

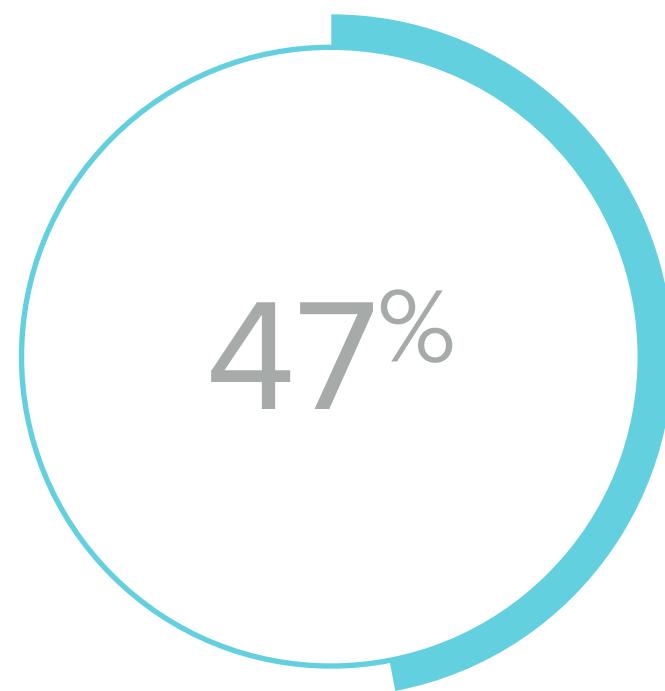
Interview Guide



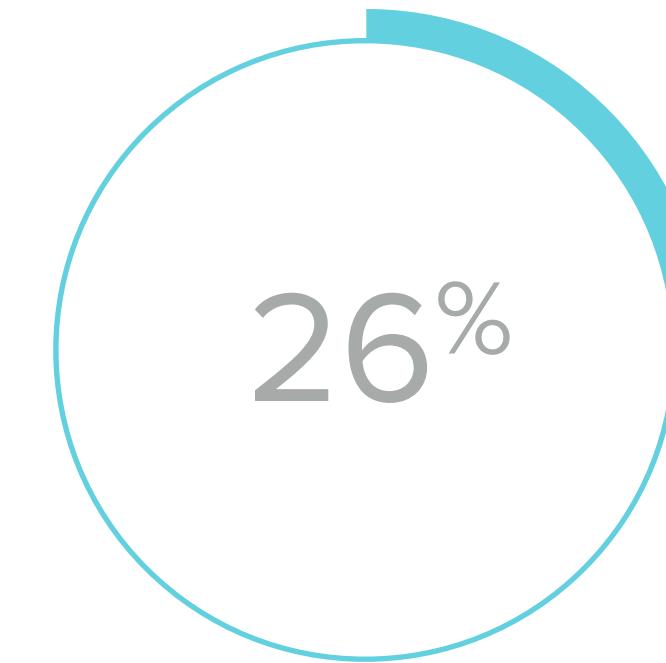


Get In The Know

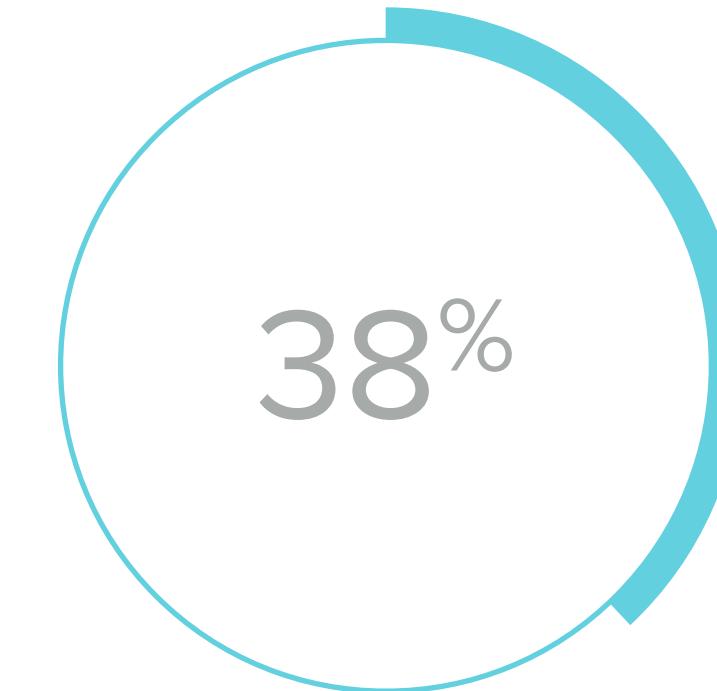
Don't be a Statistic—avoid these nonverbal mistakes as some of the reasons why employers eliminate candidates during an interview



