



Interview **Genius:**

A guide to being the *Einstein* of interviews



GARY GAMP



Foreword *by* **TONY WRIGHTON**

Tony: Hi. I'm Tony Wrighton and welcome to the foreword to Interview Genius by Gary Gamp.

Why should you read to this book? Well, quite simply Gary has 25 years of experience and knows his onions. If you're interested in getting a new job or you might be at some point in the future, Interview Genius is for you.

But more than that, I'm lucky enough to know Gary personally, and I know that he's always looking to learn. That's what you really want in a coach in my opinion, somebody who's not just content to rest on their laurels and live off past glories, but is always looking to improve and learn more.

Last year alone, he helped managers hire over 46 people across Europe. He has also got a great name - Gary Gamp. It means people don't forget him in a hurry.

In this comprehensive title, Gary has the inside track on what's needed to succeed in an interview. It's brilliant and I hope you enjoy working with Gary as much as I have.



Progressive Planning

BE THE BUSINESS

Interviewer: So most people are probably aware that you can't just turn up for the interview without having done some kind of preparation. But am I right in thinking there's a good few people that think that that purely means practicing potential questions that are going to come up?

Gary: Yeah, it's a good question. There are two types of preparation and one is less obvious than the other. One is obviously researching the company and the person you're going to see but the second one is planning and preparing your mental state.

Interviewer: I was under the impression that a massive part of preparing for an interview is knowing the company as if you were already employed there.

Gary: If you can look through the lens of that company and probably a good place to do that is if you go to the company website, go to the investor page or the investor relations page and normally in there you will find an annual report. In the first five pages of the annual report, they normally cover everything you ever needed to know about the company, their strategy, their main issues.

So you will get a very good snapshot about what that company is doing and secondly, I really recommend you research the person or people you're seeing if you know them.

So if you know their names, obviously you can go to LinkedIn or you can go to Google and see if you can find out something about them, not in a stalker-ish way but see if you can find out something about them personally. If they're on Twitter maybe, on Facebook, see if you can find out a little bit about them so you're armed and dangerous about them and the company.

REHEARSAL MAKES YOU READY, PRIME FOR THE INQUISITION

Interviewer: How would it impact you as the interviewer if the candidate came and wasn't as clued up as you would expect them to be?

Gary: Well, that's an interesting point. I actually did some research recently for the interviewers actually which asked them, "What's the most annoying thing for you when you're interviewing someone?" The number one thing that came out by a long way was that people turn up and they're not prepared. They don't ask questions. They don't really know about the company. They've kind of done this glib bit of research when they ask some stupid things. They really just show they haven't tried very hard. So that's probably it. I think being prepared and asking good questions is really the most important thing.

Interviewer: Does it just show you that they don't really want it as much as somebody else?

Gary: Yeah, I think partly. But also just it's a bit lazy to be honest. The majority of people that go to interviews are generally not very good at it and they're not comfortable with it and it comes across. So anything you can do to be better than someone else is a good thing to do.

Interviewer: So we all know the phrase that practice makes perfect but I think it can be quite difficult to anticipate what's going to be asked. What kind of things could you do to prepare for this?

Gary: Well, it's probably more predictable than you think. When you analyze it, you're going for a particular job. You know what the role is about and there's a pattern of questions that come up because the truth is that the person that's interviewing normally goes through a similar set of questions. So you can probably rehearse things that are going to come up. So a good example of what they're likely to ask you is, "Have you done this before? What difficult things did you come across? What would you do if you got the job? Why should I give the job to you?" There's a whole bunch of questions that you can rehearse in advance.

Interviewer: Is this something better to do with another person or on your own?

Gary: Probably both. I mean that's a good point. I think both. So if you get in the car or in the shower, you could go through questions and answers and it's all a bit weird to talk to yourself, I know, but very worthwhile mental practices are a really good thing to do. Definitely if you could find someone who would take it a bit seriously and can ask you those questions - I've done that before. I'm just going to keep firing questions and you get ready to answer them. That really helps prepare you for the interview.

Interviewer: Do you think you can over-prepare, overanalyze a bit too much?

Gary: I don't think you can over-prepare. I think you can overanalyze it and over-think it and what I mean by that is you can't over-prepare. So if you keep practicing the questions and answers, so you know in your mind what you're going

to say, I don't think you can overdo that. I think the more you can do it, the better. Over-thinking it is trying a little bit too hard to be smart. I don't think you need to be smart. I think you just need to keep it real.

