

GETTING HIRED ON YOUR NEXT INTERVIEW





Want to get hired on your next interview? Then this article is for you!

Personally, I've gotten offers from more than **90% of the companies that interviewed me**. I will teach you how to do the same. Before we begin, allow me to share a little bit about myself. I've worked in tech for 25 years, and I have been helping others get their first tech job or get promoted in tech for over 20 years! Additionally, I have spent over 20 years mastering the art of the interview; everything from the behavioral science of interview to what hiring managers desire, and I use these methods to help our students get hired on a daily basis!

What's the key to getting hired on your next interview? Winning the interview is about showing the hiring manager that you are an asset to their team, their career, and the ability to improve corporate performance. It's my personal mission to help everyone who desires a great tech job get hired or promoted. Most people have the capability to get the job of their dreams and I'm going to show you how to

win the interview. Before we begin, I want to make something clear: **Consider the interview as a WAR!** Only one person will get the job. There are no "Second Place" trophies awarded. Consider the interview a "survival of the fittest" situation. **We will teach you how to be the best and win the interview!** To win a war, you need the perfect battle plan and the means to execute that plan. Consider the words and perspectives of the famous general Sun Tzu: *"If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle."*

There are no "Second Place" trophies awarded.

To win the interview, we must know ourselves and what the hiring manager needs and wants. **Spend a minimum of 20 hours in preparation. The following chart will show you the 8 phases of the "Win the Interview" Plan.**



Building your Battle Plan or “Win the Interview” Plan

Phases 1- 5

Phase

1

Do some reconnaissance (Recon)

1. We must learn our strengths and weaknesses

- What are your strengths and weaknesses?
- What can you do better than everyone else?
- What does the hiring manager like and/or want?
- How can you make the hiring manager and the company more successful?
- What are the most critical skills for the job you’re interviewing for?

Phase

2

Accomplishments through self-reflection

1. Self-reflect on what you really know and on what your strengths are

- Ask close friends to assess your strengths and capabilities
- Do they align with you? No? Chances are you require additional self-exploration or improvement

Phase

3

Know yourself before going any further:

1. What can you do better than anyone else?

- Presentation skills?
- Leadership skills?
- Sales skills?
- Emotional intelligence?
- Competitiveness?
- Extreme motivation?

Make your strengths known to the hiring manager. These are your superpowers and tools for war.

Phase

4

Accomplishments through self-reflection

1. Self-reflect on what you really know and on what your strengths are

- Ask close friends to assess your strengths and capabilities
- Do they align with you? If not, chances are you require additional self-exploration and reflection

Phase

5

Learn what the hiring manager likes

1. How do you find out what the hiring manager likes?

- If you know someone who knows the hiring manager – ask them.
- Search for the hiring manager on social media sites like LinkedIn*, Facebook, etc. This is where you gather your intelligence (Recon). **It’s wise to have a trusted friend search on LinkedIn for you as the account holder is notified who visited their page.*

Building your Battle Plan or “Win the Interview” Plan Phases 6-8

Phase

6

Understanding what the hiring manager wants

Over my 20-year career, I asked recruiters and hiring managers what they want:

1. A hiring manager needs someone who can do the job. A manager needs to deliver. If the manager's team delivers the manager delivers. Be that teammate that helps the hiring manager deliver.
2. A hiring manager needs someone they can trust. They need a team player who completes their work on time and within budget.
3. Hiring managers need someone who is competent and safe. They don't want you causing serious damage. Know what you know and what you don't know and where to get help when needed.
4. Hiring managers are looking for a hire with energy. Managers we are always looking for someone excited about work and getting it done.
5. Be an “energizer.” Managers are looking for ways to bring up the team's morale and motivation. Be the energizer who raises the energy.
6. Be a team player. We all have areas of expertise and gaps. Share your expertise as often as you can with your team. Ask others from your team to help with your weaknesses. Doing this creates team cohesion.
7. Show the hiring manager you're willing to do what's necessary and work to deliver excellence. It's been said that 20% of employees do 80% percent of an organization's work (Pareto's 80/20 principle).

Phase

7

Knowing the critical skills needed for the job

1. What are the critical skills required for this job?

The job description will often times be inaccurate.

Do your due diligence and research.

The good news is LinkedIn and your network can help with good recruiters (not most) who will ask the hiring manager what they are looking for.

Phase

8

Understanding the hiring managers goals

1. What are the hiring manager's goals? (Ex. Top sales leader, promotion, or team recognition)
2. If you can help the manager achieve their goals, you'll get hired and promoted
3. Be that team member that helps the company grow.

If you can do all these things, there is a 90% chance you'll be hired.

*Now that we have done our recon,
it's time to build a battle plan.*

Show and Prove:

Show the hiring manager you're the right person for the job.