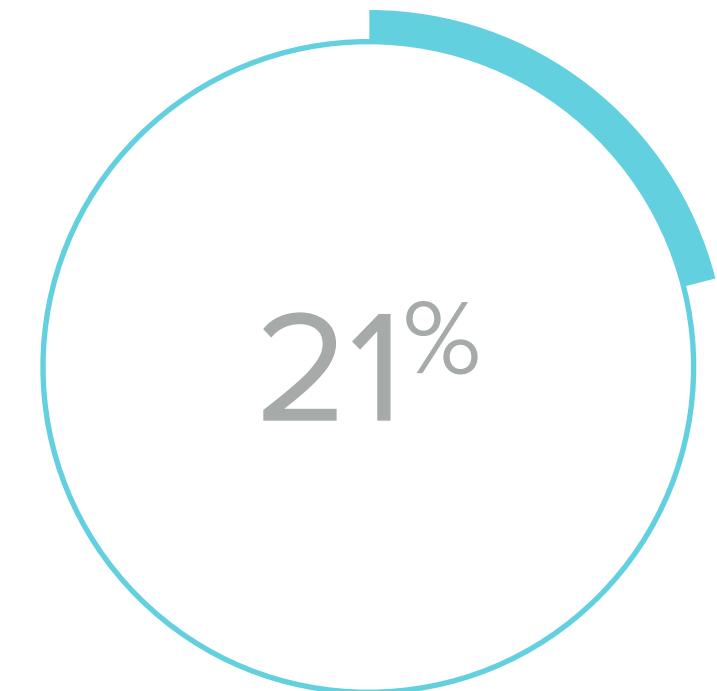
47 percent because they had little or no knowledge of the company



26 percent because the handshake was too weak



38 percent was a tie – quality of voice and overall confidence; and lack of a smile



21 percent for crossing their arms over their chest during the interview

67 percent indicated failure to make eye contact

Prepare, Prepare, Prepare.

It is crucial to do your homework before your interview. Research the company and the people you are interviewing with and prepare a mental or physical list of questions to ask the interviewer.

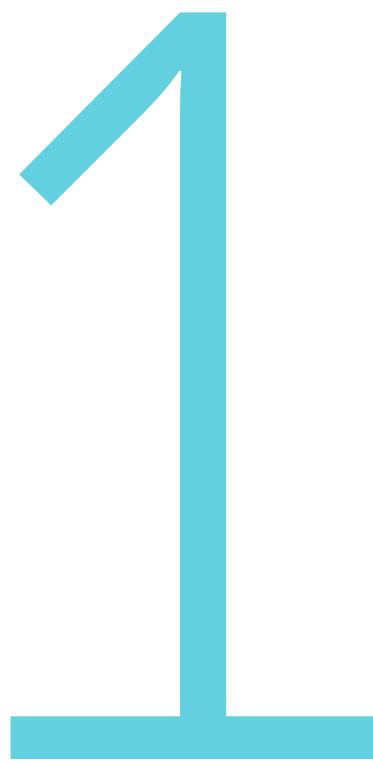
Always be prepared to sell your skills and experiences as they relate to the job described or posted.



While the average length of an interview is 40 minutes, 33 percent of 2000 surveyed bosses indicated they know within the first 90 seconds if they will hire that candidate

