

THE GUIDE TO MASTERING YOUR NEXT INTERVIEW



1. PREPARATION

Proper preparation includes:

1. Research
2. Prepare answers
3. Prepare questions
4. Practicing with mock interviews
5. Knowing what to bring and wear

3 STEPS TO AN INTERVIEW

1. **Preparation**
2. **Execution**
3. **Follow-up**

Research

Be Informed:

- Research and learn all you can about the company and especially how the products and services of your role related fit into this industry.
- Know what people on the internet have to say about this company and its products within the industry.
- Know how they stack up against the competition

Use Your Resources:

- Use websites, press releases, social media, or ask your network for any opinions they may have that can provide you with valuable information.
- If you can find out who your interviewer will be, research them.
 - Can you find them on LinkedIn, Facebook, Instagram or Twitter?
 - Know where they went to school and what interests they may have.

Why Research?

- The more information you know, the better prepared you will be to answer or ask relevant questions.
- This information can provide talking points and demonstrate you are knowledgeable about the company and the industry.
- You should also be able to discover what the company culture is and how you are a good fit.

Prepare Answers

Prepare your answers to common Interview questions.

Reread the job description to make sure you are clear on exactly what they are looking for with respect to skills, qualities, and expectations.

- List them out and then make a list of examples from your past and/or present work, which align with these.
- Prepare experience stories around each skill you listed on your resume. People relate to and remember stories.

Create a highlight reel of your accomplishments and achievements.

The best way to show you are qualified for the job is to answer a question with an example tying back to your work experience in action.

- Be familiar with examples of past situations and actions you took and their outcomes and where they fit with this new job.

TIPS:

1. If you have friends who work for this company, ask for their help in learning about company culture and how the company may value some of your personal skills and values.
2. The three most sought after skills today are communication, critical thinking, and collaboration. Have stories that demonstrate capabilities in these areas.

Prepare Questions

You must be prepared with your own questions to ask the interviewer.

Remember this job interview is all about finding out if this is a good fit for both you and the company.

- Spend some time coming up with questions which reflect your genuine interest or growth with the company.
- Try to discover something valuable to ask that will make you stand out.

TIPS:

1. Be sure to check out our INTERVIEW TIPS TOPIC: 20 QUESTIONS with sample questions they may ask you and you can ask them.

Practice, Practice, Practice

There is great value in practicing your answers out loud.

1. Practicing in front of a mirror allows you to hear yourself answering and allows you to become aware of your body language.
2. Practicing with a friend is highly effective and will also reduce your anxiety. It also allows you to get feedback on how you could improve.

TIPS:

1. **Do a “power pose” for 2 minutes before you begin your practice interview.**

This “scientifically proven tiny tweak leads to BIG CHANGES” in your presence.

- On the PRISM website we have a link to this powerful video on body language and how you can use your own body language to build your own confidence.
- This is a must watch 20 minute TED talk by Amy Cuddy, which shares the science and power behind “power poses and body language”

Know What to Bring & Wear

What to wear to your interview:

- If you are unsure what to wear, find out what their office dress code is.
- If you are interviewing online dress like you would if you were meeting in person head to toe... You don't want to be caught being asked to stand up and you are wearing shorts with your shirt.
- Light blue is the most suggested color to wear. Do not wear a white, vibrant colors, black, or patterns (plaid, herringbone, etc.). They show poorly on video.

What to bring to your interview:

- Bring a hard copy of your resume, cover letter, and a business card just in case.
- If you made a unique resume for this specific job, bring the correct resume.
- If you have not been asked for a list of references be prepared to offer one. A reference list has the individual's name, address, phone, email address, the company, and a description of your relationship with this person.
- Be mindful that you may have a mutual LinkedIn connection. Make sure you have reconnected with this connection of yours as well.

2. EXECUTION

Arrival To Interview

Come prepared and plan on arriving 10-15 minutes early in case of unforeseen delays, whether you are arriving for an online or physical interview.

- You can use the extra time to observe the workplace and pop in the bathroom for a **2 minute “Power Pose.”**

VIDEO INTERVIEW OR SUBMISSION

Imagine the interviewer is in the room with you.

- Dress respectable, fitting to their dress code.
- Test your technology.
- There are several types of video calling applications, so make sure you have the proper software. Check this days in advance, not a few minutes before.
- Make sure you are in a private and quiet location for this interview.
- Posture and appearance matter.
- Finally, be mindful of what is in the background. Make sure it is profesional.

When Answering Questions:

- Be authentic, positive, truthful and confident.
- Tie questions back to your skills and accomplishments.
- Be concise and focussed in your answers.
- Do not speak negatively about former employers.
- Ask questions which convey your interest.
- If you haven't covered the timing of their hiring process yet, make sure you ask about this before you conclude the interview. Ask where they are in the process and what the next steps and timing are.
- Try to close with a statement to remind them of your strengths and how your skills and qualifications meet the job requirements.
- Compliment the interviewer and the company as to how their mission and vision match your own ideals, or you might share how your own career goals fit well the company's goals.
- End with a thank you for the opportunity to meet and learn more about the job.

3. FOLLOW-UP

Follow-Up After The Interview

Follow-up to make yourself stand out by sending a note/email.

You will want to include:

- A simple statement which shows what you learned/found valuable during the interview.
- Make a comment if you discovered something noteworthy about the interviewer or the opportunity.
- Let them know of your continued interest in the job.
- Share your excitement about the opportunity and the company.
- If you are not their first choice for this position, you may be a fit for another open position or one which comes open after this opportunity is filled.

TIPS:

1. From a timing perspective you should send a personal thank you note within half a day from the interview. So if your interview was in the morning, respond by the afternoon, and if it was in the afternoon, respond by the next morning.
2. Do not make the note too long, have spelling/grammatical errors, or use emojis.
3. If you had more than one interviewer do not send a cut and paste thank you note to each one, make each follow-up unique.

Final Note

Interview preparation is extremely important to the interview process. If you are to do anything, we suggest you put these tips into motion and make yourself the most prepared applicant they interview. It will show.



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