



Career Advisor Training Course

Modernized to Include Practical Ways to Integrate AI Responsibly

Fri, Oct 2, 2026 | 10 AM PCT - 2.5 hours

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Session Agenda

Effective Interview Preparation & Coaching
Conducting Mock Interviews
Using AI Responsibly for Interview Preparation
Preparing for Salary Negotiation
Question & Answer Session



**Slides and Resources will be
available after the session**

Effective Interview Preparation & Coaching



Effective Interview Preparation & Coaching

Interviews can be the scariest part of the job search process, therefore even before coaching a client, there needs to be an ***understanding of their experience with interviews and their perception of the event.***

Some clients will be able to design their own answers to the interview questions; some will need assistance with concrete examples and structures before they can move forward.

When coaching international clients or ESL clients, giving examples can often boost their confidence substantially.



Effective Interview Preparation & Coaching

Some clients will need to ***write down a detailed script for their answers***; other clients will not want to. Rule of thumb though: often without some written bullet points at least, clients can forget key points and can answer inconsistently.

Some clients who are very confident could ***refuse coaching***. Although we do not want to force clients, it's often a good strategy to conduct a mock interview with the client to test their abilities.

A way to help clients absorb interview coaching is to inquire about their learning style: **Visual Auditory Reading or Kinesthetic (VARK)**.





VISUAL

Information is seen.

- ✓ Graphs, charts and data visuals
- ✓ Diagrams, frameworks and models
- ✓ Infographics and visual summaries
- ✓ Clean, well-designed slides that make key ideas easy to understand



Visual learners understand and remember best through seeing.



READING / WRITING

Information is read.

- ✓ Detailed slides that participants can review and learn from after the webinar
- ✓ Links to articles, tools and resources for deeper learning
- ✓ Key takeaways, lists and summaries for reference



Reading/Writing learners understand and remember best through text and written information.



AUDITORY

Information is heard.

- ✓ Clear explanations of concepts and strategies
- ✓ Real stories and examples from practice with clients
- ✓ Engaging delivery with conversation and interaction
- ✓ Live Q&A at the end of every session



Auditory learners understand and remember best through listening and discussion.



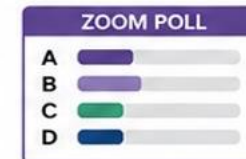
KINESTHETIC

Information is experienced.

- ✓ Practice Lab at the end of every session
- ✓ Read a real-world case study
- ✓ Analyse the situation and apply learning
- ✓ Choose and submit your answer using a Zoom poll



Kinesthetic learners understand and remember best through doing and applying.



Effective Interview Preparation & Coaching

What are some additional ways we can help clients prepare for their interviews with the following situations:

- Newcomers to Canada
- Youth (15-24 years old)
- Executives

Any ideas?



Effective Interview Preparation & Coaching

We will focus on foundational interview coaching skills and practical applications as this is a basic-intermediate course:

1. Forms of Selection Interviews
2. Common Interview Questions
3. Handling Behavioural & Situational Questions
4. Blue-Sky Questions
5. Illegal Questions
6. Industry-specific questions
7. Interview Body Language



1. Forms of Selection Interviews



Phone Interviews:

- Brief 'screening' interviews to establish whether they want to invite clients in for a longer in-person interview.
- Clients need to be prepared for possible interview calls and how to handle them

One-on-One Interviews:

- One person asks questions in a face-to-face meeting. Could be a part of a series of 1:1 interviews moving on to interview with more senior staff in the organization.
- Knowing the job title of the interviewer often helps the client anticipate what information they must provide during the interview.

1. Forms of Selection Interviews



Panel Interviews:

- Involves multiple interviewers, often requiring the candidate to adapt their communication style to address several people.
- Clients need to know who to address during this type of interview

Group Interviews:

- Where multiple candidates are interviewed together, often for assessing teamwork and interpersonal skills.
- Sometimes all applicants are asked the same question and asked to answer in front of others or separated into groups and asked to work on a task together

2. Common Interview Questions

A. Could you tell me about yourself and describe your background in brief?

What they are looking for: They want to know about you, but they also want to see how you organize your thoughts and if you can be concise.

How to Answer:

- Give an overview of your work experience, education, hard skills and soft skills. Not forgetting to mention your strong interest in and enjoyment of your work.
- Can use the **W-A-S-P** method used for the Resume Profile.