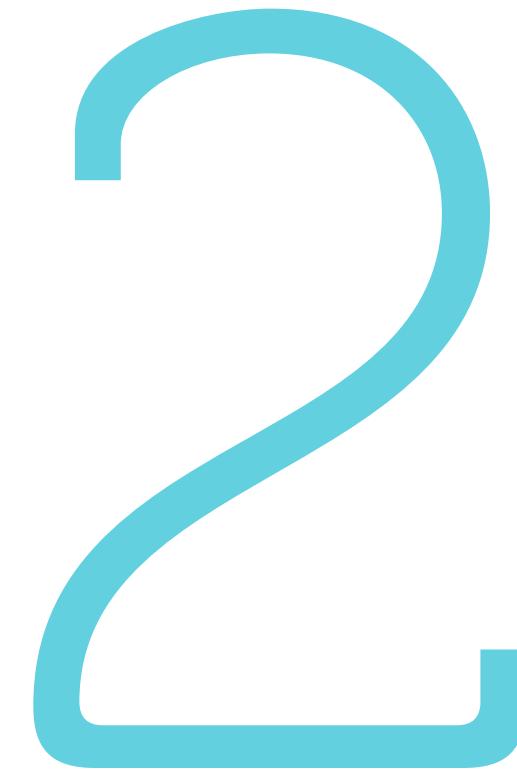
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Secrets To Success: Get Yourself Noticed



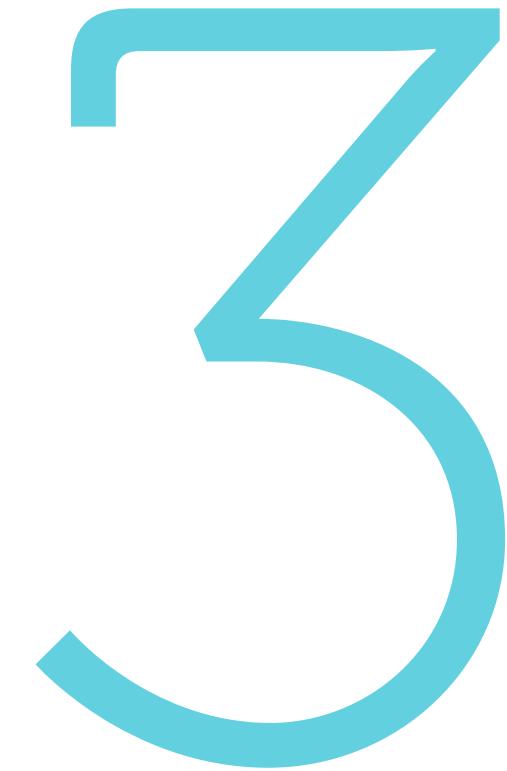
Bring the hard copy

You should always show up to an interview with a hard copy of your resume in hand. (Better yet, have a few copies with you in the event you meet with multiple people during the interview process). Sure, they have it in electronic form. Sure, they have very likely printed a copy out—but it makes you look good as a candidate to have one to hand them so they don't have to hunt for their copy. It shows that you come prepared, you're respectful of their time, and it's an easy way to kick things off on a positive note.



Be present

Listen actively throughout the interview. Maintain solid eye contact to indicate you are paying attention. You don't want to be looking at the artwork while they are speaking or give the appearance that you are not interested in what the interviewer is saying. According to PsyBlog post, people usually make more direct eye contact when talking one-to-one than in groups. In groups people tend to look directly at another person for about 3-5 seconds, but when it's one-to-one this increases to 7-10 seconds before they glance away.



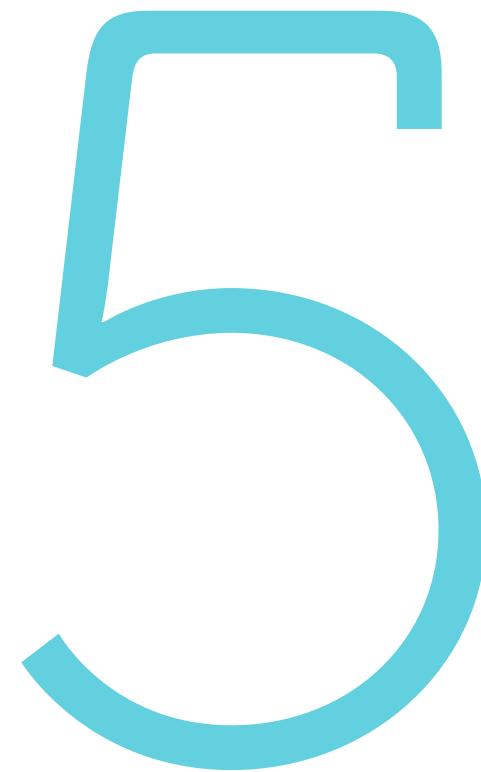
Gratitude is the right attitude

Be sure to follow up with your interviewer(s) with a brief email to thank them for their time and consideration within 24 hours. You really want to make an impression? A handwritten thank you note will set you apart. You can briefly highlight what you learned during the interview and reaffirm your enthusiasm for the next steps. You can have the envelope addressed and proper postage attached and ready to drop in the nearest mailbox as soon as you leave the interview! #ClassAct

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Be confident, but not cocky

Recruiters and clients like a candidate with confidence. Start the interview by greeting them with a firm handshake, a smile, and strong eye contact. Be confident in your skills and talents, but don't be cocky or overly confident. You want to let them know you're ready to hit the ground running, not give them the impression that you want to run the whole show.



