



# MASTERING THE MODERN INTERVIEW

## The Secret Strategies that will turn Rejection Emails into offer letters.

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# MASTERING THE MODERN INTERVIEW

GRADUATE EDITION

2019

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## Why this eBook Exists.

There is nothing more stressful than being months away from graduating without having secured a job.

You have invested tens of thousands of dollars, countless hours of studying, joined a club (even if that meant only going the first day to put your name on the attendance), worked internships, and even picked up that minor- all in one grand effort to get the best job possible once you graduate.

Now the end of your collegiate career is nearing an end, you have pressure from parents and family weighing on you, as well as the anxiety brought on by peers getting offer letters.

When you finally get an interview with your dream company your excitement quickly turns to nervousness because you now realize that you're competing with equality, if not more qualified, candidates. To best prepare you revise your resume, spend hours on a tiny cover letter (does anybody even read these things?), and look up interview questions on glassdoor.

This is excellent because it shows you care, and I was doing the same thing when preparing for my interview with LinkedIn less than a year ago. For me, I also put additional pressure on myself to do my best because less than a prior, I hadn't even made it past the first round interview when applying for an internship with them.

I became obsessed with learning everything I could about interviewing to understand the best tactics. I began to notice something about the difference between those who got job offers, and their equally qualified peers who didn't: there was none.

I realized there was something causing a gap between talented individuals, and their ability to get jobs that they were more than qualified for. Hoping to bridge this gap myself, I discovered the hidden skill that causes some to launch into their dream company, and others to be "not a good fit at this time."

Through this short eBook I wish to share with you not only what this skill is, but how to employ it and others tips to effectively demonstrate your values, stand-out in the applicant pool, and convey who you are through compelling storytelling.

**Sincerely,  
Craig Barry**

### *Disclaimer:*

*You'll noticed that I say "genuine" numerous times throughout this ebook. That is because I cannot emphasise enough how important it is to be 100% truthful and genuine throughout your interview process (and life for that matter). These tips are not to be used as an attempt to "hack" your way into a job, or to deceive an interviewer. Rather, the purpose of this ebook is to help good candidates (who truly align with a company and deeply believe they have found their dream job) put their best foot forward and better demonstrate all of the reasons they believe that they are a great fit.*



## PART ONE

# BEFORE THE INTERVIEW

Adequate preparation before an interview can be the difference between your recruiter fighting for you, or your application being tossed back into the pile. People often focus too much on what they'll say during the interview, instead of how or why they'll be saying it. This can have an adverse effect on your success if the interview doesn't go exactly as you plan. the right information to handle any question and be able to use it to your advantage.

Below you will discover a hidden perspective on interviews that once realized, will help significantly reduce your stress and anxiety. You will also learn what information to look for so that you are able to effectively answer any question that they could throw at you.



## HAVING THE PROPER MIND SET

Arguably one of the biggest factors of your success in an interview is your perspective on the interview itself. It is natural to feel nervous, stressed, and anxious when approaching an interview. If you feel this way, let me fill you in on a little secret: the recruiter actually wants you to do well.

Don't get me wrong, this does not mean you are going to breeze through an interview. The burden of proof is still on you to demonstrate your abilities, experiences, and values to earn a spot on the team. However, recruiters are not the opponents they are often made out to be, but rather they are your ally in the process and if you win, they win.

If this sounds counter-intuitive just take a moment to understand the interview process from a recruiter's perspective. Any hiring process is long and arduous, likely consisting of screening hundreds if not thousands of candidates to fill a position, especially a prized one. In a recruiter's perfect world the first person to walk through the door would be a perfect fit.

So next time you're speaking with a recruiter, keep in mind that they want you to succeed. They are your cheerleaders and they are giving you the spotlight to prove to them exactly why you're the right fit for the job so they can pass you along with excitement.

### KEY POINTS

The Recruiter Wants You to Do Well

Burden of proof is on YOU to prove your worth.

Recruiters are NOT Opponents

They are giving you this OPPORTUNITY to succeed.



## DIGGING DEEP

The second idea that is important to understand is that when you are hired you either add to a company's culture, or you take away from it.

All too often when candidates are asked why they are interested in Prestigious Company A they answer that they're interested because "Company A is reputable, respected, offers a lot to learn, and would be a career boost" and really what the interviewer hears is "me, me, me, take, take, take".