2. Common Interview Questions

Example:

“I have three years of experience as a server in various restaurants. I completed a Diploma in Hospitality Management and a Customer Service course. I have strong skills in customer interaction, payment processing, and conflict resolution. My skills also include the ability to speak three languages: English, German and Dutch. I am passionate about providing excellent customer service and enjoy building positive relationships with customers.”



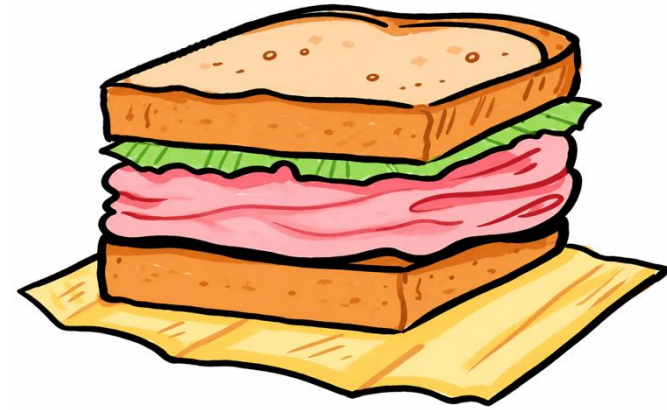
2. Common Interview Questions

B. What are your weaknesses?

Other ways this question is asked: What's one area where you could improve? OR What challenges do you believe you would have with this job?

What they are looking for: to discover if you lack experience or training, teamwork or people skills etc.

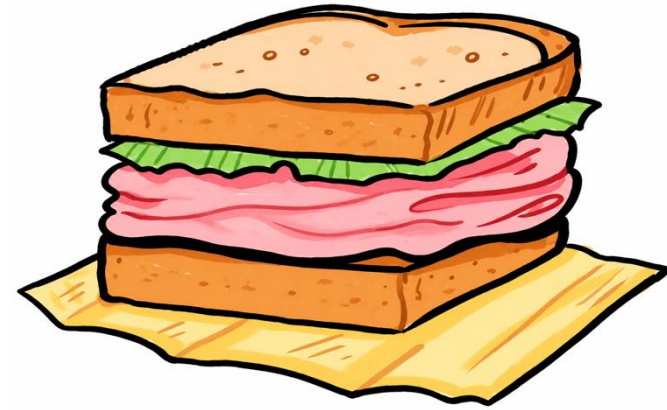
How to Answer: Use the *Sandwich Method* i.e. Start with something positive, then mention the weakness and then end with something positive.



2. Common Interview Questions

Example:

“I believe computer skills are very important in today’s work environment. I have very strong computer skills in MS Word and MS Excel. I recognize I do not have much experience working with MS PowerPoint. Therefore, I have been taking online courses and have already improved my skills from Basic to Intermediate in the last month. I will continue to improve myself and build my skills in this area.”



2. Common Interview Questions

C. Why do you want to leave your current job?

What they are looking for: to see if you will complain about your current employer and raise red flags during the interview

How to Answer: Focus not on why you want to leave, but what you want to pursue.

Example: “I actually really like my current job however I have discovered an interest in moving up into a management position and saw that opportunity available with your company.”



2. Common Interview Questions

D. What are your Short-term Goals

What they are looking for: to see if you want to grow with the company and if you are in a rush to move up

How to Answer: Focus on learning all you can about the job, becoming more efficient and then possibly growing into a higher position, if possible. Be careful about being too forceful about this.

Example: “I like the type of work I’d be doing here. I’d like to start with this position, learn to be more efficient in my duties and then gradually take on more responsibilities.”



3. Behavioural & Situational Questions

Behavioral & Situational questions focus on the ability to demonstrate “soft skills” relating to their professional relationships and ability to manage difficult situations.

To anticipate these questions, clients must prepare ‘**Proof Stories**’

Proof Stories are told in 3 parts:

- **Situation:** What situation led you to do something? Brief.
- **Action:** Describe the action you took. Clear step by step sentences.
- **Result:** Reveal the positive results that occurred when you took the action(s) you described earlier in your story. Reflect on how it affected the client, your supervisor, the company etc.



3. Behavioural & Situational Questions

There are many types of behavioural and situational questions, it is impossible to prepare for them all. It is better to equip our clients with the knowledge of important employability skills employers expect from potential candidates.