AMBIGUITY IS YOUR BIGGEST OBSTACLE, HESITANCY IS YOUR BIGGEST HURDLE

Interviewer: Obviously the interview can be an extremely daunting activity for some people. To what extent do you see these nerves projecting through a candidate's approach in the interview?

Gary: When people are nervous you can smell them straight away. What you've got to think about is when you're going for an interview, kind of more than your technical ability and I mean your subject matter knowledge, is how you fit in. If you're nervous, then you're not confident and if you're not confident, they think you're not really able to do the job. So being mentally prepared is really important.

Interviewer: Is there a way to reduce that coming across?

Gary: Yeah, I think so and I think it is literally going through some things. The way to be mentally prepared, obviously, if you've done research on the company and the questions, you're absolutely going to be more confident anyway. So that gets you in a much better mental state more than people might think.

Secondly, you've got to see yourself as being successful. So I say this with caution because there's a balance between being confident so you see yourself as being successful in the interview in getting the job, without being arrogant. So you don't want to come across as being arrogant. But definitely you've got to see yourself as being successful and see yourself getting the job. When I go to an interview, I expect to get the job. I don't mean that arrogantly.

Interviewer: And do you get the job?

Gary: Absolutely, hopefully. There's a little telltale sign as well just as – it's something to be aware of. If someone is nervous or stressed and if their top button is undone in the middle of your neck, it goes red. It's more of an issue actually for ladies than it is for men because men generally will wear a tie but it's just something to be aware of. If you're bluffing it and you're winging it, the middle of your neck goes red. Watch out.

Interviewer: Even if you're not nervous?

Gary: Less likely if you're bluffing and you're ...

Interviewer: Lying?

Gary: Lying, or extending the truth a little bit.

Interviewer: You're fabricating the truth.

Gary: A little bit of fabrication makes your neck go red, yeah.

FIX UP, LOOK APT

Interviewer: So talking of attire, one of the first impressions you do get to make is how you present yourself as soon as you walk through that door. Do you think your outfit is a materialistic thing to think about or does that depend on the nature of the job?

Gary: That sounds like a leading question. I mean this is a whole topic on its own. There are lots being written about how you dress for an interview, etc. I don't want to be drab about it because I think this is really, really important. But I think it's more important to be appropriate than it is to be smart.

So if you're going to go and work in a builder job, you don't turn up in a three-piece suit. But if you're going for a business interview, you need to look smart but not sharp. So that being appropriate, if you're a lady, you need to dress appropriately, not inappropriately without going into detail I think you understand what I mean. If you don't have a suit already, don't go out and buy a really expensive Giorgio Armani suit. Buy a cheap suit and expensive tie would be my advice but also don't look like this is the first time you've ever worn a suit.

I've seen a lot of people interview. They turn up with a suit. Either they look like they borrowed it from their father or it just looks like they've just put it on and they really feel uncomfortable with it. That's not a good look.

Interviewer: So is there something to be said about feeling comfortable in what you're wearing kind of comes out in the way you perform in the interview?

Gary: Absolutely. I mean if you're comfortable, then you will have confidence and together with the preparation you've done, you will be more confident. So there's kind of a link between the things we've spoken about, I would say. It's a bit of a three-legged stool. So if you do one without the other, the stool is going to fall over. So absolutely it will make you feel comfortable.

Interviewer: I've heard things also about colour meaning things. For example, I've heard you shouldn't wear a green tie. Is there any truth in that or ...

Gary: I have a personal opinion about it which may not be everyone's cup of tea but I think it's an over-analysis. Clearly, certain colours make you look a bit washed out. So there are some things to think about but I think again ...

Interviewer: It doesn't have any other deeper meaning.

Gary: Not really. Some people will tell you to wear a red tie and don't wear a green tie as you've just said. I mean I just think dress up so you're comfortable. Now don't wear a Mickey Mouse tie. But otherwise, I don't think it really matters.

Interviewer: So additionally, to the clothing, is there anything else that adds to the overall package of how they look?

