

SETTING THE STAGE

POWER INTERVIEWING

PROFESSOR P

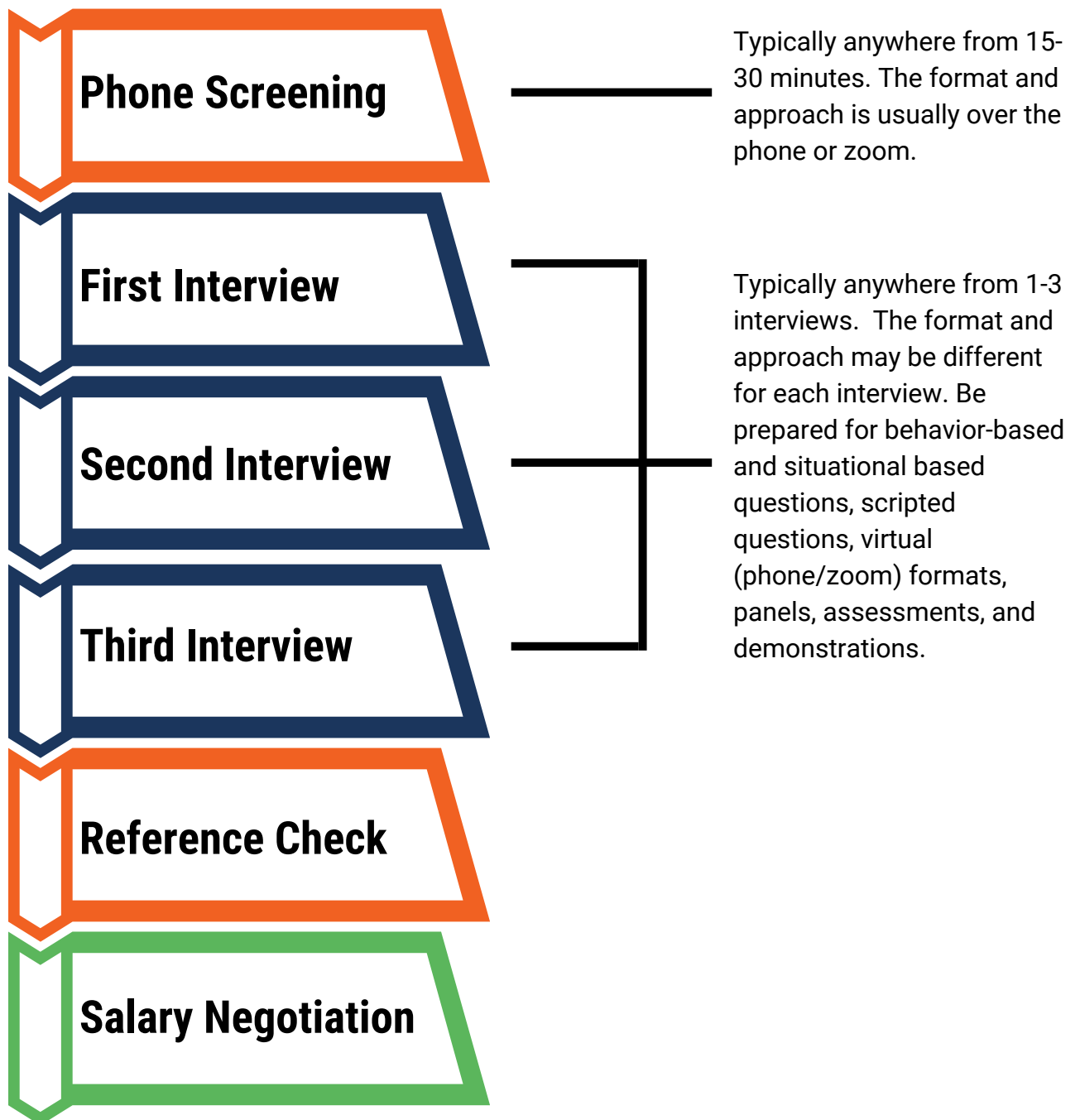


Preparing People for a Competitive Workforce.