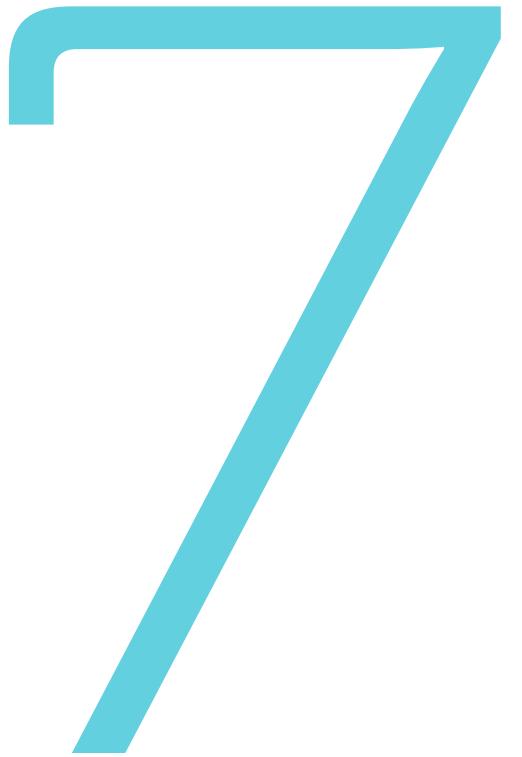
Plan for success

It's true, you can't plan for what is out of your control, because each interview is unique. Plan how you want to present your portfolio ahead of time. Think about the technology you may require and bring it with you so you can show them how prepared and proactive you are. You can always bring your laptop, tablet, Wi-Fi hotspot, adapters, cables, etc. to ensure you look like a superstar when your presentation goes off without a hitch—because you planned ahead.

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Make it work...focused / business as usual

The interview should be work-focused. Ideally the interview should feel conversational and flow freely, however there are some caveats to help you go with the flow. It's usually not appropriate to discuss your spouse, significant other, friends, pets, family members, etc. You're there to sell yourself as a creative professional, not share anecdotes from your personal life. When you crush it in the interview, you'll be able to call and text your friends and loved ones and tell them how well it went—and maybe you'll even have good news to share!



Show them some R-E-S-P-E-C-T and power off

If you bring your mobile phone with you, power it off and stow it in your bag/purse before you go into the interview. It's respectful and will show that you are courteous, attentive, and invested—and that you value other people's time. You don't want to be sitting in the interview and have your phone ringing, vibrating, or chiming in with notifications. Oh, the horror! Don't be that person.



The Must-Haves: What To Include

What To Bring With You:

- Hard copies of your resume
- Business card(s) / personal leave behind
- Your tech (laptop, tablet, and any devices required for presentation purposes)
- Portfolio (print, online, or both!)
- Professional references, should they ask for them
- Your “A-Game”—which includes a positive attitude, confidence, and preparedness
- Strong knowledge of the company you are interviewing with and appropriate questions to show you’ve done your homework

Job Is In The Details

- Do Your Homework And Be Prepared
- Dress To Impress
- Don't Be Tardy For The Party
- Stay On Track
- Keep It Professional
- Listen Up
- Don't Interrupt
- Be The Best You
- Don't Oversell Yourself
- Don't Rush
- Come With Questions
- Keep It Positive
- Timing Is Everything
- Thank Them For Their Time



Do Your Homework And Be Prepared

Make sure you study up on the company you're interviewing with before your phone or in-person interview! Check out their homepage, their LinkedIn profile, and see what comes up in terms of search engine results. Try to learn about their core values, company culture, executive leadership, and mission statement. This will help you determine if it's a good fit for you. Plus, it will give you plenty of info to speak to during the interview to prove you've put in the effort to learn about them.