Gary: Yes, we talked about the colour of the ties and dressing smart. I think just to kind of add to that, things like accessories. So for example, if you're wearing a watch, it's best to avoid a sports watch and wear something that's more businesslike. Again it adds to the first impression and the same as using laced up shoes, polished. If you're a lady, not flat shoes and nothing too skyscraper-ish. It's not a night club but certainly dress well. Not too much bling and too much jewellery for men and women. But I think that's really – it just adds to the package of what we've already discussed.

Interviewer: When you said about the watch, if – say for a guy for example who doesn't have a suitable, appropriate watch, do you think they should just not wear one at all?

Gary: Yeah, probably best not to wear one. I know it sounds a bit odd. It's like these little giveaway signs when you're in an interview. It's almost like wearing trainers with a suit.



Pilot Your Participation

THERE IS NO SECOND FIRST IMPRESSION

Interviewer: So you've done all of this preparation. What do you do with it now? How do you use all of that prep work in an effective way on the actual day?

Gary: That is a good question. So this is your moment. You put all this effort into doing the preparation and probably in the beginning you're thinking why this is necessary? Well, this is your moment and if you like, it's show time now so this is your chance to put into practice. You're performing on the day.

Interviewer: So the interview basically starts as soon as you walk through that door. What can you suggest to avoid blowing it before you've even answered the first question?

Gary: This is an interesting one because it's really important to give a first impression, a good first impression, and you don't want to be over the top either but you need to have high energy. You need to come across confidently and I definitely recommend shaking hands and a little bit of small talk. Sometimes they will come down and get you, so you've got a bit of small talk before you get into the room and that's a really great option to start building a relationship with that person, if you can. Sometimes it will be an assistant but if it's the person, I really recommend you have a good chat with him and give a good first impression.

Interviewer: How important is the handshake?

Gary: Yeah. Well, there are different types of handshake. You don't want a wet fish handshake. You don't want to be too strong and break their arm or anything or their hand. But just a firm handshake and look them in the eye.

Interviewer: Confident handshake.

Gary: A confident handshake absolutely.

NON-VERBAL COMMUNICATION IS A POWERFUL TOOL

Interviewer: Sometimes people's answers could be great but then again their non-verbal communication is saying the opposite. Have people either intrigued you or put you off just through that body language? Have you ever seen that?

Gary: Yeah, I mean we spoke earlier about the red neck and it was slightly tongue and cheek but actually their body language is - again, you don't want to overanalyze it - but it is important in that you don't want to be scratching your nose or looking uncomfortable. But don't over-think it. Don't cross your arms because it comes across as a big negative but don't drive yourself mad with it.

Just try and be relaxed as if you were sitting and having a chat with someone, business conversation or even with a friend. How would you be in a more relaxed way? That's how it would be. Don't put your feet on the desk. It doesn't work very well.

Interviewer: What about sitting on your hands?

Gary: Definitely not a good idea.

KICK OFF TIME

Interviewer: Good to know. I've always been told the first five minutes of your interview are crucial. But why is that exactly – does that mean the entire duration of the interview is not as important?

Gary: I think it's all important you know. As I've said, you're performing. This is show time and it all counts. But I think you can set yourself up in a much better way in the first five minutes by asking a really good question. The question that I would recommend, again, you have to choose the appropriate meeting in person, but I sometimes ask "In this role that you're looking to hire for, what does good look like? What kind of person are you looking for and what would be good for you?" That really helped me with the rest of my interview and also you set a good impression.

Interviewer: You can keep relating back to those qualities.

Gary: Yeah. I mean I use that as an anchor point through the whole interview process because then I've got a much better idea about what they're looking for and I can keep referring back to those things they said.

CONVERSE WITH CONTROL AND CONFIDENCE

Interviewer: What would you say to people who focus so hard on the actual questions coming up that they forget about how they're coming across?

Gary: This is a very difficult one anyway in conversation because some people are so busy thinking about their next question they're going to ask, that they don't focus on listening and it's particularly important in an interview because you've got a lot of things to think about. It's like learning to drive for the first time. Trying to change the direction, look in the mirror and change gears at the same time. So it's really important to focus and not lose your track when you're speaking to that person in the interview.

CLEVERLY ARTICULATE YOUR CV

Interviewer: Mundanely listing your past employment seems to be something the interviewer could essentially do themselves because as far as I'm aware, the interviewer would have the candidate's CV in front of them. So how can candidates approach that topic in a more engaging way?

