



# 3 INTERVIEW TACTICS TO GUARANTEE YOUR PERFECT JOB

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# Introduction

Hi! I'm Sam Isaacson, and I'm thrilled you've chosen to receive this free ebook. It's such a privilege to serve you in this way; I hope you enjoy reading it, and find it useful as you take steps towards your perfect job.

One thing I love to do is to help people achieve their dreams through career coaching. One of my first career coaching clients was an engineer named Paul. Paul's job was one that most **geeks** would find geeky, but he wanted to move into Sales – the complete opposite end of the spectrum! Now, he'd already taken the initiative to apply for his dream job, but he was up against Sunil, a guy who at that point held the exact same role at this organisation's direct competitor.



On paper this was a no-brainer. Sunil had the skills, knowledge and a proven track record, and Paul didn't. He was invited to an interview to beef up the number of candidates but it was clear from the outset that this was Sunil's job to lose.

Surely I'd chosen the wrong client! I was fighting a losing battle right from the start, but of course you'll have guessed that the story has a happy ending. Paul put in place **three tactics** when approaching each round of interviews, and got his dream job. He's still in Sales today, and is loving being in his perfect job.

I wrote this ebook to share those tactics with you, including some really powerful secrets. I want you to step into your perfect job, and if you use these tactics I'm confident you'll get it. In fact, I **guarantee** that if you read this and put it all into practice you will get your perfect job...but your idea of your perfect job may not be big enough - more about that in tactic 3.

Please, enjoy reading this book, put it into practice and I wish you every success. I'd love to hear what you think so please tell me at [sam@unoit.co.uk](mailto:sam@unoit.co.uk) - I look forward to hearing from you!

All the best

Sam

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# Why these tactics

The bottom line when it comes to job interviews is that the decision about whether or not you're taken through to the next round, or offered the job, comes down to one person's opinion of you: Whoever's sitting opposite you in the interview.

So when thinking about how to **guarantee** that job offer, all you've got to think about is **the interviewer**, and I can tell you right now that they're asking three questions:

Firstly, they want to know **what you can do**. They want to know that you're going to do the job well if they give it to you.

Secondly, they want to know that you're going to **fit in**, with the organisation as a whole, and with the team in particular. They want to bring someone who's going to be a positive influence into their environment.

Thirdly, they want to know **who you are**. They want to sit in the same office as people who are genuine, kind and interesting.

Now, you might be reading this list and thinking: 'But I know tonnes of people who mess up their jobs, are a negative influence, and are complete weirdos, and they got through job interviews.'

Absolutely. I couldn't agree more. And that's why **you** need these tactics. An interview setting is very different from the day-to-day, and if you're not careful some complete nutter's going to come across as positive and interesting, and **you're** going to come across as weird. I've seen it happen.

But don't worry, I have the answers for you. All you need to do is (1) show what you can do, (2) show that you can fit in, and (3) show that you're amazing. Ultimately, it's about **showing what's already true**.

As you read through each tactic, pay special attention to the **Make it happen** sections; sometimes reading on its own simply isn't enough! Putting it into practice will make the difference between success and failure.

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# 1 Show what you can do

There's one simple trick that lies beneath showing what you can do, and it's understanding that when an interviewer is asking whether you can do something, they're not actually asking, 'What can you do?' Rather, they're asking: '**What have you done?**'

They're looking for something concrete that proves that you're a safe pair of hands to be trusted with this job, not some know-it-all who reckons they'll probably be alright. And the answer to any question where the interviewer's asking you what you can do is exactly the same.

## **Tell a story.**

Part of the human condition is a love for stories – we love books, TV programmes, theatre and film. And the best stories have many common elements, including one in particular: **The HERO.**

Newsflash: In your job interview, YOU are the hero. YOU are the star of this film.

