



The Dynamic Interview: Strategies for Success

Interviewing for Industry



Interview Preparation

- Builds *confidence*
- Demonstrates *interest & knowledge*
- Handles *tough* questions
- Formulates *intelligent* questions
- Helps you to make a *wise decision*

Homework

- Self – “selling” you- assets/ value
- Position
- Organization/ industry
- Be clear: their needs → your qualifications



Research

- Internet
- Organization website
- Networking (*Alumni Networks, LinkedIn*)
- Information sessions
- Annual Reports
- Press articles
- Trade publications
- Professional Association
- Career guides



Purpose

- *CAN and Will* you do the job
- Chemistry...motivation...interest...
- **The Fit/ Match** – will you thrive
- Convince employer you have potential



Types of Interviews

- Historical Format- resume as a *road map*
- Technical interviews
- **Behavioral interviews**
- Consulting interviews - case studies
(company website, WetFeet, casequestions.com)

Structure

- Rapport building – small talk
- Brief overview of position
- Question & answer – sell the ‘match’
- Your questions (ask 2-3, prepare 5-6)
- The sell
- Closing/ follow-up
- ...*Expect the unexpected*...



Behavioral Interviews

- Past behavior predictor of future performance
- **S.A.R.** – Situation/ Action/ Result
- Prepare relevant stories using **S.A.R.**
- Important to know organization's needs/ themes

Why Applicants 'fail'

- #1 Attitude
- #2 Poise
- #3 Confidence
- Lack of goals
- Lack of interest
- Poor appearance
- **Specific experience - #1,2/2,3**



Be Positive

- Interpersonal & communication skills
- Energy level –confident, upbeat
- Body language
- First impressions – handshake, eye contact
- Show & tell- **S**ituation/**A**ction/**R**esult –**SAR**
- Relax...stay calm...listen, it is a conversation...
- Pay attention to gatekeepers



Remember

**NEEDS →
CONTRIBUTIONS
(Qualifications)**

How do you add value?



Keys

- *Preparation (your agenda)*
- *Anticipation*
- *Practice*



Additional Tips

- Return phone calls with phone calls
- Write professional emails; esp. smart phones, etc...
- Watch online presence
- Thank you notes & Follow up !
- GOOD LUCK !