It's imperative to demonstrate the deeper reasons as to why you align with the company and want to join their team. If you only talk about the obvious, shallow, "flashy" reasons they will view you as someone looking to take from the company, not contribute.

Don't get me wrong, it is perfectly okay to also enjoy any perks, but that's all they are added benefits. You need to have a meaningful reason for your interest. Think of it this way:

Imagine there is a new kid in school who is beloved by all. She is very personable, get invited to all social events, and has everyone wanting to be her friend. You think she's the coolest person, and so does everyone else.

Naturally, you too are drawn to being her friend, and an obvious benefit from that would be sharing her popularity.





But if you walked up and said “Hey, I want to be friends because I think you’re cool, I want to be popular too and have what you have!”. That person would not only be offended, but she would never want to be your friend because you’re only interested in using her.

The only way to for her to like you is if you genuinely bond over shared interests.

Now imagine if all those things about the new kid are still true, but a second person was interested in her because they shared a love for the same type of music. They connect over that, and he eventually become her friend. Sure, he would still benefit from her popularity, but even if she wasn’t popular that would be more than okay because he’s in it for the music.

It’s that deeper, genuine reason you want to share friendship with that person-not just what superficial benefits you would take from a friendship.

To the same point, companies don’t want to be used, they want people to join who genuinely appreciate them on a deeper level. The bigger a company is, the more people will be after it for its glory. If you are in love with it for real reasons then you need to make those meaningful intentions clear because if you only list the surface level reasons your interested you will quickly disqualify yourself as a candidate.

To be able to find out what interests, values, and traits you share with a company you must understand both the company, but yourself using the following methods.

## KEY POINTS

Healthy relationships share common values and beliefs.

Determine the values and beliefs that are important to you.

How do your core beliefs align with the company’s?

How can you contribute toward those beliefs and values?





## UNDERSTANDING WHO THE COMPANY IS

Job selection is like dating: the best pairs are found when they deeply understand each other and genuinely align on beliefs, values, and personalities (culture).

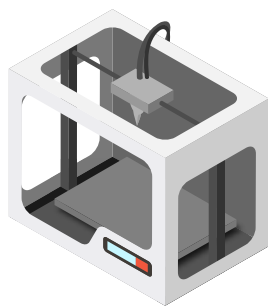
Every company varies in each of those categories—all of which shape the people that work there, and as a result, the people they hire. An easy way to see if you align with a company is to imagine if all of the company's traits were embodied by one person, and then see what you would connect over.

To do this, pretend the company could upload all its cultural tenets into a biological 3D-printer from which an all-encompassing employee was created. Who would they be? How would they carry themselves, how would they think, what values would they uphold, what personality traits do they display, what kind of experiences and perspectives would they have, and most importantly, how would they add value to the company's mission and culture?

### KEY POINTS

Learn and know the company's mission and values.

Determine what values you can relate to, and how you can contribute or play a role.



**Below are some useful ways that you can go about getting the information you need to enter in to your imaginary 3D-printer**

**STEP 1**

**Research and understand the company's mission, vision, values, and culture**

- Vision: The company's lofty goal or dream that they are working towards.
- Mission: What action they are taking to help achieve their vision
- Culture: This is the company's personality and it's the social aspect of the work environment that it incentivizes and encourages

**STEP 2**

**Read their articles, blogs, and content to get further understanding who they are from their point of view**

- Look for common themes, key words, or principles that are repeated
- Look for different efforts they are trying to make, who they are trying to help, and what they pride themselves on
- Look for their tone to gauge if they are a very personable company, or strictly business

**STEP 3**

**Go straight to the source**

- Every company will naturally present their best public image, but like people, none are perfect. Using your network, or your university's extended network via LinkedIn, ask people who are at a company that you're interested in if they would mind sparing 15 minutes to chat so that you can learn about their journey and their time at the company.
- Keep in mind this is about them, not you. You must come from a genuine place with the goal of learning and seeking advice. If they sense you are being authentic, people are often willing to take the time to speak with you. Don't be selfish and don't just ask them to pass along your resume. Ask about their experiences, what has lead them to success, what it's like at their company, and if they could give advice to someone just starting their career what would they say



## UNDERSTANDING YOURSELF

Now that you thoroughly know everything about the company, it is time for you to better understand yourself so you can find ways you relate.

Using the questions below, you will begin to identify what your motivators are, what you believe, and what you're looking for. Once you know this, you will be able to combine the company's traits, your own, and a life experience to create a powerful, well crafted interview answer that will make you stand out among other applicants.