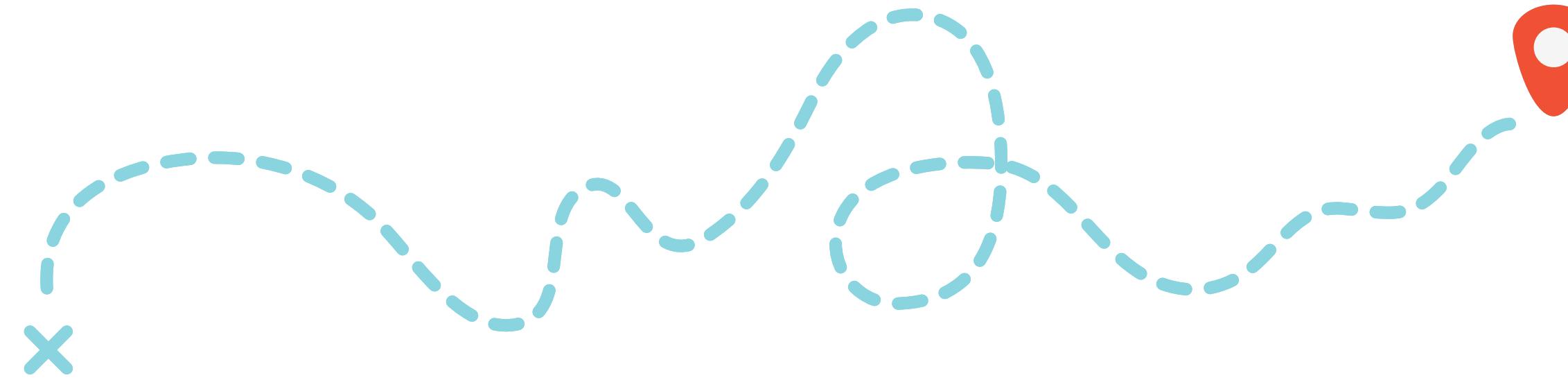
Dress To Impress

Dress to comply with the company's dress code and culture. It's perfectly appropriate to ask your recruiter or the company contact what they recommend for interview attire. You don't want to feel out of place or uncomfortable when you show up. For example, if it's a casual environment and you show up in a full suit, they might think you're too rigid—or that you're there to audit them—if everyone else is in jeans and casual clothes. Conversely, if it's a more corporate or formal environment, you don't want to feel underdressed.

“ It's perfectly appropriate to ask your recruiter or the company contact what they recommend for interview attire.”

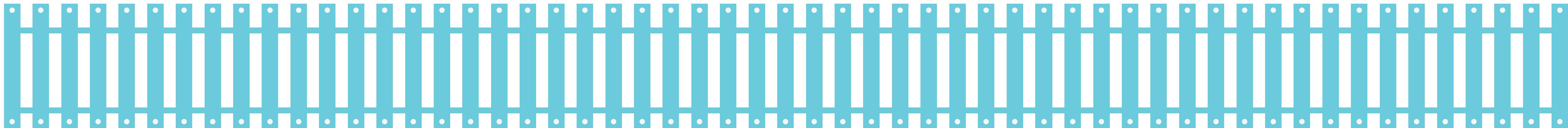
Don't be tardy for the party

Map out your travel route to the interview location. Make sure to allow for adequate travel time and plan for traffic delays, parking snafus, and any other obstacle that might cause you to be late. It's better to arrive onsite and have a few extra minutes to get yourself ready to nail it than to be stressing yourself out while stuck in traffic en route. We recommend arriving 10 minutes early. That gives you time to fill out any paperwork they may require, or you can just go over your resume and get yourself centered so you can go into the interview calm, collected, and confident. If you encounter a delay, call the office and apologize and let them know you've encountered a delay and will be there as soon as possible.



