

NAILING COMMON INTERVIEW QUESTIONS

The Talent Place

Career Coaching & Outplacement



Answering Questions About Strengths

Strength-based questions are designed to uncover what you naturally do well, how you apply those strengths in the workplace and how they align with the role you're pursuing. Interviewers are looking for authenticity, self-awareness and evidence of impact.

What to do:

1. Choose Relevant Strengths

- Select strengths that match the job description and company culture.

2. Back It Up with Evidence

- Use a real-life example to demonstrate the strength in action with a tangible result.
- Reference any testimonials you may have that reference these qualities.

3. Link to the Role

- Explain how this strength will benefit the team or company.
- Show alignment with business goals or values. A great way to evidence your research.

4. Use a Clear Structure

- STAR (Situation, Task, Action, Result) works well—even for strengths questions.

What to Avoid:

1. Overused or Generic Answers

- “I’m a perfectionist” or “I work too hard” can sound cliché or insincere.

2. Rambling or Over-Explaining

- Keep your answer focused and avoid listing multiple strengths without depth.

3. Bragging or Overconfidence

- Confidence is good; arrogance is off-putting, let your example speak for itself.

4. Misaligned Strengths

- For example, “I love working independently” may not suit a highly collaborative position.

5. Memorised or Scripted Delivery

- Practise for fluency, not perfection.
- Over-rehearsed answers can dilute authenticity and personality.

Example Response:

"One of my key strengths is spotting patterns in data that others often miss. In my last role, I analysed customer engagement metrics and uncovered a trend that led us to shift our campaign timing. That adjustment increased click-through rates by 18%. I enjoy turning insights into action, and I'm confident this analytical mindset will help your team optimise performance across channels."