

DON'T INTERVIEW - AUDITION

If you expect a hiring authority to hire you, it is important that they envision yourself in the job.

HELP THE EMPLOYER ENVISION YOU AS THE PERFECT FIT

In this competitive job market, it is not the most qualified person who is offered the job. It is the person who auditions best for the role.

Interviewing is not:

- Restating what a hiring authority can read on your Resume or CV
- A fact finding mission
- Restating the information in your cover letter

Think for a moment about actors and actresses. They are scheduled to conduct a screen test, if they want to be considered and then hired for a specific role in a movie. They read and practice the script and during the screen test, the actor must convince the director that they are the best person for the role. They often dress for the part, use accents and any other means available, knowing there will be others who will have a screen test to play the same role.

This is precisely what you need to accomplish during your job interviews. In your initial interview, your goal has to be that this person advances you in the interview process. In the final interview, the hiring authority should envision you in the job they are offering.

Prior to your interview, you need to figure out how you can appear:

- Most qualified
- Most skilled
- Most interested
- Most confident in your ability to do the job
- To possess the best history of achievements
- To complement their current team
- To fit in with their company culture and core values
- To provide the greatest return on their investment

DON'T FACT FIND - AUDITION

During your interview position yourself as the solution to their problems. This is not a fact finding mission.

When an actor or actress is scheduled for a screen test, they are:

- Told about a movie
- Given a script to read
- Informed who is directing the movie
- Informed of other actors who are involved in the project
- Given a timeframe
- Understand compensation

This is the exact information you need to research prior to an interview, if you truly are to ace your audition. You don't want to fact find information during your interview that you could have researched prior to your interview.

It is often the person who is most prepared who auditions best. You need to research the following before you interview:

- Job description
- Company information
- Information about the person conducting the interview
- Feedback from past or current employees (using social media)
- Target date to hire
- Salary range
- Benefit
- Advancement potential
- Company Culture; Core Values; Mission Statement

This is information that you can obtain by reviewing:

- Company website
- Public Relations or Media (especially articles written by someone else)
- Job postings
- Employment pages
- Social media sites
- Marketing materials

You must refrain from:

- Fact finding
- Asking self-serving questions
- Trying to determine your level of interest

During an audition you are doing everything possible to obtain a job offer. Throughout the entire interview process from first conversation to final interview you audition as if this opportunity represents the most perfect job in the world for you.

COMMON MISTAKE

Too often job seekers determine their level of interest in an opportunity before they have all facts. Believe me, actors and actress never accept a role in a movie until they have all the facts and details.

After your final interview, if and when the job is offered, only then can you consider all the factors to determine if you will accept or decline. These factors including:

- The job itself
- Compensation
- Benefits
- Company culture
- Core values

ASK THE BEST QUESTIONS

During an interview when you are being asked questions, the person asking the questions is in control of the interview. When you ask questions you are in control of the interview.

Your questions can help you focus on your accomplishment and differentiators that may not have been covered by the questions asked during the interview.

They can also reveal the following:

- Priorities of the interviewer
- Greatest challenges of the opportunity
- Problems they want the person hired to resolve
- Where they are in the Interview Process
- Any internal candidates being considered
- Your level of interest
- Your level of confidence
- Concerns they may have about your experience
- Where you rank with the candidates they have interviewed to date
- Time Frame for follow-up
- Target Date to Fill
- Personal information about the interviewer (the more you let them talk about themselves – the more they will like you)

Never leave an interview frustrated because you did not have a chance to highlight what you felt were your best attributes. Practice asking effective questions always address the WIIFM (What's In It For Me) of the interviewer. They will eventually hire someone who can do the job, but also someone they like and the person who will make them look best to their supervisor.

If they do bring up concerns when you are asking questions it is important to validate their concerns. "I can understand why you feel _____ is a concern please let me explain how this would not be an issue." Then overcome their objection.

If you learn to audition, chances are you will obtain more than one job offer so you can actually select the opportunity that will make you the happiest.