



MODULE 6

Interview preparation part 01



#1 Research the company/position

Before your interview, learn as much as possible about the company, the position and the individual who will be conducting the interview. Your research goals ought to include developing information about the company's products, people, organizational structure, successes (and failures), profits (and losses), capital spending, strategic plans, philosophy and labor climate. Showing your knowledge of some of this information can give you added credibility over other candidates interviewing for the job.

Use the following research strategies:

- Research the company website.
- Research the company's financial and annual reports.
- Ask a recruiter, business acquaintance or stockbroker what they know about the company.
- Contact people in your network and ask what they know about the company and/or individual conducting the interview.
- Contact the interviewer's office or headhunter and double confirm time and location, particularly if your interview takes place in an unfamiliar city or geographic location.



Know what to bring to the interview

Bring several copies of your resume in a portfolio or briefcase in case you are asked to interview with additional members of the hiring team. Also, bring the list of questions that you wish to ask during the interview. Bring a pad of paper and pen; not for note taking during the interview, but in case you need to write down specific information given to you by an interviewing manager.



Know the needs of the company

Once your basic research is complete, you must next identify how your experience and expertise can meet the needs of the interviewer, the company and the job. What are the needs of any organization? Most fall into the following categories:

Increased productivity/New revenue streams/Greater efficiency/Industry contacts/Reduced costs/Special skills/Solutions to problems/Customer satisfaction/retention

#2 Review skills



You have already identified these skills and strengths.

- Review your summary of functional skills
- Review your summary of knowledge/technical skills
- Review your summary of personal skills
- Review your summary of preferred attributes

Review PAR stories

As you prepare for the interview, review the PAR stories you created. Focus on the link you can make between the needs of the company and what you bring to the position.

The value I bring – Value Statement

Prepare for your interviews (and networking meetings) by fully understanding the value you bring to a potential employer and hiring company. Do not leave your interviews without expressing much of what you compose below.

Don't tell others just what you do; tell them why you are good at what you do!



Write down **the value I bring**

in terms of the requirements of the job for which you are interviewing

I have strong knowledge of:	
The value I bring to a company is:	
My top three achievements are:	
My market differentiator is:	
My best marketable skills are:	