



PRE-INTERVIEW TIPS

1. Research as much as you can about the company - products, services, markets, competitors, trends, current activities, priorities.
2. Prepare your answers for the type of questions you'll be asked, especially, be able to say why you want the job, what your strengths are, how you'd do the job, what your best achievements are.
3. Prepare **good questions to ask at the interview**. See the section below.
4. Assemble hard evidence (make sure it's clear and concise) of how what you've achieved in the past - proof will put you ahead of those who merely talk about it.
5. Make sure your resume/cv is up to date, looking very good and even if already supplied to the interviewer take three with you (one for the interviewer, one for you and a spare in case the interviewer brings a colleague in to the meeting).
6. Get hold of the following material and read it, and remember the relevant issues, and ask questions about the areas that relate to the organisation and the role. Obtain and research: the company's sales brochures and literature, a trade magazine covering the company's market sector, and a serious newspaper for the few days before the interview so you're informed about world and national news. Also worth getting hold of: company 'in-house' magazines or newsletters, competitor leaflets, local or national newspaper articles featuring the company.
7. Review your personal goals and be able to speak openly and honestly about them and how you plan to achieve them.
8. Ensure you have two or three really good reputable and relevant references, and check they'd each be happy to be contacted.
9. Adopt an enthusiastic, alert, positive mind-set.
10. Particularly think about how to deal positively with any negative aspects - especially from the perspective of telling the truth, instead of evading or distorting facts, which rarely succeeds.



INTERVIEW TIPS

- Watch out also for the invitation to rubbish your past job or manager, especially in the form of: "Why did you leave your last job?", or "Why have you had so many jobs?"

The interviewer is not only satisfying curiosity..... if you say your last boss was an idiot, or all your jobs have been rubbish, you'll be seen as someone who blames others and fails to take responsibility for your own actions and decisions. Employers want to employ people who take responsibility, have initiative and come up with answers, not problems. Employers do not want to employ people who blame others.

- Make sure you prepare examples of the relevant capabilities or experience required, so that you're ready for the 'prove it' questions. You can even take papers or evidence material with you to show -having hard evidence, and the fact that you've thought to prepare it, greatly impresses interviewers.

If you don't have the evidence (or personal coverage of a particular requirement), then don't bluff it and say yes when you'd be better off saying, "No, however...."

Use "No, however ..." (and then your solution or suggestion), if asked for something that you simply don't have.



QUESTIONS FOR THE INTERVIEWER

- "Of the main priorities and expectations attached to this role, which ones are well understood and measurable, and which are not?"
- "If the CEO/MD/Departmental Manager/you were to name the three most important priorities for this role/the successful candidate to achieve in the first six months, what would they be, and how would they be measured?"
- "I've read that you (the employer organisation) face a lot of competition from XYZ (sector, company, whatever); what do you think are the main ways that the successful candidate can help the organisation deal with this threat?"
- "What is the balance of priorities for this role - short-term efficiencies and performance, or longer-term planning and organising?"