Interview / noun

An interview is a planned conversation between an applicant and a company official to elicit facts and information to assess the qualifications and fit of an applicant.

Interview Stages



Know Yourself

An interview is a planned conversation between an applicant and a company official to elicit facts and information to assess the qualifications and fit of an applicant.

Knowledge & Skills

Highlight and speak to your core competencies.

Strengths & Abilities

Demonstrate how your Top 5 Gallup CliftonStrengths are a unique asset.

Elevator Pitch

Be equipped with the knowledge to navigate each stage of the interview process with poise and confidence.

Executive Presence

Exude confidence, control emotions, and communicate your value proposition "Shark Tank" style.

Resume

Showcase a resume designed for career networking purposes, not online job postings.

Core Values

Know your core values and how they align with a potential company.

Salary Expectations

Know your worth and market value.





How does one get hired? **They solve a problem.**

When a hiring manager conducts an interview, it's as if he or she is going through a stack of mail. Anything seen or heard as junk or irrelevant to their survival goes in the trash. With that said, how does one show they can help the hiring manager survive and begin to thrive? They focus on three areas: **commitment, enlightenment, and curiosity.**

Show the hiring manager you can help them survive.

A great example of this can be found in the popular Netflix series *House of Cards*.

In season two of *House of Cards*, the evil power couple Claire Underwood and Vice President Frank Underwood consolidate their power to take over Washington.

In need of a new press secretary, Mrs. Underwood conducts a brief but successful interview with her soon-to-be press secretary Connor Ellis. What happens in the interview is the perfect illustration of how the job seeker uses enlightenment, curiosity, and commitment to get the job.

Enlighten the hiring manager and pique their curiosity.

Right from the start, Mrs. Underwood wastes no time. She starts by asking, "Why should you be my top choice for press secretary?" The candidate (Ellis) immediately challenges her with a question about how she and her husband will conduct themselves and what message they want to convey to the public. The candidate is, in turn, interviewing Mrs. Underwood and making the interview more about her needs, goals, and objectives.

Ellis then takes the information from her answer and describes ways and examples of how he would help Mrs. Underwood reach those goals. He then pulls out his briefcase and provides information and statistics to support his claims. Mrs. Underwood is immediately intrigued. Ellis immediately **ENLIGHTENED** Mrs. Underwood.

Build commonality with the hiring manager.

Mrs. Underwood then asks, “Where did you grow up?” Ellis quickly fires back, “Texas, just like you.” Ellis again makes the interview more about Mrs. Underwood. Ellis points out that although he is from Texas, his accent is not as thick as hers used to be. Mrs. Underwood responds, “How did you know I had an accent?” At this point, Mrs. Underwood begins to smile and like Ellis. Ellis has piqued her **CURIOSITY**. Ellis explains that he watched a video of her speech when her husband ran for state assembly. Mrs. Underwood is flattered that Ellis watched the speech. She asks, “Where did you find that speech? Is it on the internet?” Ellis responds that the video of the speech was not on the internet. He had to drive to South Carolina, visit the local TV station, and sift through their archives to watch the video. Mrs. Underwood was very impressed that Ellis would go out of his way to watch a video.

of his way just to watch a video. Ellis responded to Mrs. Underwood by saying, “When I want the job, I do my homework.” With this statement, Ellis puts the ball in Underwood’s court to get a **COMMITMENT**.



Now that you understand this strategy, it's time to craft your messaging, just as Connor Ellis did. A great way to begin thinking about sharpening your skills and preparing for the perfect interview would be to pretend that you are a contestant on the hit show Shark Tank. For those who have never seen the program, entrepreneurs go into the “Shark Tank” and promote their business idea to a group of investors in hopes of earning financing to further their dream.

