

PREMIER  
TALENT PARTNERS

# HOW TO SHINE IN YOUR INTERVIEW



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STEP

# 01

## RESEARCH THE COMPANY

- Review their website's "About Us" section
  - Read their blog and latest press releases
  - Find a full company overview on Crunchbase
  - Look them up on Startuply.com
  - See if they're mentioned on Ventureloop
  - And if they've made it on to Breakoutlist.com
- Go through Social Media:
    - ▶ LinkedIn Company page (read summary and news posts)
    - ▶ Instagram/Facebook
    - ▶ Twitter
    - ▶ TikTok (If Applicable)

# KNOW YOUR INTERVIEWER

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STEP

# 02



## LOOK AT THEIR LINKEDIN PROFILE

Understanding your interviewer's professional history can help you tailor your communication style to the audience.

STEP

# 03

## PREPARATION IS KEY

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### IN PERSON INTERVIEWS

#### Get Ready

- ▶ Plan ahead and map out your route ahead of time to avoid running late
- ▶ Even in today's digital world, it doesn't hurt to bring a few copies of your resume and (if applicable) samples of your work
- ▶ Come prepared to take handwritten notes
- ▶ Mind your attire. Consider holding off on wearing perfume/cologne, bulky accessories, or excessive make-up so it doesn't distract from the matter at hand.
- ▶ Remember that your interview starts the moment you walk through the door

#### Showtime

- ▶ Give a firm (but not overpowering) handshake
- ▶ To the best of your ability, maintain eye contact when answering questions or listening. This builds rapport!
- ▶ Don't slump in your seat! Monitor your posture to show that you're alert and attentive
- ▶ Practice active listening to fully understand the questions and how to respond
- ▶ Answer questions you're asked with a balance of confidence and humility

### VIDEO INTERVIEWS

#### Get Ready

- ▶ Confirm that you have a reliable internet connection
- ▶ Test your video, audio, and all provided links beforehand in case you run into any issues you need to troubleshoot
- ▶ Place your computer/webcam on a stable service
- ▶ Set the scene - think about where the interview will be conducted, double check that you've removed distractions from your background, and that your lighting doesn't cause any harsh shadows
- ▶ Even though you're connecting virtually, don't dress too casually

#### Showtime

- ▶ Grab your headphones and join the call early
- ▶ Consider standing in your interview - standing conveys confidence and will help your voice project
- ▶ Don't do anything you wouldn't do in an in-person interview! Avoid moving around excessively, removing your face from camera view, turning your video off
- ▶ Take *handwritten* notes!

# HAVE QUESTIONS READY

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STEP

# 04

Be prepared with questions that will demonstrate your interest in the role and the company. More than anything, this is your opportunity to shine. Asking the right questions gives the interviewer real insight into your capabilities and understanding of the opportunity.

