

# UM0016

## Komunikasi Bisnis

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### Interviewing and Following Up



# Overview

- Chapter 14 increase your interviewing effectiveness and confidence by explaining the purposes and kinds of interviews and how to prepare for them. You will learn how to project a professional image throughout the interview process. You will also pick up tips for responding to recruiters' favorite questions and learn how to cope with illegal questions and salary matters

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# Chapter Objectives

- Explain the purposes and types of job interviews, including screening, one-on-one, panel, group, sequential, stress, and online interviews.
- Describe what to do before an interview, including ensuring professional phone techniques, researching the target company, rehearsing success stories, cleaning up digital dirt, and fighting fear.

# Chapter Objectives

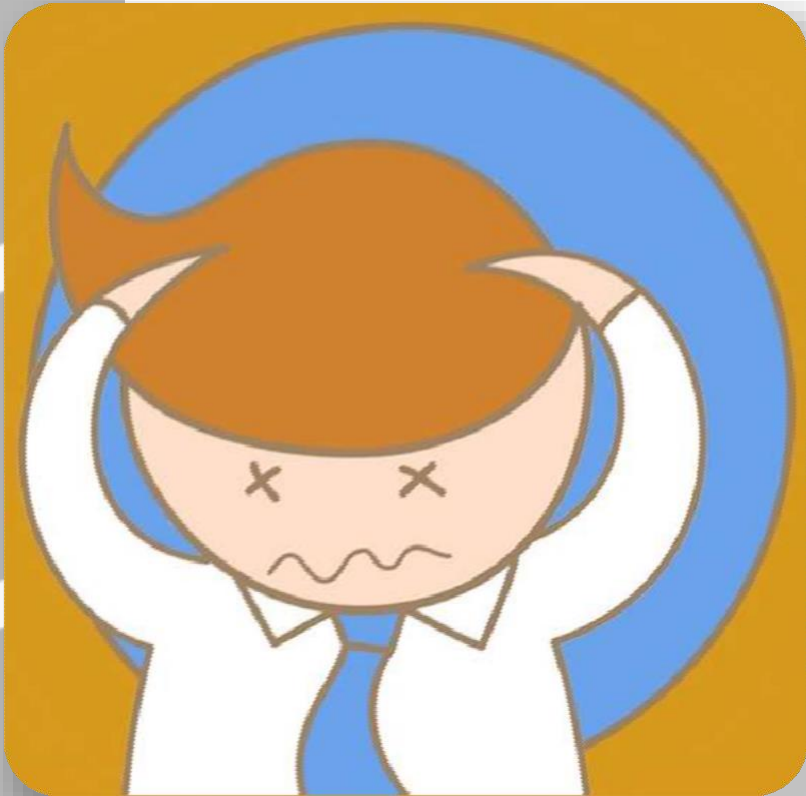
- Describe what to do during an interview, including controlling nonverbal messages and answering typical interview questions.
- Describe what to do after an interview, including thanking the interviewer, contacting references, and writing follow-up messages.
- Prepare additional employment documents such as applications, rejection follow-up messages, acceptance messages, and resignation letters.

# Contents

- Purposes and Types of Employment Interviews
- Before the Interview
- During the Interview
- After the Interview
- Preparing Additional Employment Documents



# Job Interviewing Can Be Intimidating and Scary.



But you can reduce your anxieties and expect to ace an interview by:

- Learning what to expect
- Preparing thoroughly

# Goals of the Job Applicant



- To convince the employer of your potential
- To learn more about the job and the company
- To expand on the information in your résumé
- To decide whether this is a good place to work

# Goals of the Recruiter

- To assess the candidate's abilities in relation to the position requirements
- To discuss the candidate's training, experience, and qualifications in detail
- To see what drives and motivates the candidate
- To decide whether the candidate would be a good fit in the organization



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# Two Types of Employment Interviews