And, helpfully, I'm going to share a really simple model that's called STAR – because you are the star. You can use the STAR model to tell stories in which you're the star, and you're going to remember it because each step in the model begins with each of the letters that makes up STAR: **S-T-A-R**.

Here's the model:

### **Situation or Task**

The first two letters (S-T) stand for **Situation** or **Task**. Think of a **situation** in which you showed the skill, or a **task** that had been assigned to you, and take just a sentence or two to describe it.

Don't overlook this important step! Too many people tell awful stories because they don't give the context. They leap into depth, describing details the interviewer has no frame of reference for. Even if they work in your field they can't know everything you know about this situation, so take just a moment to set the scene.

## Action

The next letter (A) stands for **Action**. Just tell the interviewer what you did - not your team, **you**.

## Results

The final letter (R) stands for **Results**.

**Listen:** Results make you **stand out**. Everyone applying for this job will have this skill, but your results are unique, and will be what an interviewer remembers you for.

Let me give you a quick example. An interviewer asks Karly what she'd do if she were asked to write up some documents. Here's Karly's response:

**S/T** At my last organisation my boss asked me to create a document for new joiners, to describe our department's procedure. I had to interview various people and write it all up into one accurate, consistent document.

**A** I led the interviews and wrote up the documents, but as I submitted it for review I raised to my boss that one particular check was being performed three times, when I thought it only needed to happen once.

**R** My boss agreed, and two of the checks were removed from the process, which saved 10 hours of senior management time every week from that point on.

Did you see the model in use there? The interviewer walks out thinking, '**Wow!** Karly could save me 10 hours a week!'

Note that the little story there could have been used to describe many skills: engaging with senior stakeholders, interviews, thinking commercially...

## **Make it happen**

So let me give you a piece of homework. Look at the job specification for your next job interview, pick out the skills listed in it, and come up with 5-10 stories that demonstrate all of those skills, with clear results for each. That way, whatever question's asked, all you need to do is pick a story from your head at random, talk away, and the interviewer will **love** you for it.

So that's how you show what you can do. The next tactic looks at showing that you'll fit in.

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## 2 Show that you'll fit in

Have a think for a moment. Why do organisations use job interviews rather than good, old-fashioned entry exams? The answer: **Human interaction**. Every interviewer cares that you'll fit in, and they draw on three levels to make this assessment.

At one level, they're judging you based on **ridiculous preconceptions**. I know it's silly, but it's true. Everyone has particular ideas about who might be a good fit generally, and if you don't meet that standard you've got an uphill struggle.

Secondly, they're thinking about your fit into **their team**. They know the personalities that have worked and have failed, and want to make sure you'll be welcomed in.

And finally, they're considering your fit within **the organisation as a whole**. Everyone likes to think that their organisation is the best out there, and every organisation thinks of a particular sort of person as being 'one of them' rather than a competitor.

Here's the good news: Everyone's unique, and every team's unique, and you can fit into any team in a unique way, using simple tools. So we're going to look at each of the three levels, to show that you **meet and exceed** the standard required.

### Level 1: ridiculous preconceptions

Every interviewer has certain ideas of what a good candidate looks like, sounds like and feels like. Some of these ridiculous preconceptions may feel impossible to overcome - like sexism and racism - but the answer is surprisingly simple.

If you've read anything about attending job interviews you'll know it's important to **give a firm handshake**. When you greet someone for the first time, shake their hand strongly, confidently, but not with an aim to crush their hand.

Now, the strength of someone's handshake has absolutely **no bearing whatsoever** on their ability to perform **any** role in **any** industry in **any** organisation at **any** pay grade. But a weak handshake can be enough to put an interviewer off you, so **practice your handshake!**

Similarly, it's important to **retain eye contact** as much as possible. It can feel intense if you're not used to it, but it feels very natural to be on the receiving end. If it's too intimidating for you, look at their **eyebrows** instead - you can't tell the difference!

