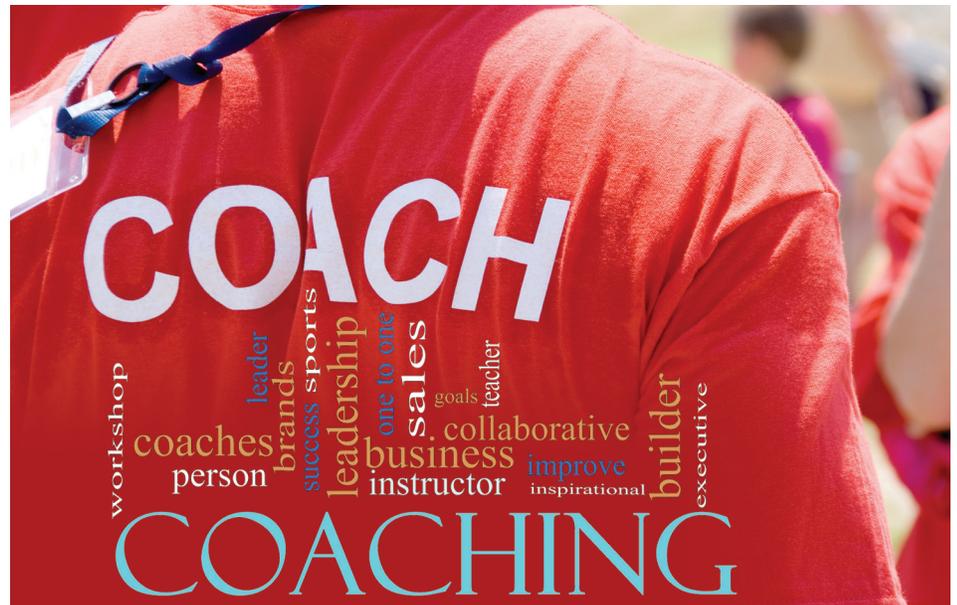




## THE VALUE OF INTERVIEW COACHING

A few weeks ago, I had the unique opportunity to be on a hiring panel for a senior technical representative position. During the process, we interviewed a candidate that I had coached in the past on the use of our structured approach to answering questions. While I didn't give them any specific questions to be asked by the panel, I taught them how to do research which would enable them to develop at least 80% of the topics they could be asked about during the questions phase of the interview. You might not get the exact words of the questions you'll be asked, however you should be able to think of the concepts a future boss would want to know before making a hiring decision. For those who are aware of our "Book Ends" concept when answering questions, this candidate did it perfectly...nice job! After the interview, the panel dis-



cussed our observations and one of the other panel members immediately said "great interview.....they clearly had professional coaching." It was obvious and made a great impression. As we teach in the seminar, your level of preparation for the interview is often translated by the hiring manager as the level of effort you'll exhibit if selected to fill the position. Always make it obvious that you conducted extensive research and

preparation. If the hiring action is to replace another individual in the position due to promotion, retirement etc, we recommend that you contact them, when possible, and get a feel for the position. In this case, the candidate visited the incumbent and told the hiring panel a powerful story about a "day in the life" and how they would build upon the current successes and focus on new opportunity areas, if given the change. Great interview!



## MARKET RESEARCH & INTERVIEW STRATEGY

One of the most important things you can do to prepare for an interview is conduct extensive research on the position, company and industry. This research is critically important, but don't stop there. Next, you must align your strengths with the responsibilities and competencies required to be successful in the position. Now comes the hard part, you must determine multiple ways to communicate and demonstrate these connections throughout the interviewing process. This is no small task, however a necessary process if you want to land the job of your dreams. Strategy is the understanding of the position, organization, industry and how your strengths and qualifications can be aligned for success both today and in the future. Another important aspect of your interview strategy is to identify and develop methods by which you can demonstrate uniqueness and increase the chances the hiring manager will remember you. For those who've attended our seminar, you know that hiring managers begin to lose track of individual candidates after the 5th or 6th interview. You need to make your interview memorable, in a positive way, so they can remember you when making their selection. A great way to do this is to use the company's products, visit their locations or talk with their customers. This will be noticed by the hiring manager in a positive way and help make you memorable.



## ask the hiring manager

What is the most frustrating thing a candidate can do in the interview process?

**Answer:** There are a lot of things a candidate can do to frustrate the hiring manager and reduce their chances of getting a job offer. Many of these are due to the lack of preparation. A few recent examples I've seen are: being late, not following instructions, being too laid back, not showing interest or excitement in the position and not answering the questions. I can't tell you how many times I've had candidates avoid a "tough" question that could have easily been addressed if they would have prepared. I call this the "first law of the interview"; it's simple—answer the question. I've had candidates say things like "it's in my resume" or "I don't know". Another frustrating thing is when they don't follow the instructions given. If you can't follow the directions we gave you for the interview, how can we expect you to follow guidance on the job which is much more complex. Lessons Learned: ALWAYS answer the question and follow the instructions given during the interview process.

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### UPCOMING SEMINARS

Our team is currently working on the fall 2013 schedule. At present, we plan to be at several locations in the Ohio region:

- University of Cincinnati / Xavier University
- Miami University
- Wright-State University / Wright Patterson AFB area
- The Ohio State University
- Ohio University
- Bowling Green State University
- The University of Toledo
- Kent State University
- University of Akron

Specific dates/times are TBD as of the publishing of this newsletter and we'll update the website when specifics have been confirmed.

Please email us at [service@interviewskills101.com](mailto:service@interviewskills101.com) if you have questions regarding the upcoming schedule. We hope to see you at one of our seminars with the goal of preparing you for the most important day of your career, the interview day...because without a successful interview, you won't get your ideal job