### KEY POINTS

Use your vision to relate to the company's "why".

How to find your "why"

Identify what skills you want to learn.



## YOUR “WHY?”

Every company has a why (often called a “vision”) and it’s important to also understand your personal “why” so that you can find a meaningful connection.

Like us, companies want people around them that genuinely share the same interests and beliefs. When you speak to these shared interest you will be able to demonstrate the deeper connection you share.



Your why (vision) is the deeply rooted reason you do what you do, and you need to articulate how this job (mission) will get you closer to your why (vision). You can find this by questioning to yourself as to why you’re doing what you’re doing until you’ve peeled back all the layers.

**Example:** “I want to make a million dollars” why “because I want to buy all 4 of my family members houses worth \$250k” why “because that is the average price of a home, and I want to make sure they are taken care of” why “because they helped me through tough times and made me the person I am today”.

In this example, after the original goal of being a millionaire is boiled down, we discover the “why” is their desire to give back and provide for their family because they gave so much to them. In this case isn’t the means to buy them all houses, but any opportunity that would allow them to accomplish their “why” would also be the right path.

**Before you try racking your brain for that why, try asking yourself these questions**

### KEY POINTS

Your vision is a deeply rooted reason for your actions and aspirations.

Determining your “Why?”

## WHAT SKILLS DO YOU WANT TO LEARN IN THE UPCOMING YEARS?

Arguably the most important thing you should focus on early in your career is developing key skills. Focus on gaining abilities that will unlock future steps along your professional journey and help you achieve your senior career goals. To visualize this, think of some end-goal or future position you'd like to have, and work back from there. Look for the fundamental and useful skills/knowledge needed to achieve that position and try to find a role that puts you on that journey.

*Example: Person A wants to eventually run their own business. To run a business they believe the most important qualities involve being able to communicate effectively to clients, sell ideas, attract and find new clientele, and manage time. For person A's first job they may identify that a sales role would help them develop these skills. In this case the goal to be a good sales person (mission) can help become a business owner (vision).*

If you are able to effectively articulate the journey you're on, and how mastering this job will help you, they will be able to recognize your motivators and your desire to succeed in the role.

## WHAT BRINGS YOU JOY?

Employers want happy employees because otherwise it is detrimental to both parties, so if you find parts of the job that bring you joy-talk about it!

Consider what activities make you happy, or what you would do if you had all the money in the world. Maybe you enjoy speaking to people, dealing with numbers, empowering others, achieving a goal, learning something new, meeting someone new, or creating new products, etc.





### What are your fundamental beliefs about society?

As renowned author and speaker Simon Sinek shares, people are drawn to those who share the same beliefs as them. It is your belief in the company's work that has your interest, and now you must convey these beliefs so they can relate back to you.

***For example: In my case, I believe that talent is distributed equally while opportunities are not. If simply given the right resources, guidance, and opportunity anyone can achieve great things.***

It was because of this belief that LinkedIn's vision to "create economic opportunity for every member of the global workforce" deeply resonated with me. Because we are aligned on helping empowering others with opportunities, we both decided we were a good fit.

#### KEY POINTS

What are your values and beliefs?

What do you want to learn?

How do you want to be remembered?

### What would you like your legacy to be if it were summarized in one sentence?

What would you like to be known for, what impact would you want to have, what cause would you like to help?

***Example: "Sarah always saw the best in people, she always invested and believed in those around her"***



## PART TWO

# THE INTERVIEW

*If everyone is special, then no one is special.*

Your academic experiences, internships, and extracurriculars activities may be excellent, but unfortunately that means every other candidate interviewing must also have excellent experiences.

The good news is there are more ways to impress an interviewer.

Companies certainly care about what you can do and the results you've achieved in the past, but they are also looking for more. They want you to show them who you are on top of all of that, how those experiences have shaped you, and what you learned from them.

Your interview is your one chance to show them exactly that.





To successfully do this you must be able to tell your story in a compelling and personal way-which means bringing your own flow, energy levels, personality traits, and topics of focus that are uniquely yours.

This requires you to think outside the box of traditional, bland, overly-professional answers and find examples that are highly personalized.

You and your life experiences are the one thing the other candidates do not have- it sounds cliché but if leveraged properly it can be what makes the difference.

