



Interviews

How to prepare for an Interview

Interviews can be thought of in one of two ways. In your mind, they can either be an obstacle (or worse, an impasse) between you and your new job. Or they can be opportunities for each party to sell to the other to determine whether the role is really the right fit for you. The latter will instil confidence in you, making you more relaxed which will let the real you shine through.

No matter how you look at it, the key to a successful interview is preparation. Researching the company, understanding the role and offering polished responses shows initiative, enthusiasm and a keen interest in the job. Use the interview tips below to impress your potential employer during that vital first meeting.

Always research the company

Researching the company will help you to better understand where your role fits and your knowledge will boost your credibility with the interviewer. The company website, annual report, newsletters, and media releases can provide you with valuable information on the company's key products and services, target markets, recent events, structure, culture and future direction.

Your interview preparation should also include reading trade publications and newspaper/magazine articles. These will give you an insight into the company's reputation, major competitors and wider industry challenges.

If, during your research, you come across details which are interesting or appealing to you, bring them up with your interviewer when you are given an opportunity to ask questions. Nothing will make you stand out more than genuine interest in the wider team, company or industry.

Review the role details

Carefully examine all the information you have about the role. You will be surprised at how much information you can get from the selection criteria and style of the job advertisement alone. You should have access to a position description or similar before an interview (certainly if it is an interview arranged through us!) which will give you a guideline of your key responsibilities and Key Performance Indicators.



Combined, this information is useful for anticipating what you are likely to be asked, so that you can prepare relevant responses beforehand. To set you apart from other candidates, you can also use this information to form intelligent questions to ask at the conclusion of the interview.

Practise your responses

Rehearsing answers to the questions you are likely to be asked is the most critical step in interview preparation. You may feel uncomfortable, especially if you are unused to role playing or rehearsing and you are doing so with a friend, family member or partner, but rehearsing your answers aloud will truly allow you to clarify your response.

For each potential question, identify practical examples that show how you responded to the task/situation and specify the positive outcome. During your response rehearsal, gain feedback on whether you are matching your skills, experience and personal attributes to the requirements of the job in a coherent and succinct way.

Know your resume

If you have been applying for several jobs at once (it isn't a bad thing, sometimes you have to!), ensure you are familiar with the resume you sent to THIS particular employer, as you may have tailored it specifically for different companies. And in fact, you should have.

To be able to answer your interviewer's questions on your achievements based on your resume, you may need to refresh yourself as to what you focused on.

Know your strengths

The key to presenting yourself in the best possible light is to know your key strengths and be able to communicate them confidently and convincingly. Every single person has a combination of skills, qualities and talents that no one else has. Your job during the interview is to ensure the interviewer is in a position to see these. Be specific and be confident, whilst willing to develop and learn more is the killer combination that will make you stand out head and shoulders above other applicants.

For more information on working as a contractor, resume writing, networking or career growth and development please contact one of our friendly, dedicated consultants today or check our website for the date of our next free workshop!