Finally, **smile** - everybody likes a happy person. Regardless of how intense, negative and even angry they become, stay **calm** and **smile**. By the way, smiling when you're not calm can come across as insincere, and calmness without a smile can come across as disturbing. So take some deep breaths before you enter the room, pull a silly cheesy grin into a corner, then relax into a normal smile, and the interviewer won't be able to help themselves but **love** you.

## Level 2: the team

There's an old saying that if you want to have friends, **be friendly**. This is the secret to showing your interviewer that you can fit into the team, and the good news is that you can do this easily.

Firstly, allow your **hobbies and interests** to shine through, to **prove** that you're a friendly person, and not just putting on a face for an interview. As you're telling your stories make sure that some have a hobby-based situation.

Also, ask **questions about team dynamics**. Ask what the team culture's like. Listen: They're going to tell you it's nice, but that's not the point. On one hand it makes you seem like a friendly person, but on the other hand it gives you a chance to listen out for an alarm bell. If the interviewer sells their team on the basis that they go out for drinks once a month, **run a mile!** The most fun teams are those where people get on so naturally in their daily routines that they have no need for monthly drinks.

## Level 3: the organisation

Every organisation has its own culture and 'feel'. I've seen inside offices for high street clothes shops, charities, gas terminals, technology companies and investment banks, and believe me when I say that every single organisation has its own quirks.

The job you're interviewing for will be at an organisation that sees itself as better than its competitors, and there's one way that you can prove that you're going to be a good fit: **Value them for what they value themselves for**.

This is pretty easy to do, and it's called **reading their website**. Pretty much every organisation has a website designed to tell the world how amazing they are, but **why** they think they're amazing will be unique.

Look out for the **vision** or **mission statement**, the company **strategy**, and its **values**. Most big organisations will ask you about the values in an interview, so have some stories ready that show you acting them out in real life. Also, look for any **repeated phrases** that appear in their latest news stories and social media updates. Talk like they talk, about what they talk about, and you're onto a winner.

Now, here's how you hit this level once and for all. At some point in the interview they're likely to ask: 'Why are you applying for a job here?' And the best answer you can give is to explain **what you were looking for** in an employer - which just so happens to be **exactly what this organisation's like**. So if the organisation talks about creativity all over the place on their website, when they ask, 'Why here?' You answer: 'I really wanted the next place I worked to be really creative, and where's more creative than here?'

Does that feel dishonest? Well, think about it: If you have to lie to say why you want to work somewhere, it isn't your perfect job. Apply for a different one!

### Make it happen

It's homework time! This is all down to preparation and practice, so let me summarise for you:

Get that **body language** under control! Ask someone you trust to give you **feedback** on your handshake, eye contact and natural smiling.

Do your **research** on the organisation and make sure you'd be **happy** there.

Prepare some **great stories** that demonstrate that you hold their values and have hobbies and interests outside of a work environment.

That's two tactics down...and this next one is the most important of all.

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# 3 Show that you're amazing

All you have to do in an interview is prove that you're normal, but if you can show five particular characteristics - **wisdom, integrity, courage, kindness** and **self-control** - you'll prove that you're **amazing**. And who could resist employing someone amazing?

## Wisdom

True wisdom only comes through constant learning. With that in mind, there's one key way that you can show that you have wisdom. Just imagine that the only reason you're attending this interview is to **learn**. Of course, you'd ask your interviewer for **advice!**

Ask them a genuine question about something you really want to know, and if in doubt, just ask them for career advice, or how they'd recommend you get the most out of the job if you're offered it.

## Integrity

Integrity is a bit of an overused word at the moment, but the idea is timeless. It means not being a hypocrite, and there's a danger in a job interview of coming across as perfectly polished just for that one occasion.

So really **be yourself**; allow yourself to make jokes and be a bit silly, if that's what you're like (within reason). If you come across as less polished and more natural, an interviewer will feel far more comfortable taking a risk on you. Also, if you have to be someone else to get a job I can tell you right now: This is not your perfect job!