Gary: Yes. I think if you think about the attributes of the job and think through what are the three things that would make that role good, and remembering what the person has told you about what good looked like in the beginning and linking back. Then you can read that back to them. You can say, "From what you've told me, it sounds like the key attributes of the job are one, two, three, and this is where my experience fits." So you're not talking about yourself as a person but your experience for that role.

Interviewer: So not just listing your skills but making sure they relate back to things about the job.

Gary: Absolutely. So you can link back to the things you've heard and your experience but link back to the attributes of the job itself without having to reiterate I'm marvelous and you should hire me.

The truth is, a lot of the time, the interviewer is a really busy person and sometimes – and this is hard to believe – they may not have had time to read your CV. They may have read it as you were coming up the stairs to be honest and therefore, don't presume that they've read it and understood it. You're going to have to pull out some of those points yourself.

Interviewer: Is there anything you particularly shouldn't say?

Gary: Yeah, I think probably the main one is not to be disrespectful of where you're working today or where you've worked before. It's a real turnoff to be negative about your boss or to be whinging and complain and I think on the same subject, I think it's really important and this is probably my golden rule throughout the whole interview is just don't be defensive. Have you ever watched *The Apprentice* before? Where they intentionally try to get you on the edge. The biggest mistake people make is to be defensive and if you can remember all the way through, even though sometimes it's going to be really difficult, just don't do it.

THERE'S NO SUCH THING AS 'LOST FOR WORDS'

Interviewer: It's quite impossible to know every question that's going to come up. People say it's OK sometimes if you don't know an answer. So what do you do if you're literally lost for words?

Gary: Yeah, another good question. I think in the interview, you can't afford to be lost for words. There's no such thing as being lost for words. It doesn't mean that you should bluff your way through the answer but if they're going to ask you a question related to the role and you don't know it, then it's probably because you're not prepared. You've got a couple of moments because you could say something like that's a really good question and ask again - buy yourself some time - but again, as an interviewer, if I'm asking a question specifically about the

role and the person doesn't know, that's a massive turnoff for me. Likewise if they bluff and blag and I know they're doing it, it's a turnoff. So there's no such thing as being lost for words.

Interviewer: Can you tell when people are lying?

Gary: Yeah, immediately.

Interviewer: How?

Gary: Well, again, a number of things like body language, going red in the middle of the neck, just general floundering. It becomes very obvious.

Interviewer: Should someone behave differently in say a group interview situation than they would do in an individual?

Gary: There are different types of scenarios and I think you do need to adapt your behaviour accordingly. For example, it's quite common that you will be on a one-on-one interview. It's also likely there will be a follow-up with someone else but in that one-on-one situation, I think we've covered that. We're going to cover that, most of it today quite well. The other situation is where there's a two-on-one which is probably quite common as well and you've got to adapt to the people in the room and I think the key for this is getting people to like you and remembering it's show time. This is your moment to make people feel, "I like this person. They really fit in." So in a kind of a two-in-one, you've got to adapt to the different personalities and they may be very different or might be playing the hard guy versus being quiet. So you've really got to adapt. Probably the more complicated interview is if you're in a board situation and the danger of those ...

Interviewer: Is that when you have more than one interviewer?

Gary: Yes. You may have three, four, even five. You call it a board interview. It doesn't happen very often but it does happen in certain roles and particularly in senior roles. The danger with these types of interviews are that the people interviewing tend to show off a little bit with their colleagues and so they will try to catch you out more than if you are on a one-to-one.

Interviewer: It would be quite intimidating.

Gary: Yes, and again, we mentioned several times through this discussion about not being defensive and this is kind of the moment where you really mustn't be. Just stop and think - bite your tongue a little bit. It's like I mentioned but also you need to very much adapt to the people in the room, so quite bond quite quickly with the people and try and work out the type of personality they are so that you can answer accordingly. So no joking around with someone that's very serious. He just needs to get the right banter going.

THE GRUESOME THREESOME

Interviewer: There seems to be some kind of predictable, some might say simple, questions that are asked in most interviews. Do the answers to these ones really make that big an impact on your opinion of the overall performance?

Gary: Yeah, I think that's a leading question. I know where you're going with it. There's something I call the "gruesome threesome". They're like killer questions. They seem really simple but they make a really big difference to what

the interviewer thinks. You've got to be really careful and be prepared actually on how to answer.

Interviewer: What are they?

