



## USING EXAMPLES TO DEMONSTRATE UNDERSTANDING, VALUE, AND VISION

Throughout my 25-year career in both public and private organizations, I've had the opportunity to participate in numerous hiring actions and interviews. On several occasions, I've witnessed less experienced candidates unseat individuals with impressive resumes and greater overall experience. Recently, I had the opportunity to go back and review several of these decisions to understand how these unexpected results were achieved. Here are some of the learnings I discovered from my review of these interviews:

### **#1 They used good examples and interesting stories:**

Successful candidates don't just talk about how they can perform the job using generic and anecdotal comments. In all cases, these candidates reinforced their points using relevant and concise examples and stories that were easy to understand. If a picture is worth a thousand words, then a clear and concise example or interesting story which highlights an important concept or accomplishment is worth a thousand pictures during an interview.

### **#2 They knew the position and themselves:**

Hiring managers can tell when a candidate has done their homework and studied the position, organization, industry, or market. Successful candidates not only do their homework, they also show decision makers their passion by describing experiences and interactions with products or services, customers, employees, and suppliers. Successful candidates also know themselves, specifically their own strengths and weaknesses which relate to the position and identify related examples which align these insights.



### **#3 They aligned their strengths with the position:**

Successful candidates leverage an understanding of the position and align their strengths using relevant examples. This approach adds tremendous credibility during an interview and enables candidates to highlight a track record of success, when done multiple times, that relates to the position.

### **#4 They demonstrated how to add value:**

The use of relevant examples which aligns strengths against the position enables a candidate to show the decision maker how they will add value. This is one of the most critical aspects of a successful interview. I like to say "the bottom line is the bottom line," and demonstrating how you add value does this.

### **#5 They had a vision and plans to achieve:**

Successful managers look to the future and are constantly making plans to achieve organizational goals. Candidates that shared a vision and a plan to achieve this vision showed good understanding of the role, an appreciation for their own capabilities, and above average knowledge of the environment. This was typically done towards the end of an interview which confirmed they were the right candidate.