Conference Board of Canada, Employability Skills 2022

Note: pdf attached, no longer on website in 2026



Excerpt from the Employability Skills PDF

Think and Solve Problems

- Assess situations and spot problems.
- Find different points of view and evaluate them based on facts.
- Recognize multiple dimensions of a problem.
- Identify the root cause of a problem.
- Be creative and innovative in exploring solutions.
- Use science, technology, and math to solve problems and make decisions.
- Consider solutions to make recommendations or decisions.
- Apply solutions.
- Check to see if a solution works, and act on opportunities to improve.

Communicate

- Read and understand information presented in different ways (e.g., words, graphs, charts, diagrams).
- Write and speak so others can pay attention and understand.
- Listen and ask questions to understand and appreciate the points of view of others.
- Share information using different technologies (e.g., phone calls, e-mail, social media, the Internet).
- Use relevant knowledge and skills to explain or clarify ideas.

Excerpt from the Employability Skills PDF

Be Responsible

- Set goals and priorities to balance your work and your personal life.
- Plan and manage time, money, and other resources to achieve your goals.
- Measure and manage risk.
- Be accountable for your actions and the actions of your group.
- Be socially responsible and contribute to your community.

Be Adaptable

- Work independently or as part of a team.
- Carry out multiple tasks or projects.
- Figure out and suggest other ways to achieve goals and get the job done.
- Be open and respond constructively to change.

Working Together

- Add to a team by sharing information and skills.
- Understand and work within the roles of a group.
- Recognize and respect people's diversity and perspectives.
- Lead or support when it's appropriate.
- Understand the role of conflict in a group in reaching solutions.

Resilience

- Recover quickly from difficult situations.
- Understand that setbacks are part of learning and growing.
- Accept that failure is okay and doesn't mean that everything else you do will be wrong.
- Do your best to be positive even in tough times.

3. Behavioural & Situational Questions



Can you tell me about a time you showed initiative in the workplace? (*Behavioural*)

- ***Situation:*** During the holiday season the bakery I worked for was busy preparing multiple Christmas Cake orders.
- ***Action:*** I happened to put something away in the fridge and noticed that there were many undecorated cakes in the back. I asked the kitchen about them and discovered that they were missed and still needed decorating. Although my position was as a Cashier I offered to help with some basic decorating.
- ***Result:*** The missed cakes were all decorated in time. The kitchen team were grateful for my help and my manager was impressed with my initiative and flexibility.

3. Behavioural & Situational Questions



If you had 2 Supervisors give you conflicting instructions, how would you handle it. (*Situational*)

- **Situation:** I've had a similar situation at a past job as a Server. The restaurant was very busy that day because 2 servers had called in sick. Because we were so busy the Manager and Assistant Manager were both handling table orders - and both gave me instructions to do opposite things. One told me to help with clearing plates from the tables and the other asked me go to a table to take their order.
- **Action:** I advised the 2nd manager that the other had asked me to clear plates from tables and asked if I should do that or prioritize what the 2nd manager just asked me to do.
- **Result:** By doing this, the 2nd manager was able to tell me to focus on what I was already told me to do and clear up any confusion.

4. Blue-Sky Questions

Blue-Sky Questions are based on 'blue-sky thinking' which is 'out-of-this-world' interview questions to test the client to see if they can think 'outside-the-box' in a way that isn't constrained by the limits of practicality.

Example Questions:

- What would you do to improve sales if you were the Department Manager?
- If you had an unlimited budget, what would you use it for to increase revenue for the company?



5. Illegal Questions

What is considered an illegal question? Questions that touch on personal characteristics that are not relevant to the job and *can potentially lead to discrimination*.

Examples:

- Questions about age: "How old are you?" or "What is your date of birth?"
- Gender or sexual orientation: "Are you a man or a woman?" or "What is your sexual orientation?"
- Religion: "What is your religion?" or "Do you attend church?"



5. Illegal Questions

Suggestions on how to handle:

- Try to decide ***why*** the employer is asking the question.
- If you don't answer the question directly and/or politely, you might lose the job. However, if the employer is asking for the wrong reasons, you might not want the job anyway.
- *"That's a very interesting question. I'd be happy to answer it; however, I'm wondering how this question relates to the position that I am applying for."* (Some risk is involved in answering this way.)



5. Illegal Questions

“Although I might be younger than many of your employees, I have a strong work ethic.

I understand the importance of being at work on time, contributing effectively to a team and being willing to put in extra hours when necessary.