## Screening

### **Goal:**

To weed out unqualified candidates

### **Types:**

Telephone (most often), online, job fairs

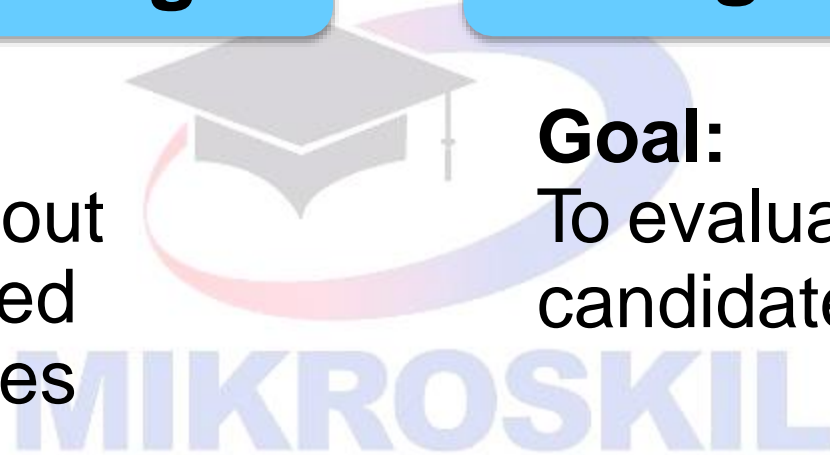
## Hiring / Placement

### **Goal:**

To evaluate candidate

### **Types:**

One-on-one, panel, group, sequential, stress, online, video



# Anatomy of the Job Interview Process



## **Know the Interviewing Sequence**

- Expect a telephone screening interview.
- If successful, expect the hiring interview.
- Be prepared to answer questions in one-on-one, panel, group, or video interview.

## **Research the Target Company**

- Study the company's history, mission, goals, size, and management structure.
- Know its strengths and weaknesses.
- Try to connect with someone in the company.

# Anatomy of the Job Interview Process



## **Prepare Thoroughly**

- Rehearse detailed but brief success stories.
- Practice stories that illustrate dealing with a crisis, handling tough situations, juggling priorities, and working on a team.
- Clean up your online presence.

## **Look Sharp, Be Sharp**

- Suit up! Dress professionally to feel confident.
- Be ready for questions that gauge your interest, explore your experience, and reveal your skills.
- Practice using the STAR method to answer behavioral questions.

# Anatomy of the Job Interview Process



## End Positively


- Summarize your strongest qualifications.
- Show enthusiasm; say that you want the job!
- Ask what happens next.

## Follow Up

- Send a note thanking the interviewer.
- Contact your references.
- Check in with the interviewer if you hear nothing after five days.


# Before the Interview

## Ensuring Professional Phone Behavior

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- Make sure your voice mail greeting is concise and professional.
  - Tell family members or roommates how to answer.
  - Don't answer cell calls unless you are prepared to talk.
  - Use voice mail to screen calls so that you are organized and ready for the conversation.

# Before the Interview

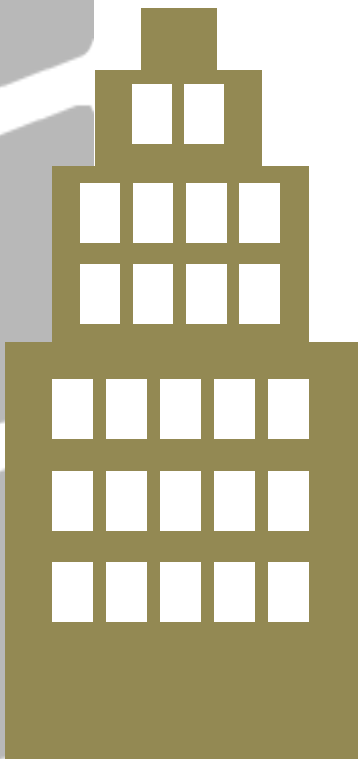
## Making the First Conversation Impressive

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- Keep a list near the phone of positions applied for.
  - Treat any call like an interview: be professional, businesslike, enthusiastic.
  - Before you hang up, confirm the date, time, and address of your interview.
  - Verify the spelling of the caller's name.
  - Have your résumé, reference list, calendar, and notepad handy.

# Before the Interview

## Researching the Target Company

- Search the company's website, news sources, trade journals, and industry directories.
- Learn about the company's history, mission, goals, size, locations, number of employees.
- Learn about its customers, competitors, culture, and reputation in the community.
- Check the company's social media presence; read updates, responses, and other posts.
- Try to connect with someone currently employed.





# Before the Interview

## Prepare and Practice



- Rehearse success stories.
- Clean up any digital dirt.
- Remove questionable content.
- Be selective about your list of friends.
- Set up a professional social networking page or a personal website.



# Before the Interview

## Traveling to and Arriving at Your Interview



- Allow plenty of time to groom and dress.
- Arrive 5 or 10 minutes early.
- Don't smoke, eat anything smelly, or load up on perfume.
- Be courteous and congenial to everyone.
- Greet the interviewer confidently; be at ease and unrushed.

