

Winning the Interview

This guide to prepare for each interview you have. Don't forget to practice according to the steps provided at the end of this document.

The Company

To make the best impression possible you have to come to the interview with a deep understanding of the organization you are interviewing with. Answer the following questions and keep this information top of mind as you interview.

- *Mission Statement:*
- *Current Year Profit:*
- *Past Year Profit:*
- *Pending/Recent Impactful Legislation:*
- *How they make money in less than three sentences that anyone can understand:*
- *5 Top Executives:*
- *3 Most Important Employees for this job:*
- *5 Most Significant Competitors and their current year earnings:*
- *3 Most Significant Recent Events Covered by the Media:*
- *3 Most Significant factors they publically state looking for in employees:*

The Job

Before identifying the skills and experiences you have which may be important for this position, you have to understand what the organization is looking for. Fill in the information below to better understand why the position exists and the type of person who is likely to be successful in it.

Qualifications

- Education:
- Experience:
- Certifications:
- Soft Skills:
- Other Qualifications:
- Other Qualifications:
- Other Qualifications:

Preferences

- Education:
- Experience:
- Certifications:
- Soft Skills:
- Other Preferences:
- Other Preferences:
- Other Preferences:

Interviewer/Manager

- Where have they worked in the past (companies and roles)?
- Where did they go to school?
- Have they had any published events (i.e. interviews, blogs, news articles, etc.)?

Time to Practice! Be sure you do each of the following to assure you are at your best for the interview!

1. Practice the first 2 minutes of the conversation to make sure you are getting it started in the right way. If possible, do this with someone who has conducted interviews in the past.
2. Record a video of yourself answering a variety of questions you might expect. Watch this video without sound and evaluate the non-verbal messages you are sending. Ask yourself, would I want to work with that person every day for the next 40 years? Watch the video again with sound and evaluate the overall message you are sending.
3. Have a friend ask you several of the questions you might expect and ask them to list the differentiators you present for this position. Compare their answer to the value proposition you listed and repeat until you are clearly communicating your value proposition for any question you may be asked.
4. Keep the following key points in mind as you practice your delivery in an interview situation:
 - Don't forget the basics (i.e. arrive on time, look sharp, thank you letter, etc.)
 - Never start to answer a question before the interviewer is finished asking it!
 - Always have questions ready (but avoid "gotcha" questions).
 - Smile and be happy, people want to hire happy people!