It's critical to show the hiring manager that you have the ability to do the job. Employers call this competency. **Proving your competency is so critical, and most people fail the interview here.** So in this section we will guide you on how to be successful here!

First and foremost, you must be able to speak confidently about the critical skills for the job. I have never been in an interview where I had more than 20% of the nonsense seen in the job description. Thankfully, I have always been competent in the requirements.

For technology careers there will always be a technical interview. The technical interview is to assess your technical competency. No matter how well you know the technology, if you can't explain it the hiring manager will not know if you're competent. So, explaining the technology well is key to getting hired.

Why are most job descriptions full of inaccuracies? **Good employers receive 5000 resumes for a single position.** Larger companies like Amazon may have more than 25K open positions! Imagine 5000 resumes for 25000 open positions. Ergo, they can't read every resume. They list a ridiculous number of unrelated skills – to discourage people from applying.

Afterward, HR sends people with diverse skill sets to the hiring manager. However, these applicants often present themselves as a "jack of all trades" but do not have the skills needed for the job. So, they don't hire them and hire a recruiter instead. A *good recruiter* knows exactly what the hiring manager wants because they ask the hiring manager. So, make sure you are competent in these critical areas. You may need to spend 40-80 hours in preparation. I prepare the same way for an interview and get hired almost every time. **I know you can too.**

Battle Plan:

Be prepared to explain the following on the technical part of the interview.

This is how we recommend explaining the tech to show hiring managers you're right for the job:

- What is the tech?
- How does the tech work?
- Why should a company use this technology (business benefits)?

Be detailed and succinct and be prepared for these common and critical questions and statements:

- Tell me about yourself
- Why should I hire you?
- Tell me about a difficult project you worked on
- Tell me about a problem co-worker and what you did about it

Be prepared to answer questions you don't know with this response:

"I'm sorry I have not had the opportunity to learn that technology yet, but I'm energetic, enthusiastic and I love technology. I know what I know and I know what I don't know so you can be confident I won't make mistakes. If this is important for the job, I will do anything to master this as fast as possible. However, I really know a lot about X, Y, and Z and I would love to discuss these things with you."

Why is this so important?

This pivots the interviewer to your strengths, where you will shine.

Now keep in mind, a person like this is what a hiring manager dreams about. Your "I don't know" becomes a sales pitch. So, **make sure you have your three best strengths prepared** and be prepared to speak to them in detail.

Battle Plan:

*Be prepared to explain the following
on the technical part of the interview (con't).*

Remember our three-question positioning format with the following::

- What is the tech?
- How does the tech work?
- Why should we use that tech?

So, practice, practice, and practice!

Play to your strengths, recon the hiring manager and control the interview on your terms.



Execution of Battle Plan:

Prepare for the interview.

Prepare your battle gear because we're going to battle!

1. Make sure you have a good, clean pressed suit. *If you don't have one, buy one or borrow one.* This is your battle dress uniform and you must wear it.
First impressions are everything
2. Arrive early so you won't be stressed. ***To be early is to be on time***
3. Don't drink or use anything that can keep you from being in your peak condition



Time or the Interview:

When you walk into the interview room or conference call, observe the room and everyone in it.

Is there anything that you see that you have in common with the interviewer that you can leverage to create rapport or a bond between you and the interviewer?

- If so – use it. It will make the hiring manager like you, which will make everything you say sound better to the hiring manager!

Make sure you look the hiring manager in the eye.

- It will show your strength, and ability to connect with others while providing a firm handshake with every introduction.

When you speak, observe the hiring manager's or other's body language:

- If they are nodding yes, keep talking
- If they are leaning forward and smiling keep talking
- If they cross their arms or sit back in their chair or fidget, stop talking or change the topic because they don't like what they are hearing
- Answer their questions and smile as we are more likeable when smiling

When it comes time for them to ask questions:

- Ask one question
- Never ask about work-life balance. If you do, you've lost the battle and the interviewer goes to someone else. The war is lost!

Keep in mind that they are hiring because work needs to be done.

- They want to know that you are willing to go above and beyond and be motivated to see that the work is completed not planning how to relax.

The Question:

Ask the right question every time.

Ask this question:

- “What are your goals? If I were a member of your team, I could help you be more successful.”

This signals to the hiring manager that they need you and that you will help them.

This is the real job description – what the hiring manager really wants! When armed with this information, you’ll know if it’s the right job for you.

After the interview

Thank the hiring manager for their time and let them know you are interested in the position and would love to be a critical member of the team.

Make sure to write a thank you email to everyone that interviewed you.

It’s another opportunity to show gratitude for their time, which makes you more likeable. Additionally, it’s another chance to sell yourself to the hiring manager and team!

Always remember *“If you know the enemy and know yourself, you need not fear the result of a hundred battles!”* So, prepare, prepare, and prepare again to win the interview and the job of your dreams! **Now, get hired for the job of our dreams!**

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