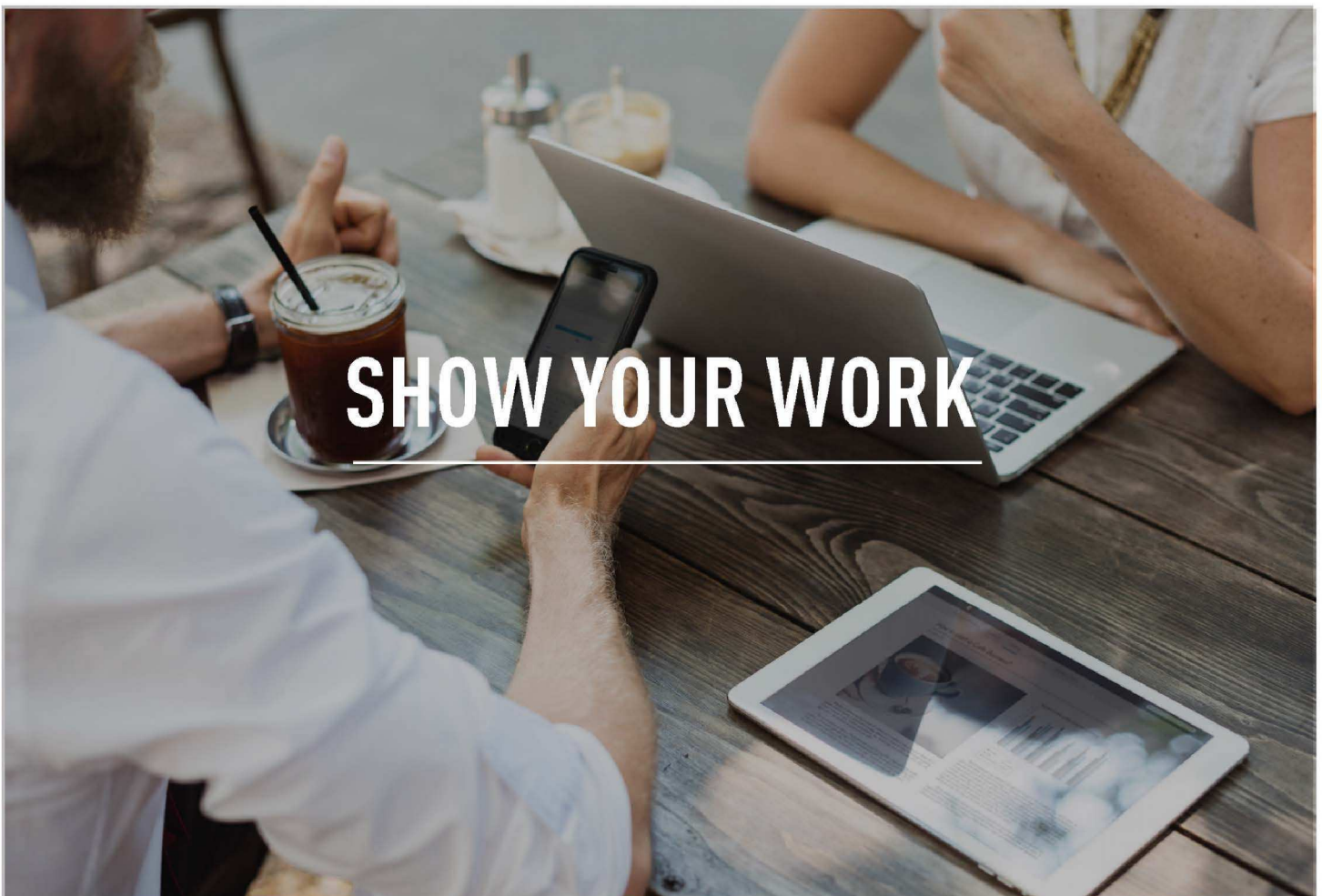
- ▶ What do you consider to be the most important aspects of this job?
- ▶ Where do you see this company going over the next 5 years?
- ▶ What do you think is in store for this industry?
- ▶ Can you tell me about your new product or plans for growth?
- ▶ How do you compare to your competitors?
- ▶ Why is this role open?
- ▶ What is the overall structure of the company?
- ▶ How does your department fit into this?
- ▶ What's the typical career path for this department?
- ▶ What does success look like in this department?
- ▶ Can you describe the company/department dynamic?



STEP

# 05

**Depending on the role**, bring a portfolio of your work or be prepared to share metrics of success in prior positions. Offer specifics on how you achieved a goal, e.g., in less time, saved \$, and generally exceeded expectations



STEP

# 04

## INTERVIEW STYLES

### **Traditional:**

Direct, makes the interviewee feel “tested”.

*Example questions:*

- ▶ Why do you want this job?
- ▶ What are you hoping to learn in this role?
- ▶ What motivates you?

### **Behavioral:**

Asks the interviewee to tell a story. This style is based on the belief that prior behavior can predict future behavior.

*Example questions:*

- ▶ What accomplishments are you most proud of?
- ▶ Tell me about a conflict with a boss or colleague.
- ▶ Tell me about a situation that demonstrates your work habits.



STEP

# 07

# BE A STAR INTERVIEWEE!

## BE ABLE TO CONCISELY EXPLAIN YOUR WORK EXPERIENCE AND SKILLS

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### **“Tell me about yourself”**

Keep your answer relevant and focused to the job you’re applying for.

### **“What are your short- and long-term career goals?”**

This is a chance to show why you want this job and why you’re worth the investment.

### **“What qualities would you bring to this job that other candidates may not?”**

Here is your chance to talk about your unique strengths and attributes. Include brief achievement stories whenever possible.

### **“Why do you want to leave your current position?”**

Interviewer is trying to anticipate future problems that may arise in your next job. Don’t speak negatively about current/ prior employers. A safe answer is “I’m looking for a greater challenge.”

### **“Why did you leave your last job?”**

Interviewer is trying to uncover any underlying problems such as lack of commitment, difficult personality, poor performance. Always frame things in a positive light, without lying.

### **“Explain this gap in your employment history”**

Interviewer is trying to uncover any potential personal problems that affect your performance. Explain any gaps honestly.

### **“What type of management style do you prefer?”**

Talk about positive aspects to each management style you’ve encountered.

### **“Do you have any questions?”**

If you’ve done your homework and listened attentively, you should have questions about the company, industry or role to ask.



- ▶ **Demonstrate your willingness and ability to learn**
- ▶ **Demonstrate your “scrappiness”**  
Your willingness to dig in and figure things out even if you don’t know the answer or encounter something new
- ▶ **Project your authentic self, professionalism and commitment.**  
This can help the Hiring Manager to determine if you would be a fit for the organization.
- ▶ **Seal The Deal!**  
At the conclusion of your interview:  
Express interest in the role  
Ask for next steps in the hiring process  
Get their business card/contact info so you can send a follow-up thank you note.  
Close by saying “Thank you for your time.”