# Before the Interview

## Fighting Fear



- ◉ Prepare thoroughly. Those who wing it suffer the worst butterflies.
- ◉ Practice answering questions in mock interviews.
- ◉ Look sharp to feel confident!
- ◉ Breathe deeply.
- ◉ Remember that an interview is a two-way street.

# During the Interview

## **Sending Positive Nonverbal Messages and Acting Professionally**

- Control your body movements.
- Exhibit good posture.
- Practice appropriate eye contact.
- Use gestures effectively.
- Smile enough and listen attentively.



# During the Interview

## Sending Positive Nonverbal Messages and Acting Professionally

- Turn off all electronic devices.
- Don't chew gum.
- Sound enthusiastic, interested, sincere.
- Avoid empty words: *um*,
  - *uh*, *like*, *basically*.
- Be confident but not cocky.



# During the Interview

## Questions to Get Acquainted




Tell me about yourself.

I have completed a \_\_\_\_ degree with a major in \_\_\_\_\_. Recently I worked for \_\_\_\_\_ as a \_\_\_\_\_. Before that I worked for \_\_\_\_\_ as a \_\_\_\_\_. My strengths are \_\_\_\_\_ (interpersonal) and \_\_\_\_\_ (technical).

# During the Interview

## Questions to Get Acquainted



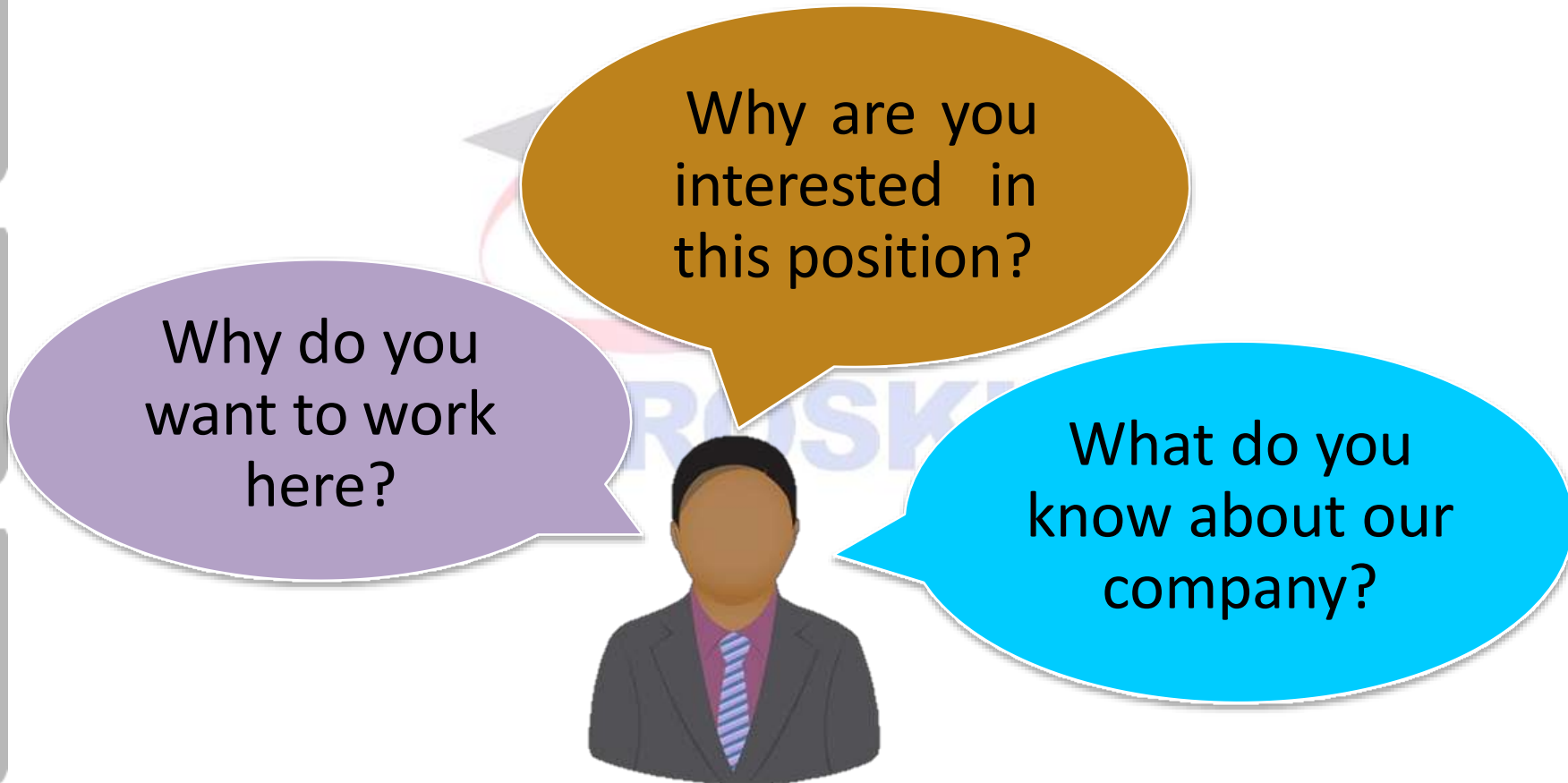
What are your  
greatest  
strengths?