During interviews it is important to be unapologetically authentic. Too often nerves and poor advice cause people to be overly-professional, stale, and unexpressive. You absolutely must be respectful and act professional, but don't be someone you're not. Be human, don't be afraid to be vulnerable, add a dash of humor, and be relatable. This is important because interviews aren't just to confirm your ability to perform, but also to determine whether or not *they are somebody that they would like to work with.*

The combination of your authenticity, diversity of your story, and depth of answers will bring you to light where others are simply paper thin, like words on a resume.

### KEY POINTS

Your story is your best tool.

Be true to yourself.

Tell personalized stories that demonstrate your values.

Be personable and authentic, don't let nerves get to you!



## Mastering the Method

What do viral GoFundMe campaigns and your favorite movies have common? The answer doesn't lie in the events that comprise both, but the inspiring and captivating stories that encapsulate them. More specifically, think of your favorite character in those movies -do you love them more for what they do or for why and how what they do it?

For the same reason, the single most important determining factor outside of your basic qualifications in the interview process is your ability to craft powerful stories that impress the interviewer by articulating your strengths, demonstrating your values, and showing why you're on your current trajectory.

Again! for people in the back: The single most important determining factor outside of your basic qualifications in the interview process is your ability to craft powerful stories that impress the interviewer by highlighting your strengths, demonstrating your values, and showing why you're on your current trajectory.

If presented properly, you'll leave the interviewer impressed and certain of what your abilities are and what you stand for.

Unfortunately, not only is the behavioral interview the biggest opportunity for you to thrive, but it's where most people severely struggle without even realizing it. Ask any recruiter, they will all agree it is at this point in the process they'll feel that a candidate has "got it" or doesn't. Where most people go wrong is understanding that this part it isn't so much about what you say, but how you say it and the messages behind the stories you tell

Depending on how you choose to approach this portion of the interview can either impress the interviewer and skyrocket you one step closer to an offer letter or leave you with a "sorry, but we don't feel it is a good fit at this time" email.

Keep in mind that recruiters may have talked to a dozen other applicants that day. In order to stand out, you'll need a story that will catch their interest, keep them engaged, and make them remember how your conversation made them feel, even days later.

Don't just answer questions with what's on your resume, they already know everything on there

The interviewer is asking you these questions to see how you answer, how you convey your personality, interests, beliefs, abilities, purpose, and in doing so they offer you to control how you'll best demonstrate your fit. Think of it as a talent show where you get to perform your best act.

This is the part of the interview process that gives you the ability to play to your strengths

To successfully navigate this interview requires an understanding of two things: how to use the interview as your stage, and how to shape your answers in the form of a powerful story that they won't forget.

### KEY POINTS

Behavioral Interviews are another opportunity to thrive!

Catch interest and keep them engaged!

Gain control by playing to your strengths. Guide your conversation somewhere comfortable.





## MIXING THE SECRET RECIPE

Have you ever watched one of those cooking shows where they give the contestants a handful of ingredients which they are not limited to, but must use? Each chef must then set out to prepare a dish that is both stand out and delicious using these ingredients. Answering an interview question is exactly like that. The questions they ask are the ingredients and you must use these ingredient in your answers, however you shouldn't limit yourself to those only. To win you must add other ingredients to create a specialty dish that reflects your skills and self.

A behavioral interview is focused on learning about you and your experience, and the best part is you can be creative with the answers. Whatever the topic, you must shape your answer to play to your strengths, while also demonstrating values and ideas that genuinely reflect both yourself and the company.



For instance, I was helping a friend prepare for an interview with a big consulting firm and a common question they asked applicants was to “describe a time you were entrepreneurial.” The problem was that entrepreneurship was not her strong suit, and she didn’t have any relatable experiences to come even close to giving a decent answer. Instead of taking a loss, we decided to play to her strengths and focus on the powerful experience she did have: her immigration to the United States. In order to do so, we put our own spin on the definition of entrepreneurship, and we came up with the following answer:

*“Although many people would associate entrepreneurship with starting a company or being in the business world, I define it as taking a risk or blazing a new trail in search of a better process or result, through trial and error.*

*When I first came to the United States, we didn’t have a clue how anything worked; everything from the school system to sports were completely different than what we were used to. For that reason, I knew I had to be the example for my little sister and be the first to test new waters so she could have better experiences than I did. Growing up this meant that any sports she was interested in, I’d play first so that I could help her learn quicker by referencing my mistakes and successes. This became especially important when applying to colleges; as the process proved difficult for me. To make sure she had a better transition and more opportunity, I researched everything, went on every tour, found scholarships, and helped figure out what it would take for her to go to the schools on her dreams. Although I can’t take credit for her academic work, I am proud to say that having learned from my shortfalls in the college process, we were able to change our approach for her, and in the end she was accepted into the more prestigious, ivy-league, school of her dreams”*

Did that answer have *anything* to do with business, sales, work, or any other topic that would typically be associated with entrepreneurship? No, but it certainly demonstrated the same values (vision, resilience, risk, improvement, better outcomes, etc.). Her story was also extremely personal, specific to her, and certainly memorable.