Gary: That's a very good question. There are three. Others would come up. The three are – number one is, “What are your strengths?” It may not be asked in the same way. They may ask what you're good at if you're at a party. What would you say you're good at, and a lot of people have been embarrassed to talk about their strengths, but this is your moment to link back again to the role. So pick out some things other people say you're good at, so you're not saying it about yourself.

The second one is weaknesses. Again you may not see this coming. They're going to ask you the question. It may not be as obvious as that. I actually ask people would they like to improve on, which is really saying what are your weaknesses and you've got to give something away. In fact some thing that I sometimes say – I'll pick out something that is not really negative but kind of leads them to something that could be and I say something like I'm very driven. It's not everyone's cup of tea. It's an answer. You need to think of an answer. You got to give something back. On the other hand, if you're a project manager and you say you're not very organized, that's not so great.

Interviewer: Has anyone ever purely told you a really bad weakness that would not make them suitable for the job?

Gary: Yeah, I think nearly always and because when I interview people, I ask them in a very chatty and friendly style. I find people are generally very honest about it and it's OK. I'm not saying you should lie. But if you prepare a good answer, because normally people are very honest and it can lose you the job.

Interviewer: What if someone said, “I don’t have any weaknesses”?

Gary: I find that a big turnoff. You got to give something. So think it through, that’s relevant to you and the job. Don’t make it a big corker but certainly have a good answer and be prepared. It will be asked. But it may not be as obvious as you think.

Interviewer: What’s the third question?

Gary: Well, the third one is about the job itself. So you normally get a question about why you want the job or why should we hire you and again it seems like a really simple question. But you need a good answer for that because that can be a real turnoff to people if you get it wrong.

Interviewer: Is there anything else that people should be looking out for an interview situation?

Gary: Yeah. Well, there are two things. Sometimes, obviously you will be asked to do a presentation in advance and I’m not going to get through that topic now because it’s a whole topic on its own. But in the presentation, obviously they’re judging you because it’s how you can get a conversation going with the people in the room. That’s why it’s just presenting. So again, preparation is really important in this situation and the second part is you might have a psychometric questionnaire.

Interviewer: What’s that?

Gary: So this is basically where a company would test your ability and personality and really see if you're going to fit in. They're questionnaires that have built-in cheat detectors. So they keep asking you the same question in different ways to try and get the truthful answer from you. You can't bluff your way through it basically.

The reason I'm mentioning this is that you may get one of these - you might not get it on the spot so they may say come back and get it - but again, just to be aware, if you have not practiced these before, it might be worth looking up and reading up on them beforehand.

'AND FOR MY BIG FINISH...' - MAKE A MEMORABLE EXIT

Interviewer: Everyone says that you should ask a question back to the interviewer at the end. Does it really make a difference? What if they've answered everything you wanted to know?

Gary: In fact, some people say things like, "You've answered everything I want to know. So I probably haven't got any questions," and that's a really bad way to finish. Again, if you remember the whole process, it's show time. This is a really important part. So asking a good question at the end is really vital and not being really glib about it because it does make a difference.

Interviewer: So what's an example of a really good question?

Gary: Well, I mean an example recently of a question someone asked me – they'd done some research about the company and they asked about China being a country that copied lots of ideas and they asked us "What's the impact of trying to run your business? I gather that it's very hard to protect the copyright." I thought it was a really good question. I answered it and it was very relevant to the

role and it got me to thinking that that person really understands this role and some of the issues.

Interviewer: So you think something that makes you as the interviewer think, is quite a good question to ask?

Gary: It's vital to ask something that gets people to think. Absolutely.

Interviewer: Is there anything you really shouldn't ask at the end of an interview?

Gary: Yeah, I think a real big turnoff is asking, "Have I got the job?" I'm sure it doesn't happen very often. Some people dress it up a little bit. They think they're being clever, particularly in sales, but I think that it's a big turnoff and I think it's unnecessary. It comes across as a bit desperate. Also another one is asking about salary. My rule of thumb is don't kiss on the first date.

Interviewer: What does that mean?

Gary: It means don't ask for the salary on the first meeting? Get them to like you first and then there's a better negotiation point to ask about salary.

Interviewer: Is there ever a good point to ask about salary?

Gary: Yeah. I think you should – I mean you probably want to make sure before you go, that it's in your sweet spot because otherwise going along to the interview if you're not going to earn what you're expecting. It's just not something you should discuss in the first meeting.