If there is anything that I am not familiar with, I am a quick learner and I am willing to learn on my own time. I can bring my creativity, new ideas and a new set of eyes to your team.”



6. Industry-specific Questions

Industry-specific questions are tailored to assess a candidate's technical skills, knowledge, familiarity with tools, processes, or practices unique to a particular field.

When coaching clients, it would be beneficial for them if Career Advisors included some industry-specific questions to practice as well.

Industry-specific questions can be found online via a Google search or using Generative AI tools, ChatGPT: ***“Provide 10 industry-specific interview questions for a Software Developer with 5 years of work experience”***



7. Interview Body Language

Many clients are unaware of the appropriate body language they should have during an interview.

Often it is good to run through all the stages of an interview and ***demonstrate*** to them how to sit, what to do with their hands, appropriate facial expressions too.

This is a video about Body Language that can be shown to clients and then discussed together afterwards.

Body Language Experts Break Down Job Interview Etiquette | WIRED <https://www.youtube.com/watch?v=M2NFhwHyNhc>



Conducting Mock Interviews

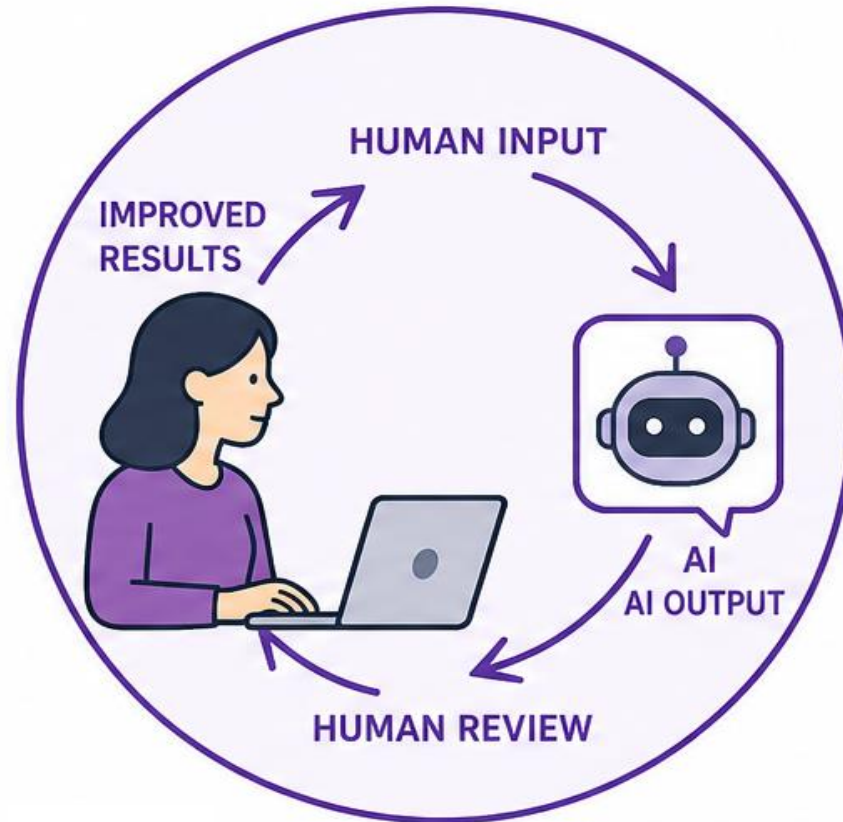


Conducting Mock Interviews



- Practicing structured responses repeatedly builds confidence and muscle memory.
- Ways to practice: ask the client to answer a set of questions and then give feedback or answer 1 question at a time and give feedback immediately
 - 1st Sample Mock Interview with Feedback (Audio file)
https://us06web.zoom.us/rec/share/tSuc0DXBZ4bTMUHUVThsw5fX-hj1ELr4rxl3vV9uFOZsZQjkO9eT1Vr_Wxk9E5tW.F7XSJuugAzeepD5F
 - 2nd Sample Mock Interview with Feedback (Audio file)
https://us06web.zoom.us/rec/share/J1q1F4tG7leJpN7hUdAmpK39S7d_ZEbB9lmiaahNWSqVe52zFK2rXAwj6-BWeVKY.JaWpZunYJwbPHsb0