When presented with a question during an interview (the ingredients) think of how you can combine them with your own personal spices and create a dish that you are damn good at making and one that will be delicious to the ears of the interviewer so that it will still stay fresh in their minds long after the interview.

## KEY POINTS

Remember, the question is to **YOU**, find something you can relate to the question.

Be thoughtful and creative if you’re stumped, there is a good answer for anyone.

Add your own personal flare and personality.





### But what if I don't have any incredible stories?

Don't sell yourself short, you don't have to have climbed Everest to craft a powerful story, and whether you know it or not you have many that you fail to see the value in.

Once while coaching someone we went on a tangent about video games when he said, "When I got my first PlayStation as a kid the first thing I did before I even turned it on was take it apart because I was curious how it all worked."

I immediately asked him if he had ever told that story in the interview and he laughed because he thought it would be silly to tell, as it wasn't related to his job or to the business world. He didn't realize he was sitting on a gold mine.

If he were to ever be asked a question that called for a demonstration of curiosity, breaking down a problem, navigating complex situations, or understanding how bigger picture things works, he would have an A+ answer about how his innate curiosity and desire originated when he was a kid .I would be willing to bet that a properly crafted story with that being a key part would beat out any generic answer related to an internship or group project experience.

It doesn't have to be directly related to business, the job, or the work- it just has to be the most powerful and demonstrative way you can explain a time you exhibited the qualities and abilities in question.

If you truly align with the company and follow this method, you will show how all of the abilities, qualities, values, and beliefs that they are looking for to fill this role you have- in one form or another- been demonstrated your whole life.

If you're struggling to come up with an example, start focusing on what traits the question gives you the opportunity to demonstrate;

- **Questions about failure:** demonstrate resilience, adjustment, strategizing, not losing hope, refocus, lessons through failure, seeing the silver lining, admitting and fixing flaws
- **Questions about success:** goal planning, strategy, overcoming obstacles, teamwork
- **Questions about leadership:** vulnerability, team-first mentality, collaboration, empathy
- **Questions about problem solving:** communication, effective listening, collaboration, out of box thinking, trying new things
- **Questions about risk:** analysis, plan adjustment, lessons learned, obstacles overcome, ability to adapt

Once you know what you are trying to convey through your stories, I encourage you to come up with 2 professional/academic answers and 1 personal answer.

If a recruiter has been listening to business answers all day, they may grow redundant. Offering them the choice of a professional answer or a personal one demonstrates depth, personability, and authenticity, and builds intrigue.

Please note that when choosing a personal answer, it must be appropriate, not awkward, or something that could potentially bring the energy down.

## KEY POINTS

How do your answers to these questions reflect your own beliefs and values?

Think of at least 2-3 examples of answers for question types described.

Answers should be personal, approved, engaging and positive when able.



## Framing it Perfectly

Returning to the cooking analogy, many dishes call not just for several ingredients, but to be added in different amounts, and at different times.

Funny enough, the same way we were taught to write our first essays in elementary school is the best way to format behavioral interview answers.



Let's see this in action using the classic "talk about a time you have failed" as an example:

*Person A: One time I was running a house painting business, and I wanted to push my limits and see how well I could do, so I aimed to break the company's two-week production revenue record. To do this I aimed to do \$30,000, beating the previous record of \$22,000. During those two weeks everything that could have gone wrong, did. My van broke down, I lost painters, I painted a house the wrong color, and I painted the wrong part of a deck. It was truly a week from hell. All said in done I had fallen \$18,000 short of my goal. After the dust settled, I sat with my manager and we revised our game plan. I knew we could do better. We raised the stakes even greater, and then two-weeks later we finished the cycle with \$40,000 in revenue.*

That is definitely a solid answer to the question. Person A had a useful experience to reference, he explained a time he truly failed, explained how he failed, and told how he came back stronger. Listening to it I could learn that this person is resilient, can overcome failure and change strategy to bounce back and come out on top, not bad. It certainly checks all the boxes of a typical "failure" answer, but let's see how adding a little intro, conclusion, and story-telling to these events can transform a good answer, to great.





