

-----How to crush any interview-----

I don't normally do this but since you are all Lambda family, I figured I could present to you some of my best guerilla tactics for crushing any interview. These are tips and tricks that I have learned from interviewing top talent and from being interviewed for top positions.

(Disclaimer: Non-technical roles. Your mileage may vary. These tips and tricks are meant to exploit potential inherent biases that each of us have, but that we may, or may not be cognizant of. Use these to your advantage, but please- be ethical)

Ready? Let's go!

Pareto Principle- https://en.wikipedia.org/wiki/Pareto_principle (TLDR) basically, 20% of your work will generate 80% of the output. People are lazy. Use this to your advantage! Google: 10 most frequent interview questions. Take a minute and do it now. I'll wait.

Prep for these questions and you are half the way to your new job!

How do you best prepare for the most common questions? One of the easiest ways I have found is the "Storyboard strategy."

Grab a pen and paper and block off a good hour of your time to work on this. (Thank me later)

Here is how it works:

1. Brain dump. List 5-10 of the most pivotal times in your professional life. Focus on:

- Demonstrated leadership or leadership moments
- Times or things that made you interested in the industry/sector
- How you broke down a problem, corrected it, and the results that followed

(Write out what each moment shows about your relative job strengths/weaknesses. Choose a couple of adjectives that you want to be associated with and roll with it. I.E.: scrappy, reliable, proactive, team player. The choice is yours, but you need to think about, and be able to answer concisely: What are you trying to portray to your interviewer and how can you best frame it?)

2. Now—Pick 3-5 of the most interesting ones from above. Polish and practice them.

- Pro-tip: choose particularly ones that have the best adjectives that show you are a good pic for the position that you are applying for. (HINT-These adjectives will show up in the job description)
- Jedi tip: Grand finale--choose one that speaks to a negative aspect about yourself, one that shows that you are self-aware but working to improve. Self-awareness whether valid or complete malarkey resonates. <Also- if you Googled: 10 most frequent interview questions you will know- the most lazy, total lay-up question out there is: tell me about your greatest weakness!!—If you didn't Google that. Why are you even here? Go back and do that now. We'll wait.>
- Jedi *****g master tip: my answer to what is your greatest weakness is always **uffff chocolate**--- 90% percent of the time it gets a chuckle. (Delivered correctly of course.) The other 10% of the time, you may want to ask yourself if you really want to work with these people. If they don't chuckle it is because they are uptight, or your delivery

needed work. Regardless, this is an opportunity to pivot. Exploit your strengths not your weaknesses. Someone who is 4 ft. tall can practice playing basketball from now till infinity but their chances of making it to the NBA are slim. Concentrate on your strengths. Ask yourself, where do I excel? How do I best add value? Communicate that effectively and you are ahead of most in the job search.

3. Almost done. (I know, that was a lot of contemplation and self-reflection. Trust me it will pay off.) Turn these 3-5 pivotal moments in your life into a STORY—Focus on:
 - Setting
 - Problem
 - Solution
 - Results

Tell a good story. Elaborate. Seriously. Stories ignite the mind. Need help? Attack your pivotal moments that you elaborated above like a child, or Toyota. Yes Toyota! They have a whole philosophy that breaks down to basically asking why, 5 times! This was revolutionary in the 80's but totally elementary to my 6-year-old son. Go figure!

[https://en.wikipedia.org/wiki/Five_whys#:~:text=Five%20whys%20\(or%205%20whys,basis%20of%20the%20next%20question.](https://en.wikipedia.org/wiki/Five_whys#:~:text=Five%20whys%20(or%205%20whys,basis%20of%20the%20next%20question.)

Alright, alright, alright! We're getting down to the nitty-gritty folks. If you have been following along so far, congratulations! I appreciate it! (Truth be told, we lost the lazy ones 10 or more lines ago. If you're reading this, you're probably a rockstar and well on your way to getting your dream job! Feel free to reach out and connect. [Trevor Dewalt | LinkedIn.](#))

4. Crunch time. Interview. You get the lay-up question: "Tell me about yourself" If you have followed everything I have said above, you're laughing. Easy peasy as my six-year-old says. Focus on the pivotal moments, communicate why these moments set you apart, relate them to the role that you are being interviewed for. Reap the rewards.

If you have made it this far. Thank you. I really appreciate it! Admittedly, it takes me a bit of time and effort to be able to clearly put down my thoughts like this. Clear, concise communication is an area of opportunity for me. (Truth be told, If I would have had more time, I would have sent a shorter message)

Having said that, I have tips like this for days. If you got some value out of this, let me know and I will give some follow ups on tricks to sub consciously influence your interviewers and why it is important. Also, above I have laid out quite a few psychological tricks, if you can point any of them out, let me know.

REMEMBER--If behavior can be predicted, then it can be loosely controlled, often without a person even recognizing what's happening. Welcome to the dark arts my friends.