Using AI Responsibly for Interview Preparation

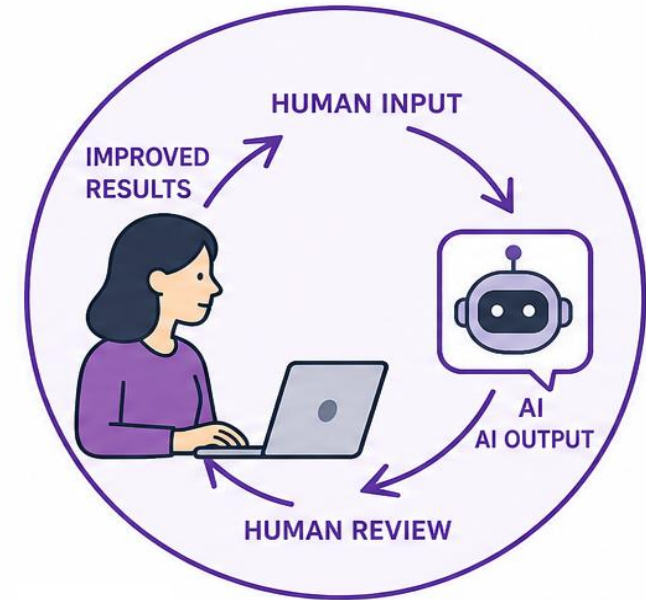


Using AI Responsibly for Interview Preparation

- A Key Risk of using AI for interview preparation is losing one's authentic professional voice.
- Always conduct a 'Human-in-the-Loop evaluation' which is a critical review process for auditing AI-generated content for interviews.

Useful AI Prompts

- Analyze this job post (paste the job posting) and identify 10 employability skills that an interviewer could need me to provide a proof story for during the interview.



Using AI Responsibly for Interview Preparation

Useful AI Prompts (continued)

- Based on this background about me (paste current resume sections) and this job posting (paste job posting) that I would like to apply to, ask me 10 interview questions that I can practice answering. Afterwards provide feedback.
- Act as the hiring manager. Ask me 3 behavioral questions based on my resume (paste current resume sections). After I answer, evaluate my response using the STAR method, point out missing structural elements, and suggest how to be more concise.

Preparing for Salary Negotiation



1. Research Salary & Compensation

- Research industry salary standards (range)
 - Use provincial or territory websites such as WorkBC.ca to explore NOC career profiles with salary information. Scribe guide: <https://scribehov.com/viewer/Looking-up-Salary-Ranges-for-Specific-Jobs-in-BC-on-the-WorkBC-website-ZzBt-pLPR8qQjhJscDocew>
 - Find multiple local job postings to further research average/standard salary ranges within the area.
- Determine ***your individual worth against the industry salary standards*** (considering their skills, years of experience, expertise etc.)



1. Research Salary & Compensation

- Research what specific companies might offer using company review sites like Glassdoor.
- Talk to company employees (past or present) on LinkedIn about possible benefits and salary offerings.
- Identify other types of compensation that can be used during the negotiation process (flexible work options, extra paid time off etc.)

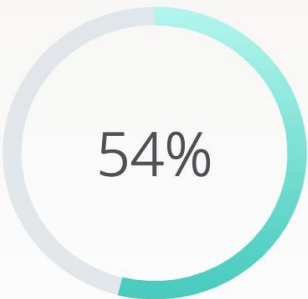


Robert Half's 2026 Canada Salary Guide

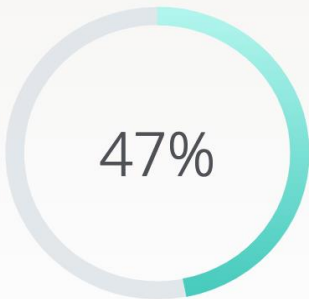
[Robert Half, February 2026] <https://www.roberthalf.com/ca/en/insights/salary-guide/compensation>

Top on-site workplace perks

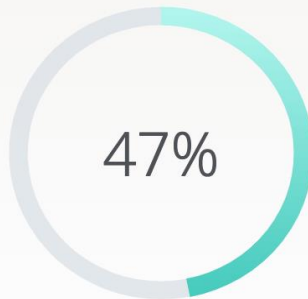
These are the perks employers say they are investing in to create a more appealing in-office work environment:



Commuter benefits

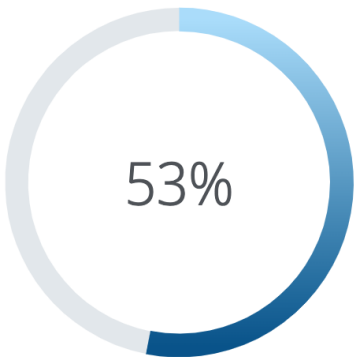


Free or subsidized meals

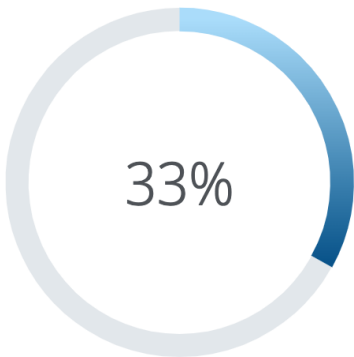


Professional development training

Canadian employers are placing **high importance on providing the benefits workers want the most.**



of employers offer hybrid options to those in leadership roles and on a case-by-case basis.



of employers offer hybrid options to all regular employees regardless of seniority.

Common offerings

These incentives are widely offered by many employers and represent the baseline expectations candidates have when evaluating job opportunities.

Benefits

- Paid time off, including vacation, sick and mental health days
- Paid leave of absence or sabbaticals
- Life insurance and AD&D insurance
- Mental health coverage

Perks

- Flexible work schedules (e.g., varied start and end times)
- Hybrid work options
- Bereavement leave

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Less common offerings

These incentives are offered by fewer companies, giving the employers who provide them a competitive advantage in attracting and retaining talent.

Benefits

- Extended health insurance
- RRSP planning or pension
- Signing bonuses
- Stock options

Perks

- Wellness programs
- Childcare assistance
- Paid paternity leave
- On-site fitness centres

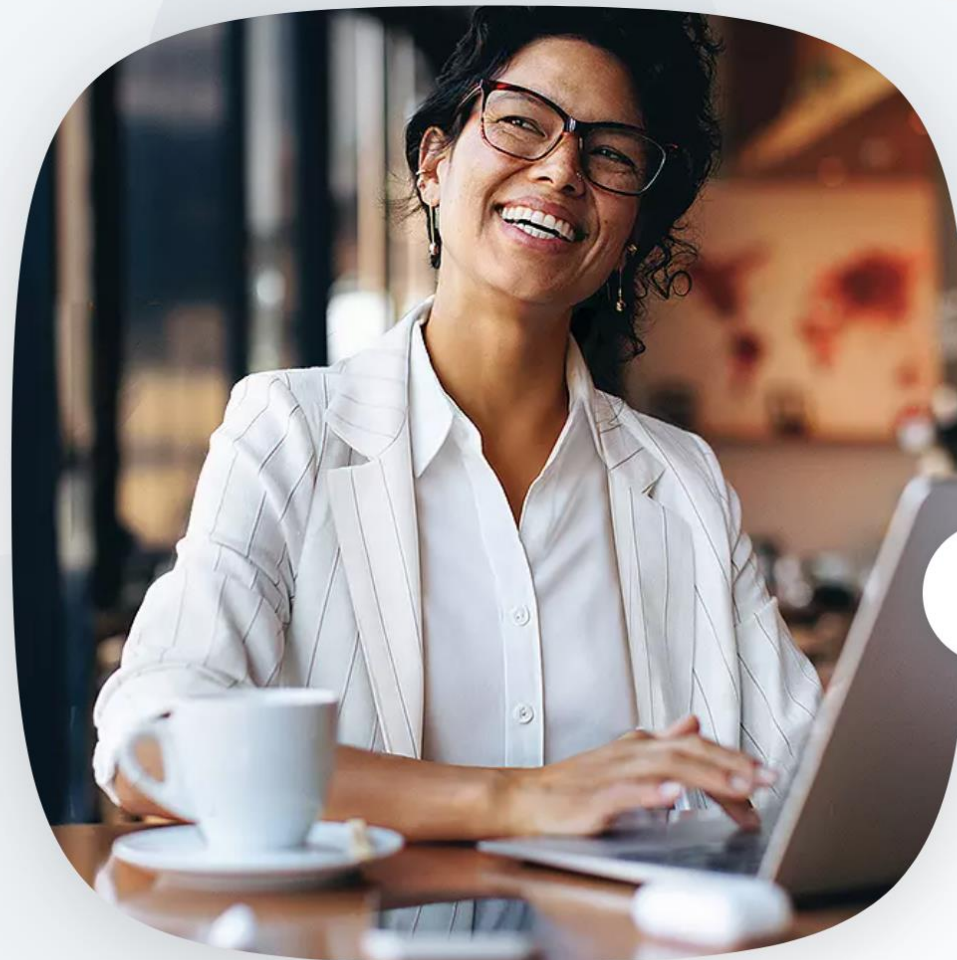
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Executive compensation

Compensation packages for [C-suite and senior management professionals](#) are designed to align leadership performance with key company objectives. Executive bonus structures are more complex than bonuses for all employees, including equity grants, long-term incentives and cash performance awards that often equal a significant portion of the annual base salary.