*Person B: "Despite how a lot of people seem to view failure, I believe it's actually a good thing and incredibly valuable. I believe you can learn a lot more about how to do something correctly by learning all the ways not to do it, rather than getting it right the first time and not knowing why you got it right."*

*For instance, One time I was running a house painting business, and I wanted to push my limits and see how well I could do, so I aimed to break the company's two-week production revenue record. To do this I aimed to do \$30,000, beating the previous record of \$22,000. During those two weeks everything that could have went wrong did- my van broke down, I lost painters, I painted a house the wrong color, and I painted the wrong part of a deck. It was truly a week from hell. All said in done I had fallen \$18,000 short of my goal. After the dust settled, I sat with my manager and we revised our game plan, raised the stakes even greater, and then two-weeks later we finished the cycle with \$40,000 in revenue*

*It wasn't easy, but because I learned everything not to do the weeks before, I was able to know what it should do, and ended up achieving more than I had originally planned"*

### KEY POINTS

How and why of a story is as important as what you did.

Build yourself into the story, your beliefs and reasoning should be explained or implied.

Don't be too wordy, but be thorough and explain when you feel it helps your story.

**If you were a recruiter which answer from A or B, are you going to remember days from now or dozens of applicants later?**

Telling a story that shows how or why you handle situations, can be equally if not more important than what you did in them.

Those two people gave objectively the same answer, they achieved the same outcome, and same actions were taken to succeed, but we both know which version you felt more while reading.

The second answer not only tells the interviewer what that person did, but it sheds light on their character, beliefs, perspectives, resilience, personality, and how he turns the lessons from defeat to an advantage that resulted in being able to win an even bigger victory.