Hangover Time

SUB-SEQUENTIAL ACTIONS

Interviewer: So I've done my preparation. I've performed well, hopefully, in my interview. Now I'm actually sitting at home waiting for the decision. So what can I do now? Can I follow up?

Gary: Yeah, this is an area that is confusing to a lot of people and when you think about it, it's probably not a good idea to follow up which is going to sound a bit strange. But the truth is if the company that you're going to go work for doesn't have the courtesy to get back to you, then do you really want to be working there?

This is a two-way street. They're interviewing you but the truth is, you're interviewing them because you want to know if this is a company you want to go and work for. So if they wanted to hire you, then they will probably come back to you.

On the other hand, if they do want to hire you, they're going to be trying to sell to you a little bit. So they will try and keep in touch. Sometimes the process in turn is quite difficult and it takes a long time to go through it but I know from my own experience if I want to hire someone, I will give them some clues that I was interested.

Interviewer: Have you ever been so impressed like on the day that you hired someone on the spot?

Gary: Not literally but certainly early on in the interview. I could tell they were the right person and then you kind of go in this mode where you're worried that they may go somewhere else and you will lose out. So you're more likely to give them a few indications that you're interested. Having said that, they're not always signs of success because normally in an interview, there's more than one person. So there might be more than one person in the room or you may need to come back for a second interview or the company may decide they don't have any money or whatever. So it's never done 'til it's done, but yes, I have thought through early on in the interview I want to hire that person.

Interviewer: Similarly, have you known early on if someone is not right?

Gary: Yes, pretty early. I mean when you interview a lot, I wouldn't say I'm Simon Cowell, but you get to know if the person fits in, if they're in the right place and you do get to know early on. That's why the points we mentioned earlier are so important and our politeness because we're British, we would probably go through these anyway.

IF YOU'RE NOT THEIR CUP OF TEA...

Interviewer: Slightly different type of follow-up. You're not always going to get the job. So what do you do with the no? Should you be asking for feedback for improvement for next time?

Gary: Yes. Now, I don't want to contradict what I said before but – so I would definitely follow up. If they've come back to you and said you're not their cup of tea, that's not necessarily the end of the world. It's disappointing of course but this is your chance to stay connected. It's a small world. Your name may come up

again. They may have someone who is slightly better than you but they let them down later. It's your chance to leave a professional impression. So I think it's useful to ask to get some feedback on what you could do to improve and whether you do anything with it is up to you. But you will leave a good taste in their mouth.

Interviewer: You respect that if someone does that?

Gary: To be honest, it doesn't happen very often and when it does happen, I'm impressed.

Interviewer: Obviously it does matter the way you ask for the feedback though being quite polite and wanting constructive feedback rather than being quite defensive and accusatory if they've been given a no?

Gary: Yes, definitely. This is true through the whole process because you never know and you don't want to be bitter and twisted anyway. So it's really important to keep the whole thing positive and never be defensive all the way through and ask. It's not what you say, it's how you say it. It's what's important to make it land well.

Interviewer: Because then of course I guess you never know. They could have an opening later on and come back to you. If you leave it in a bad way, you've got no chance of that happening.

Gary: And also it's normally a small world. So in certain industries, people ask around. For example if I was hiring someone, I found out – because of LinkedIn and social media now, you can find a connection. I would ask them. What do you think of so and so? If I had a bad experience, I would say don't bother with them.

So it's really important to keep that because it's not just on that day. It will affect you in the future.

Interviewer: Wow, brilliant. Thank you very much for lending your wise words. I found it pretty insightful. If you were to give someone one piece to take away from this, to summarise this whole thing, what would it be?

Gary: Probably the most important thing I would say is preparation. You shouldn't underestimate the power of being really well-prepared, immensely going through everything. That will set you up in a great way for your meeting. Wish you lots of luck for you interviews and every success.

Afterword *by* TONY WRIGHTON

Tony: Hi. It's Tony Wrighton again. I did the foreword and now doing the afterword as well. Hope you really enjoyed that and found Interview Genius useful, perhaps useful to read to on the way to your next interview. This is the first of a series with some more advanced books to come and you can follow Gary on Twitter @intrviewgenius. He would love to hear from you and stay in touch with you. Thanks for reading.