



workana

Interview Coaching



June 2023

Interview preparation is key for
success.

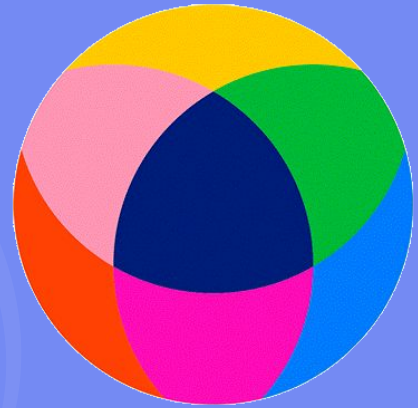
Content

A – Interview Preparation:

1. Analyze Job requirements mentioned by the matcher
2. Create your story / verbal pitch
3. Identify relevant projects and create the story
4. Prepare questions for the client

B – Pro – Tips:

1. Practice
2. 15 Minutes before Interview: Prepare Setting
3. Closing the interview



I. Analyze the Job requirements mentioned by the matcher.

- Research the client to familiarize yourself with their product or service.
- Address the specific requirements of the job to understand the client's needs. Ask yourself:
 - How can you solve the client's problem?
 - Do you have experience solving THEIR need?
 - Do you have experience in THEIR industry?
 - Did you use tools that can help THEM?
 - How could you add value to the client?
- Analyze and list the skills mentioned by matchers that overlap with your experience.

2. Create your story “Pitch”:

“Tell me a little bit about yourself”

- Your story should:
 - Highlight the overlap with clients’ needs to generate engagement
 - Explain what you do and communicate the value
 - Drop relevant skills, technologies and experiences
 - Share an achievement
 - Show your career progression
 - Let your passion shine through
- PRO TIP! Keep it under 2’ and let it “tease” the clients into knowing more!



3. Identify relevant projects and create the story

Storytelling is more impactful than just listing employment or project experience



- Use the **S.T.A.R.** framework to present your project stories.
 - **Situation:** What was the situation and context that you were in?
 - **Task:** What goal were you working towards? Responsibilities.
 - **Action:** What specific steps did you take and what was your particular contribution?
 - **Results:** What were the results that you produced?
- Prepare for follow-up questions: technical + behavioral

4. Prepare questions for client

Thoughtful questions help demonstrate your interest in the client and their project

- Show you are curious about their technology, process and team
- Ask questions to confirm the client and project are a good fit for your skills and interests
- Seek to understand any deal breakers:
 - Team culture
 - Role / Project related questions
 - WoWs – Ways of working related questions
 - Communication expectations – cadence and style
 - Etc.



PRO - TIPS

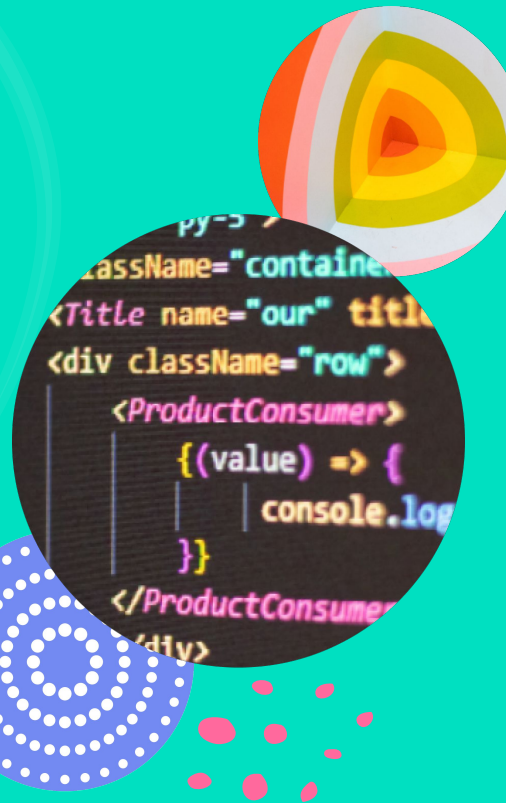


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PRACTICE

“ Practice doesn’t make perfect, practice makes permanent”

- Be prepared for all type of interviews/questions
- Simulate an actual interview
- Record and listen to yourself
- Avoid rigid scripts
- Monitor timing and speech



15 Minutes before Interview: Prepare Setting

First impressions matter!

- Ensure a professional setting:
 - Good background: Uncluttered, neat, good lighting.
 - Have your webcam on / Use main monitor
 - Silence distractions or notifications
 - Check sound / Headphones
- Contingency plan for equipment/connection fails (mobile connection etc)
- Go over your notes and have them in hand



Closing the interview

Last impressions also matter!

- Express your interest and motivation for working with them.
- Tell them that now, with more info, you're even more confident you are a great fit for the project and summarize why.
- Ask if they need additional information.
- Thank them for the opportunity and their time



Key Take Aways

- Research the company / **Analyze the client's needs and overlap with your experience**
- Prepare your story/**Pitch**
- Select and prepare your **project stories – S.T.A.R.**
- **Spoon-feed the overlap** between your experience / skill set and the clients needs
- **Think about possible questions** for the client
- **Prepare your settings** before every interview:
 - Background
 - Lightning
 - Sound
 - Attire
 - Notes
- **Ace at closing the Interview!**



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The logo for Workana features the word "workana" in a bold, white, lowercase sans-serif font. The letter "o" is replaced by a stylized globe icon, which consists of a white circle with green and yellow curved lines representing latitude and longitude. The logo is set against a background of four large, overlapping curved shapes in bright green, dark blue, yellow, and pink.