Stay On Track

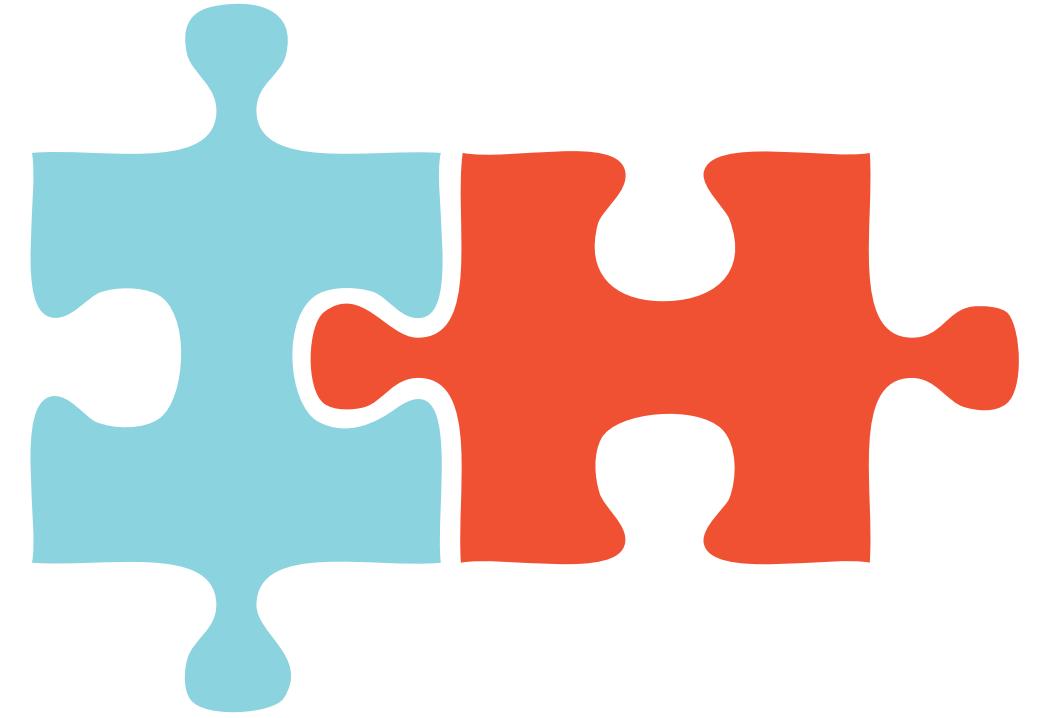
You may be offered a snack or beverage during your interview, so it's fine to accept so you don't appear rude. However, if offered wine, beer, or a cocktail, it's usually wise to politely decline so you can keep your wits about you. It's better to exhibit discretion and self-control and stay focused on the interview than to get too loose and informal and take yourself out of the running.



Keep It Professional

The interview should be conversational and should flow easily. You want it to feel light and upbeat, so avoid bringing up controversial topics such as politics or religion. These hot-button issues can derail the interview and take you way off track. Stay focused on the task at hand—you’re there to get a job.

“ You want it to feel light and upbeat, so avoid bringing up controversial topics.”



Listen Up

You can learn a lot, so make sure you're listening actively during the interview. Make sure you get the info you need to learn about the company, the culture, the job responsibilities, team dynamic, etc. Why? Because not only are they interviewing you, you're also interviewing them in your mind to ensure it's a good fit for you and evaluate whether or not this is where you want to spend a big chunk of your time for the foreseeable future.

Don't Interrupt / Wait Your Turn / Find The Rhythm

Ideally, the interview should flow easily and you should be able to quickly identify the rhythm of the conversation. It's a give and take. In other words, don't over talk or interrupt the interviewer. Be polite, respectful, and listen actively. Let them make their point or ask their question, then take the time to answer thoughtfully. Sometimes you get so excited, that you might feel the impulse to interrupt, but fight that urge.



Be The Best You

Greet everyone with a smile and sincere enthusiasm. Showcase your courtesy, professionalism, and smile to everyone you meet, from the receptionist to the CEO. You never know who may be asked for feedback regarding your behavior as a candidate, so always make sure you put your best foot forward.

