



Interviewing



# Types of Interviews

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## Behavioral

- Give me an example of....
- Tell me about a time when...
- Describe a.....

## Technical

- Focused on problem-solving and logic
- Assesses hard skills

## Case

- A business scenario to analyze and investigate
- Assesses communication & analytical



# Before the Interview

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## Research, research, research

- Know the Organization

Products, services, competitors, business results, key challenges, recent news

*Sources:* Company website, Twitter, YouTube, LinkedIn, Blogs, WSJ, Glassdoor

- Research Interviewers

*Sources:* LinkedIn, Google Search

- Use Your Network

Talk to former or current employees





# Tell Me About Yourself

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## Relevance:

- How is your background related to the company/role?

## Impact:

- What accomplishments/contributions do you want to highlight?

## Brevity:

- Can you answer the question within two minutes?

**Practice, practice, practice!**





## Behavioral Interviews

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# Best Predictor of Future Performance is Past Performance



What you did, said, thought or felt



Be as *specific* as possible



Focus on what you did



Practice good listening skills

# Preparing a Behavioral Interview



# How to Prepare: Behavioral Interviews

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1

**Read the job  
description for skills**

2

**Identify requirements:  
teamwork,  
communication,  
dealing with ambiguity**

3

**Prepare stories –  
beginning, middle, end**

4

**Practice. Practice.  
Practice.**

# Interview Responses Using STAR Method





# STAR Stories

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S ituation

T ask

A ction

R esult

Situation /Task	Action	Result
~20%	~60%	~20%

## Situation

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**Question:** Tell me about a time you went above and beyond to achieve results.

**Example:** As a Digital Marketing Executive, I was asked to create a campaign for the company's new Personal Trainer insurance product. The business wanted to create awareness of the new coverage and attract new clients and did not want to spend heavily on paid digital advertising to achieve these goals.

## Task

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**Example:** I was tasked with using content marketing, social media, and SEO to reach these targets, with a small budget allocated to SEM and paid social to complement my organic efforts.

**Example:** I conducted in-depth interviews of some of our early clients for the Personal Trainer Insurance product and found that many had compelling stories to share. So, I decided to build on this by creating a Google Survey and canvased more information from 200 personal trainers across the country. I then worked with our content team to create a new support hub on our site, answering common challenges and sharing some inspirational stories from our clients.

**Example:** This secured press coverage from national fitness websites, which provided high-value backlinks for a limited outlay. The site ranked on page 1 of Google US for ‘personal trainer insurance’ within just two months of product launch.

# Common Interview Questions





## Be Prepared to Answer

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TELL ME ABOUT YOURSELF

WHY ARE YOU INTERESTED IN THIS ROLE/COMPANY/INDUSTRY?

WHY NOW?

WHAT ARE YOUR STRENGTHS?

WHAT ARE YOUR WEAKNESSES?

WHY SHOULD I HIRE YOU?





# What are Your Weaknesses?

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- Why is this asked?
  - To gauge your level of self-awareness
  - To get a sense of your development objectives
- What do you share?
  - A real area of development
  - Not critical to the work
  - What you are doing about it or plan to do about it



Prepare to Ask Questions





# How to Prepare Your Questions

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## Yes...

- Tailored to the audience
- Relevant for the position
- Not easily found elsewhere
- Well researched

## No...

- Negative press on company/product failures/leadership
- Personal questions (religion, politics)

**Demonstrate Your Curiosity and Interest**





## Additional Questions

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- What training and professional development opportunities are available?
- How will I be evaluated?
- What would you consider a successful first three and six months?
- What is the hiring timeline?



# Interviewing: Preparation & Summary

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**Use STAR model for questions you are likely to be asked**

*- Use the job description as your guide*

**Answer the question the interviewer is asking**

*- Focus on listening; ask for clarification if needed*

**Practice out loud with a friend or colleague**

*- Practice until you have developed 'muscle memory'*



# Interviewing: Best Practices

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- ✓ Test your technology
- ✓ Review best practices for video
- ✓ Minimize disruptions
- ✓ Dress professionally
- ✓ Make a connection
- ✓ Pay attention to body language
- ✓ Be yourself
- ✓ Immediately follow up





Thank you



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