Do you prefer  
to work by  
yourself or with  
others? Why?



# During the Interview

## Questions to Gauge Your Interest



# During the Interview

## Questions About Your Experience and Accomplishments



Why should we hire you when we have applicants with more experience or better credentials?

Describe the most rewarding experience of your career so far.

Why did you leave your last position?



# During the Interview

## Questions About the Future

Where do you expect to be in five (or ten) years from now?

How will you keep current with what is happening in your profession?

How do you think you can contribute to this company?



# During the Interview

## Challenging Questions

How would your former (or current) supervisor describe you as an employee?

What is your greatest weakness?

Describe your ideal work environment.

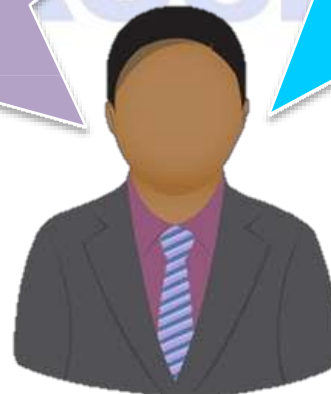


## Situational Question

If you were aware that a coworker was falsifying data, what would you do?

## Behavioral Question

Describe a time when you solved a difficult problem.



# Using the STAR Technique to Answer Behavioral Interview Questions



## **Situation**

Briefly explain the background and context of a situation. What happened? When? Where?



## **Task**

Describe the problem. What needed to be done? Why?



## **Action**

What did you do? How? What skills or tools did you use?



## **Results**

Explain the results: savings, greater efficiency. Try to quantify.

# During the Interview

## Illegal and Inappropriate Questions

**What is your marital status? Are you married?**

**How old are you? What is your date of birth?**

**Do you have any disabilities?**



**How could you respond to illegal questions?**

# During the Interview

## Asking Your Own Questions



# During the Interview

## Ending Positively

- Summarize your strongest qualifications.
- Show enthusiasm for obtaining this position.
- Ask what action will follow.
- Thank the interviewer.
- Ask for the interviewer's business card.



# Most Outrageous Interview Behavior



Provided detailed listing of how previous employer angered the candidate.



Hugged hiring manager at end of interview.



Ate all the candy from the candy bowl while trying to answer questions.

Source: Based on CareerBuilder survey of more than 2,400 hiring managers. Retrieved from <http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?id=pr614&sd=1%2F12%2F2011&ed=12%2F31%2F2011>



# Most Outrageous Interview Behavior



Blew her nose and lined up the used tissues on the table in front of her.



Threw his beer can in the outside trashcan before coming into office.



Had a friend come in and ask "HOW MUCH LONGER?"

Source: Based on CareerBuilder survey of more than 2,400 hiring managers. Retrieved from <http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?id=pr614&sd=1%2F12%2F2011&ed=12%2F31%2F2011>

# After the Interview



Write a thank-you message to each interviewer.



Contact your references.



Follow up with a call if you hear nothing after five days.

# Preparing Additional Employment Documents

## Application forms

Keep a digital record or card listing your vital data so that you can fill in applications accurately.

## Application or résumé follow-up

Consider sending a follow-up message if your résumé or application generates no response within a reasonable time.

## Rejection follow-up

Consider a follow-up message if you didn't get the job.

# Preparing Additional Employment Documents

## Acceptance message Job rejection message

If you do get the job, send a message confirming details of the offer.

If you must turn down a job offer, show professionalism by writing a sincere message.

## Resignation message

When leaving a job, send a tactful and gracious message documenting your resignation.

The background features several overlapping, semi-transparent blue squares and rectangles of various sizes, creating a dynamic, geometric pattern. The shapes are concentrated on the left side of the slide, with some extending towards the center. The text "Question & Answers" is centered over this pattern.

# **Question & Answers**