## Courage

Every employer wants to recruit people who have the courage to **challenge the status quo**, take on **responsibility** and stand up for **ethics**. So let me give you one simple way you can demonstrate courage...but just because it's simple doesn't mean it's easy - it takes courage!

When they ask if you have any questions, ask: 'What's your biggest concern about me?' Then you can directly address that concern.

## Kindness

Organisations have become more aware of a need to practice kindness (they might call it corporate social responsibility), so showing that you're genuinely kind is important.

I have an exercise for you. Ask yourself: '*How would getting this job help the world?*' Then, approach the interview with that in mind. If you have that at the front of your mind as your biggest driver, it will naturally come out in your answers.

And if you can't come up with a good answer to that one, let me be the one to tell you: This is not your perfect job.

## Self-control

Self-control's important for every job, but it's actually easy enough to show it in an interview situation.

Firstly, **dress smartly**. In every situation it's safer to over-dress than under-dress. Secondly, **arrive punctually**, preferably about ten minutes early. It doesn't matter how incredible you are at your job, if you can't show up on time you're starting playing from 2-0 down.

## Make it happen

**Wisdom, integrity, courage, kindness** and **self-control** are the five characteristics that **Unoit** was founded to help develop you in. If you don't have them, you're **limiting your destiny**. Acting in a way that's foolish, hypocritical, cowardly, unkind and out-of-control is something we all ought to avoid, not because we want a better job, but because we're **human beings**.

Let's return to the idea of your **perfect job**. I've met plenty of people who apply for a job because it's the next step up the **career ladder**, or it **pays** double their current job. But do either of those things make it perfect? I'd suggest not.

So I want to leave you with a final piece of homework: **dream**.

I provide career coaching. The process is different for everyone, but something I might start out with would be asking these simple questions. You could ask yourself these questions right now. Don't feel in any way restricted by your current job, just allow yourself to explore the possibilities:

What do you really **enjoy** doing?

What do you really **care** about?

When do you feel most **fulfilled**?

What are you really **skilled** at?

Where does your **experience** lie?

What would suit your **personality**?

You ought to have a whole bunch of completely different jobs against each of those questions, but hopefully you're feeling pulled in a particular direction.

Now, answer these far more practical questions:

What **size** organisation do you want to work for?

What **country** do you want to be based in?

How **senior** do you want to be?

What **salary** do you want?

What other **details** are important?

Finally, write down where you are right now, work out the difference you'd have to make to get to your perfect job...then come up with some job options that will take you one step in that direction, and apply away.

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# 4 Final advice

I really hope that everything I've shown to you has been *enjoyable, interesting* and *useful*, but let me leave you with one final challenge.

One short ebook is unlikely to change your life, however much I hope it does. Like it or not, if you try to do this all on your own it's going to be *tough* and *no fun*. You need expert input, encouragement, healthy challenge and emotional support. That will make the difference between your success and failure.

So I have a *unique offer* to make you. As a thank you for reading this ebook I invite you to consider two things.

Firstly, I'd like to invite you to a workshop, **3 Mistakes That Stop You Getting Your Perfect Job**, which builds on this ebook and takes it to the next level. You'll get the chance to *learn* more, *practice* to improve in practice, and get *specific, personalised feedback*. The price is normally £97, but I want you to be there, so I'm going to give you a ticket for only **£27!** On top of *that*, if you mention the code 3ITBOOK when you register I'll give you **two** tickets for the price of one! You don't need me to tell you this is a great deal. More details here: [www.unoit.co.uk/career-workshop/](http://www.unoit.co.uk/career-workshop/)



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Thanks again for reading this - I hope you've found it helpful - and I wish you every success in your future career.

Sam



**THE END...AND, PERHAPS,  
THE BEGINNING OF THE  
NEXT CHAPTER...**

**SAM ISAACSON**