**Which person are you hiring?**





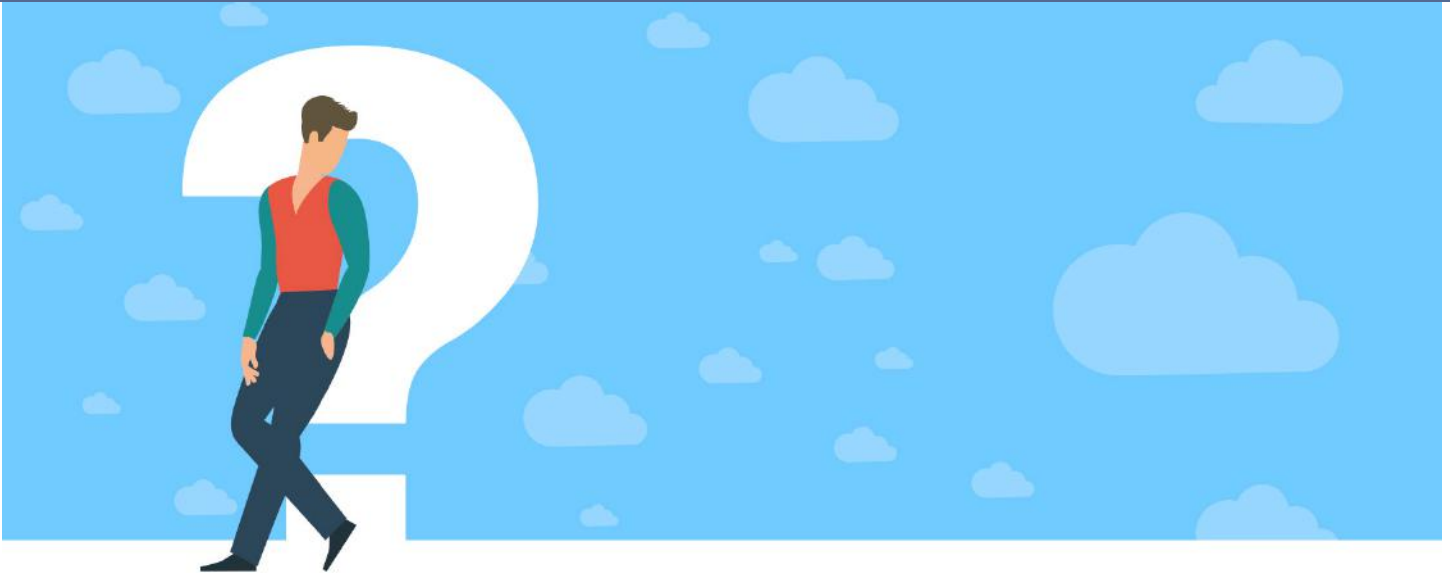
## PART THREE

# CONCLUDING THE INTERVIEW

### Asking the Right Questions

The most underutilized tool of any interview is when the interviewee gets to ask questions. Candidates often skip it entirely (don't skip!), or waste the opportunity on unmeaningful questions to pass the time. But if used properly, it can put a bow on your interview. Show that you are invested in the outcome, support your story, and confirm your ability to be a successful employee.

All too often the interviewer's question "do you have any questions for me" is met with silence or vague "filler" questions. It's understandably difficult to know what questions to ask when you are early in your career, but it is important to at least *ask something*.



As a rule of thumb, it's best to ask only questions you truly care about the answer to. It will be clear to the interviewer if you are asking a question simply because you are trying to fill the time, or if you're just trying to "subtly" impress them with how knowledgeable you are. Use your questions to gain knowledge, not showing off what you already know.

The following format of questions will help you get information that you need, gauge the effectiveness of your interview and how fit the recruiter feels you are. It will also help you uncover and strengthen weakness you didn't know they perceived, and make it clear that you are determined to succeed one way or another.

#### **"Could you please clarify..?"**

- This is a time for you to ask anything that wasn't covered in the interview, or clarify anything that is important to your role or decision-making process
- This can also be about things that may affect your role such as "I know you were recently acquired by company X last year; how has their style affected the culture?"

#### **"For people who enter this role, what are the things that lead them to succeed?"**

- It's an oldie but a goodie. This will help provide you with the knowledge you'll need to thrive in your potential new role. It will also show you if the traits your stories exhibited align with the ones that will lead to success
- If your interviewer is someone who has been in a similar role in their career, ask them about it. Ask about their experiences and how they've found success along their journey.

#### **KEY POINTS**

Always ask questions after an interview!

Clarify unanswered questions.

Ask about your role and your ability to succeed with them.

Seek additional resources. Use these questions for your benefit!

**“Given everything today, is there any reason you’d believe I wouldn’t succeed in this role?”**

- The wording is key because there are two types of “yes”- there’s a definitive “yes” which is the one you mean, and there’s the soft “yes” which is said without any real intent to do it.
- However, in life there is only one “no”, and it leaves no room for ambiguity
- The value of “no” is two fold. If they respond with, “No, there is nothing that I can think of”, then they are affirming to you and themselves that, at a minimum, you would succeed in this role. It doesn’t mean you have the job or you’re the best candidate, but it shows you at least have what it takes.
- The other benefit that is incredibly important is that it provides the opportunity for them to give feedback on potential weaknesses that a soft “yes” move cover up. So if they say “Yes there is one thing...” This gives you the chance to fill in any missed gaps, and strengthen your interview with another powerful story.

**“I am passionate about a career in \_\_\_, are there any books or outside material you’d recommend?”**

- Up until this point you have shared experiences that show how, throughout your life, you’ve demonstrated the abilities and personality traits required to do this job in one form or another. Your story has painted for them this trajectory that you’ve been on your whole life, which has lead you to this interview, hoping to continue that path with this company. To prove to them this is more than a job, and to prove you are determined to stepping up to your role, regardless of if you get hired here or at a competitor, it helps to ask for help along that journey.
- This shows that you are on a mission, and are looking to do all you can to success

**At the end of this you would have ideally gotten all of the questions you needed answered to make a decision and understand what it takes to succeed in this role. You will also have uncovered if they believe you to be a qualified candidate, and you would have conveyed that despite the outcome of the interview, you genuinely meant what you said today and are determined to improve along your professional journey.**



## CONGRATULATIONS!

You should be well equipped to conquer any interview you **want to** do well in. The tools and resources included in this ebook are tried and true. The true key to success, however, is confidently believing in yourself and your ability to accomplish great things, professionally and personally. It is with the sincerest regards we all wish you good luck on your path to success.



***“Talent is equally distributed,  
opportunity is not.”***

**-LEILA JANA**



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“I am by no means an expert, but I hope you found value in this book and find these tips helpful. I would love to hear your feedback on what you loved, and what I’m missing. Please feel free to connect with me and reach out!”



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