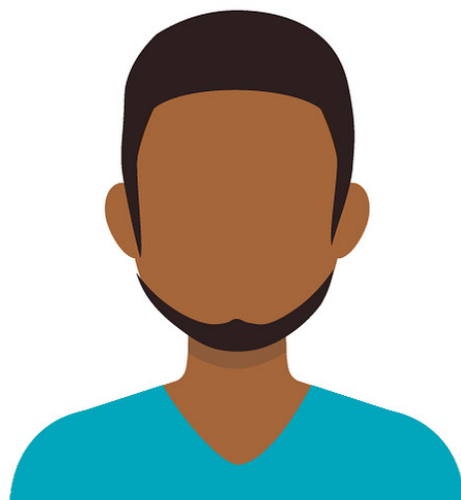


8

top tips  
to nail  
your next

# INTERVIEW

**PLUS EXPERT ADVICE FROM OUR CONSULTANTS  
ON TACKLING COMPETENCY BASED INTERVIEWS**



1

What are your objectives from this interview?

This will help you with the rest of your preparations.

Do you need to know more about the specifics of the role? Perhaps there's a question mark around the working environment or career progression?

Remember, it's a two-way process!

2

It's all about what you know:

When were they established, how many employees are there, can you see the company financials etc.

Research your interviewer too – can you find any common ground to establish a rapport?

Prepare questions to ask at the end of the interview.

One on the role, one on the opportunity and one on the business.

Your research should help with this.

3

4

**Identify key achievements, skills and examples of previous experience to help you answer competency-based questions.**

5

Generate some specific ideas of things you could implement in the role. It shows real passion and demonstrates a clear understanding of the role.

If you've been asked to present, make sure someone proofreads it for you.

6

What are your strengths?

What are your weaknesses?

Establish a timeline.

When are other interviews taking place?

When can you expect feedback?

7

8

Vocalise your interest in the role if you are keen to get an offer.

Be sure to get across that you would give the role serious consideration if offered, provided the salary is in line with your expectations.

This puts you in a strong position when it comes to negotiating the numbers.

# Competency based Interviews

## What's the difference?

Interviews are a conversation in which interviewers are trying to gather information about you. The questions will be relevant, but not specific – “What can you offer our company?” – in order to get a feel for who you are. Unstructured interviews using open questions like this mean you are likely to be judged on your suitability based on the impression you leave.

Competency based interviews are more systematic. Each question will target a specific skill or behaviour. The interviewer is looking for you to show tangible evidence that you possess the essential knowledge and attributes for the role.

When answering competency based questions remember:

- \* It's about you, not the team.
- \* Keep your answers concise and be specific. Show commercial awareness by using numbers: “The campaign increased inbound leads by 125%.”
- \* Be cautious of words that sound flaky. Actually, literally, maybe, honestly ... these words sound uncertain and suggest a lack of confidence to your interviewer.
- \* Familiarise yourself with the job specification; you'll need to sell your experience and skills in direct relation to that job to show your capability.

## STRENGTHS

&

## WEAKNESSES

Prepare your strengths before the interview. Split them into skills and attributes; three of each is a good number.

Skills are things you have learned such as technical knowledge or people management. Attributes are behaviours; having a good work ethic or leading by example.

You will need to evidence these, for example:

“I have a good work ethic because my office opens at 9am and closes at 4pm but I'm usually at my desk by 8 and stay until the work is done”.

Look at weaknesses as development points. The interviewer is looking for honesty and self-awareness but be cautious of using any kind of attribute as a weakness.

Instead, look to skills gaps to use as weaknesses. Perhaps there is a system that you have never used before.

You can counter this by suggesting a similar skill that could be transferred:

“Well I know you use Pardot which I've never personally dealt with but I've used Hubspot for 5 years and I believe the two are very similar so I'm confident I would pick it up quickly.”

It's really easy to miss this part of your preparation, but you should draw up a list of your key achievements in detail. It will keep them front of mind and help you to deliver well rounded answers that demonstrate your impact on the business.

“

Your CV gets you the interview but your **personality** and **preparation** get you the job.

”

**GOOD LUCK!**

We Are Social.