Just like an entrepreneur has to pitch their business idea to get funding, you have to sell yourself to the hiring manager to get hired. You might find this analogy a little daunting. You're probably saying to yourself, "Here I am, going into an interview, and this guy is comparing that to going into a shark tank?" **Don't be intimidated.**

An interview can be like going on Shark Tank, but don't be intimidated.

Take the advice of Shark Tank star Kevin O'Leary. O'Leary is a successful businessman and entrepreneur. After being on the show for over ten years, O'Leary made a keen observation. O'Leary was quoted as saying, "I've seen thousands of presentations. Looking at the common thread in all financed companies, you will find **three common themes.**" The same holds for those going into the interview.

NUMBER ONE

"They can articulate the opportunity in 90 seconds or less," O'Leary said that while Shark Tank pitch segments average 10 minutes, the unedited pitches can last an hour. But if an entrepreneur can't convince at least one of the investors within a minute and a half that they'll be missing out on a fantastic chance to make a ton of money, then all the time in the world won't be enough to win them over.

Just like the entrepreneur on Shark Tank, you must be able to quickly enlighten the hiring manager and provide three to four themes that summarize and define your **best practices** and **value proposition**. You might have memorized all your talking points, but how do you sum it all up to create a clear and concise picture of your experience and articulate the value you bring to **ENLIGHTEN** the hiring manager? I would be shocked if this task did not challenge you.



ACTIVITY 1.1

TIME: 15 MINUTES (SELF-DIRECTED)

Please answer the following questions and be prepared to discuss them with your coach. Your response should be at most 3-4 sentences, so be clear and direct.

- *What are the most important items you want to highlight in your elevator pitch?*



Consider This

- Describe your current and previous duties and what makes you unique.
- What are the top skills you want to be known for?
- How did you develop your current skillset?
- What are your best practices for success?



ACTIVITY 1.2

TIME: 15 MINUTES (SELF-DIRECTED)

Please answer the following questions and be prepared to discuss them with your coach. Each response should be at most 3-4 sentences, so be clear and direct

- *Choose three adjectives that you believe best describe your professional persona. Provide a brief example or context demonstrating each one.*
- *What qualities or traits define your work ethic (what drives you)? Provide an example to support your claim.*
- *Why are you the best candidate for this position?*
- *Describe a scenario where you went beyond what others would typically do.*

NUMBER TWO

O'Leary explained that successful contestants could explain why they are the right people to execute the business plan. O'Leary stated, "A great product isn't enough. The entrepreneurs must convince the investors that no one else understands the product or its customers better and that their passion for the business can't be matched."

NUMBER THREE

O'Leary explained that those who get funding for their business know the numbers. O'Leary commented, "I've seen so many deals fall apart after the first two attributes have been achieved, and then you ask questions about anything to do with the numbers side, and if they don't know the answer, they evaporate. As an investor, you lose confidence immediately when someone doesn't understand the numbers."

You may say, “I work as part of a large team, I’m not in sales, nor do I work in the accounting department. This does not apply to me.” Whether you work for a large or small company, you are part of the profit and loss statement. You need to be able to pull results from your resume that show you have made a positive contribution to the firm’s bottom line. This is where you close and get the hiring manager to commit.

***Are you running towards
or away from an opportunity?***

At this point, I would like to ask you a question: **Why are you searching for a position?** Are you running toward an opportunity or away from your current or last position? You need to ask yourself this question because this is the very question that is lurking in the back of the hiring manager's mind. Your thoughts and attitude toward answering this question can impact your interview. The candidate running away from their current or last position is predisposed toward answering interview questions negatively or less than enthusiastically. The candidate running toward an opportunity is naturally more optimistic and views the position as exciting and new.

You may be running from your current or last position. Otherwise, why would you be interviewing in the first place? But either way, you need to leave all frustrations about your current or last job behind.