Executive annual bonuses can start at 40% of base annual compensation, and sometimes even go up to 100% per year.

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Targeted bonus strategies

31% of companies offer performance-based bonuses. Strategic use of bonuses allows organizations to recognize employees' significant contributions without overextending base salary ranges. Other types of bonuses include:

- Performance bonuses—Awarded based on individual or team achievements tied to business goals
- Sign-on bonuses—Provided to new hires to boost offer appeal and accelerate onboarding
- Retention bonuses—Designed to encourage employees to stay through key periods or transitions
- Referral bonuses—Given to employees who help recruit skilled candidates into hard-to-staff roles

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New! Robert Half's 2027 Canada Salary Guide

[Robert Half, October 2026]

<https://www.roberthalf.com/ca/en/insights/salary-guide/rewards>

2. Planning The Negotiation

- Establish what leverage to use to develop a solid negotiation/business case.
- What do you have that fits exactly or *exceeds* the needs of the job? Is it your education, certifications, training, licensing, specific experience or specific skills?



2. Planning The Negotiation

- Are there elements of the job that are *challenging* that can be built into the negotiation i.e. location, work hours, project timelines etc.
- How are you going to transition the conversation? What words should you use? Most people benefit from preparing a script that helps in the planning process.



Salary Negotiation Worksheet

1. Research Salary & Compensation

- Industry standard (range) _____
- Individual worth against the industry standard _____
- Acceptable salary: high range _____
- Acceptable salary: low range _____
- Non-negotiable benefits _____
- Other types of compensation _____

Salary Negotiation Worksheet

2. Planning the Negotiation

- Approach/angle/leverage to use for negotiation _____

- Script or words to use to start negotiation _____

Session Wrap-Up



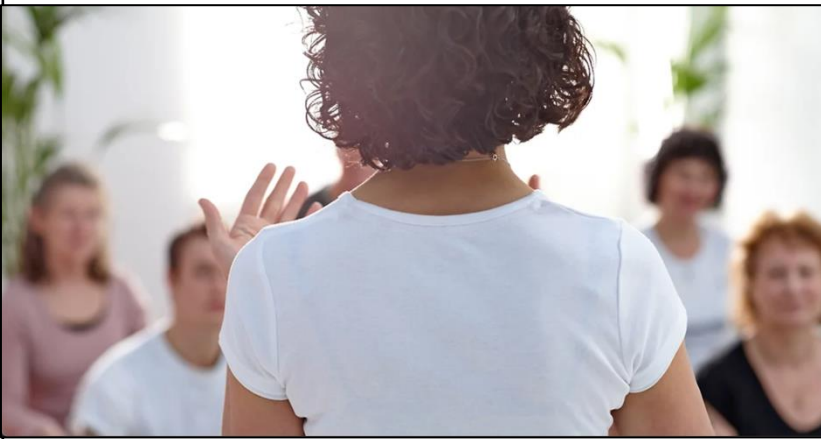
Session Wrap-Up – 1 Activity to Complete

 **Homework for Next Session** – Use the same fictional resume from your last assignment. Complete **Part 1 of the Salary Negotiation Worksheet: Research Salary & Compensation** for the resume's target occupation of Medical Office Assistant in your local area.

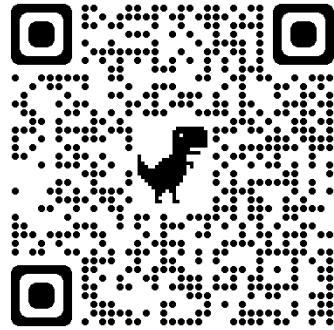
For each input on the worksheet, show step-by-step how you arrived at your answer, including:

- What information you searched for and found
- Which websites, job postings or AI tools you used
- How you compared or evaluated the information
- How you used your research to decide what to enter on the sheet





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