

Ten Rules for A Successful Interview

- I. Do your homework. Make sure that you know as much about the company and job as you can. Rely not only on published information, but talk to current and ex-employees you can find through your network. Try to learn about the dynamics of the company and the informal organization.
- II. Establish rapport with the interviewer. Find out as many points of connection as you can – hobbies, places you have lived, schools, people you may both know, life experiences to demonstrate commonality. People hire those with whom they feel comfortable.
- III. Get the interviewer to do as much of the talking as possible. The more they talk, the more they will like you. Do so, not by keeping silent, but by thoughtful questions which elicit enthusiastic responses from the interviewer. If you have done all the talking, the interview may not have done well. While you are actually talking you are not in control and cannot pay attention to the interviewer well.
- IV. Make your answers brief and specific. Do not waffle or speak in generalities. For example, if asked about your greatest success, use facts and numbers to bring it to life. Have them at your fingertips.
- V. Rehearse interviews. The more you rehearse, the more natural it sounds. Practice different kinds of interviews and practice often. Develop brief stories which interweave your past achievements with what you can do for a new employer. Video yourself if you can. Review and repeat the process. Often mannerisms can be off-putting, and learn to smile when appropriate.
- VI. Do not pretend to be something which you are not, and do not lie. The repercussions can be much worse than failing the interview.
- VII. Talk in terms of what you can do for the company rather than solely what you have done in your past. Use your prior achievements to bring these to life by example.
- VIII. When faced with non-traditional interview formats, such as stress, groups, phone, video, over dinner, do not allow yourself to be surprised as you need to make sure that you have had some rehearsal of each. Assume that you could be faced unexpectedly with any. Do ask beforehand though as to the format and procedure of the interview.
- IX. If you are not treated with courtesy and consideration during the interview, remember that this is during the period in which they should be wooing you. It will not get any better after you accept the job.
- X. Interviews should be two way. This is your opportunity to learn as much as you can about the company. Is this a company in which you want to work? Do you like, respect and trust your potential boss. The cost of a wrong decision is significant.