ACTIVITY 1.3

TIME: 15 MINUTES (SELF-DIRECTED)

Please answer the following questions and be prepared to discuss them with your coach. Each response should be at most 3-4 sentences, so be clear and direct

- *What value do you bring to the organization?*
- *Can you describe a situation where you have contributed (directly or indirectly) to achieving organizational goals, whether financial, operational, or cultural?*
- *Have you been involved in any projects or initiatives that improved efficiency, market share, customer satisfaction, or team collaboration?*



Consider This

Your position costs the organization money. Regardless of your specific role, please consider how you can show that you contribute an equal or greater amount of value in return.

*Have your answer ready!
Don't get eliminated.*

Before the interview, research as much as possible about the individual interviewing you and the company where you are interviewing. Try to learn something about the hiring manager and the company that they wouldn't expect you to know. For example, study the hiring manager's LinkedIn profile page and the company website.

Employers may give you a list of questions they want you to answer in advance, which can help you navigate your research.

Possible questions:

- Why are you interested in working with us?
- How would you describe your greatest strength and weakness?
- How has your background prepared you for this job?



Research the Company and the Position

- Mission, Vision, and Values
- Organizational Structure
- History & Development of Company
- Significant Mergers & Acquisitions
- Products and Services
- Competitors
- Compensation Package



How to Research the Organization

- Read three of the latest articles on Google News when searching for the company's name
- Read any recent and relevant articles about the company from Forbes, Wall Street Journal, Business Week, or the Boston Business Journal
- If it's a public company, read the company's Morningstar, D&B Hoovers, Moody's, S&P, or Google Finance entries
- Read the company's Wikipedia entry
- Read through the four to six top-level navigation items on the company site, usually including "About Us," "Products/ Services," "Our (Executive) Team," "Clients / Customers," and "News / Press." It also makes sense to view the 'careers' tab of the company to see what other roles they're hiring for and if that indicates anything meaningful to you
- Review the company's social media, including Facebook, Twitter, and Instagram pages. Follow each and reflect on what you see in the first four photos, posts, or tweets.
- Connect with LinkedIn contacts within the organization
- Understand their relationship with the local Chamber of Commerce and Better Business Bureau

Telephone Pre-Interview Screening Form

Date:

Candidate:

Interviewer:

Position applied for:

Minimum qualifications:

Desired competencies:

This is [name] from [Company Name]. I am calling in response to the application you submitted for [position title]. Are you still interested in being considered for this position?

I'd like to ask you some preliminary questions to help us in our interview selection process. This will take approximately 10-15 minutes. Is this a good time for you to talk? [If not, ask the candidate to provide a time within the next 24 hours when he or she would be available for a phone screening.]

- Why are you interested in working for our company?
- What reasons do you have for leaving your current (or most recent) job?
- Have you ever been involuntarily terminated? If yes, explain.
- Based on what you know about the position we are recruiting for, what skills and experience do you have directly related to this position?
- What would your previous supervisors say are your strengths? What about weaknesses?
- What work accomplishment are you most proud of?
- What are your salary requirements?
- This position is [FT/PT] with an expectation to work [number of hours per week and days of work]. Are you able to work that schedule?
- If offered a position, when would you be available to start?
- What questions can I answer for you?

Comments (describe how the candidate's responses relate to the desired competencies for the job):

Interviewer evaluation score (1-4):

*Candidates with scores of 3 or 4 will be considered more in the selection process.

1 – Does not meet minimum qualifications

2 – Meets minimum qualifications but does not possess minimum desired competencies

3 – Meets minimum qualifications and possesses some desired competencies

4 – Meets minimum qualifications and possesses many desired competencies



ACTIVITY 1.4

TIME: 30 MINUTES (SELF-DIRECTED)

Identify a job posting to use for this activity. Then, take some time to review and respond to the questions listed on the **Telephone Pre-Interview Screening Form** based on your job posting. How would you respond to each of these questions? Be prepared to share your initial responses with your coach.



ACTIVITY 1.5

TIME: 20 MINUTES (WITH COACH)

Share your initial responses from the Telephone Pre-Interview Screening Form with your coach. Refine your responses with your coach.