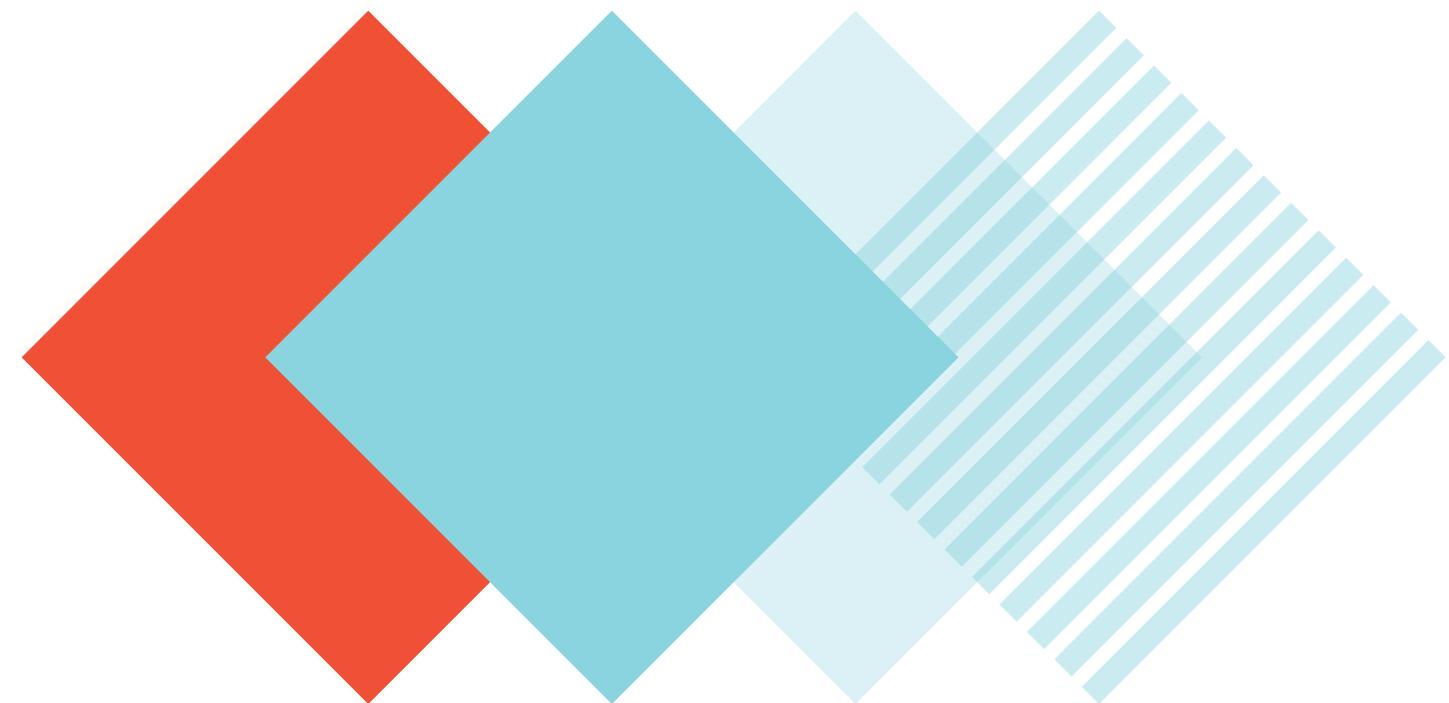
Courtesy

Respect

Professionalism

Sincerity

Enthusiasm



**Be transparent from start to finish.
It will only help you in the long run.**

Don't Oversell Yourself

An interview involves selling yourself, but be honest about your skills and experience. Don't claim to have skills or knowledge you don't really have just because you think it will help your chances. What are you going to do if you claim to know something to get the job, and then on day one, you're put in the hot seat and asked to demonstrate it? It's better to focus on what you do know and be candid when discussing additional skills and areas you're looking to learn more about, if necessary.

Don't Rush

Make sure you carve out plenty of time for your interview so you aren't stressed out during your meeting. Always allow for travel time and plan on the interview taking longer than scheduled. Be realistic and schedule a block of time that allows you to get there on time and enjoy the interview without having to look at your watch. This will allow you to stay focused on nailing the interview and landing the job.

-  Arrive late to your interview flustered and anxious. Setting a negative tone right from the start.
-  Plan ahead in order to arrive 10 minutes early. Allowing yourself time to breath, focus, and prepare.

Come With Questions

Since you've done your homework, you should come prepared with a few questions. Sometimes, the interviewer will cover info pertaining to one of your questions during the course of the interview, so have a few up your sleeve. When the interviewer asks if you have any questions, you don't want to sit there in silence as you try to come up with one in the moment. Asking questions not only shows that you've put in the effort, it also shows you're interested and eager to learn more about the company and the position.

