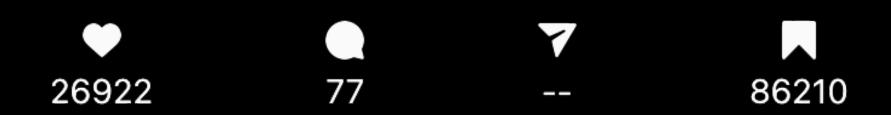


I networked with 50+ hiring managers and asked one simple question:

"What mistakes do candidates make in the job interview?"

The result: 5 big mistakes candidates should avoid.

Let's dive in:





1. Avoid showing extra excitement

Don't say: I will do anything to succeed in this role.

Being ambitious is good, but don't be desperate.

Instead say: I have the skills and experience to add value to this role (back up with an example).



2. Avoid self-praising phrases

Don't say: I am a quick learner, a go-getter and have leadership skills.

Buzzwords without evidence means nothing.

Use the **STAR method** to show your skills:

- Situation
- Task
- Action
- **R**esult

Example on slide 7



3. Avoid asking for feedback at the end

Don't ask: Based on your time with me, is there anything that worries you about my candidacy?

Asking for feedback is good, but in an interview it's off-putting.

Instead ask: Based on what we discussed, is there anything you would like me to clarify further?



4. Avoid saying I don't know

You are not expected to know everything, but the way you respond matters.

Instead:

- 1. Talk about a similar experience, e.g. I have not worked with tool X, but I know a similar tool Y.
- 2. Can we come back to that question later? I need a moment to think.
- 3. I am not aware of it. Is it ok if I find out and come back to you after the interview?



5. Avoid asking what your company do

This is a deal breaker if you show you have not researched the company.

Instead do this to stand out:

- 1. Find the annual report
- 2. Search keywords related to the role
- 3. Check how the company is trending against the industry
- 4. Prep questions related to strategic moves for the next 1-2 years



STAR Method example:

Situation: My company wanted to get more people signed up for their newsletter.

Task: As a digital marketer, I had the task of getting more people to sign up.

Action: I organised a meeting with the marketing team to develop creative ideas, and I led the social media campaign to drive email sign-ups.

Result: As a result, there was a 20% increase in sign-ups to the newsletter in one month.



Thank you for reading. Whenever you are ready, there are 2 ways I can help you.

- 1. Career Coaching: Fill out the coaching waitlist form. Currently booked out until mid Feb 2023.
- 2. Ascending Growth Newsletter: Join 60,267 ambitious individuals receiving regular job search and career tips.

Link in bio to take action.