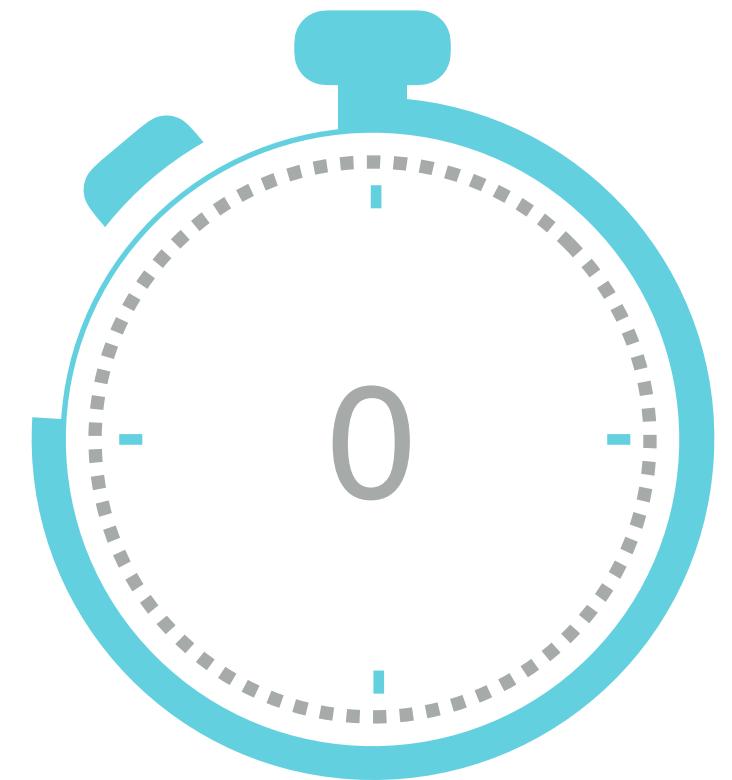
Job Interview Questions:

1. Is this a new position? Or are you looking to refill?
2. What do you enjoy most about working here?
3. How does your company define and measure success individually and as a whole?
4. How would you describe the company values / culture?
5. What does a typical work day or week look like in this position?
6. What is the next step in the hiring process? When can I expect to hear back from you?
7. When would you like to make an offer and get someone started in this position?



Keep It Positive

Ditch the negativity. Maybe your previous positions had you working for a nightmare boss or with difficult personalities. Maybe you got tasked with projects that were less than ideal. (Join the club—these things happen to everyone at some point.) Don’t speak negatively about any of it! Instead, take a positive approach and share how you took advantage of these opportunities to learn, grow, and get the job done without getting derailed. Talk about the end result and how you contributed to the shared success.



Wait for the appropriate time to bring up salary, benefits, etc. in the interview process.

Timing Is Everything

There's no doubt that salary, benefits, and perks are factors in your job search decision. You should absolutely know what you're looking for in terms of total compensation as you embark on your job search. But questions regarding these topics should come into play as you've moved further down the interview process highway. Timing is everything. A good rule of thumb is to follow the client's lead on this, so when they take the discussion there, you've got the right questions ready to be asked—and answered.

Thank Them For Their Time

As you wind up the interview, don't forget to shake hands with and say "thank you" to everyone involved in the process for taking the time to meet with you. Also, be sure to thank the receptionist for their help and say goodbye as you leave—this goes a long way toward making a good impression.

“ Thank you for your time today! I look forward to hearing from you soon.”

Thumbs Up. Thumbs Down.



✓ Thumbs Up

- Get excited! You made it to the interview stage, so you should be proud
- Do your homework and get in the know
- Prepare and practice your presentation and your answers to commonly asked questions
- Dress appropriately for the company culture so you feel comfortable and confident
- Be courteous and enthusiastic to everyone from the parking attendant to the interviewer
- Give yourself plenty of time so you'll be punctual
- Follow up ASAP to thank the interviewer(s) for their time

✗ Thumbs Down

- Show up late—if you know you're going to be late always call to let them know
- Forget to bring hard copies of your resume
- Allow yourself to be distracted during the interview so you appear uninterested and unfocused
- Plan to “wing it” with your answers and show that you've failed to prepare
- Assume that they have all the technology required to properly display your portfolio presentation (Come prepared with your own!)
- Fail to prepare any questions to ask during the interview
- Get ahead of yourself and ask about money and benefits in a first interview
- Forget to send a follow up “thank you” email or card

Interview Guide

