

7 tips to guide your interview preparation

Preparation is key when going into an interview situation with a recruiter or a prospective employer. Here are a few ways you can ensure you put your best self forward in any interview situation.

1. Live the brand, live the brand values

With cultural fit being as important if not more important than capability, be clear on what the company, and its brands mean to you personally. Be able to articulate why you want to represent the company and or brand. Find your angle.

2. Dress on trend

Wear attire that best aligns with the company you are interviewing with. Not all companies buy into the suit believe it or not. If a company has an edgy brand and persona, dress in a way that would be well received. If a company is more conservative, consider what this means for your appearance too.

3. Wow with statements and 'Killer' questions

This is your time to shine. Nobody is going to ask you to demonstrate everything you know about a company and its business. But, you can make sure you have questions to ask at the end of an interview to demonstrate that you both know the business/ industry and you have been listening.

For example:

- *You mentioned the business is focusing on commercialising your supply chain offering, which will help you win new accounts. How are you going to measure the cost to serve to ensure you are offering a viable enough solution?*
- *It sounds like you have some fantastic new innovation around developing POS platforms, but how are you going to compete with the likes of XX and XX coming into the Australian market offering a much lower price point across all of their products. I would love to share some ideas I have with you around this.*



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4. Prepare for the tough questions

Most times you will prepare and focus on the easier questions around strengths and achievements. Instead, spend more time focusing on competency-based questions that relate to how you overcome difficulties in the workplace. This draws out character and insights about you as a person. For example:

- *Handling ambiguity*
- *Managing difficult stakeholders*
- *Challenging the status quo*
- *Influencing people*
- *Resolving conflict*

5. Be honest

Job hunting can be like house hunting. More than likely there will be a number of roles you are interviewing for at the same time; you may have one role at first stage, two at second and a third at the final stage. Be sure to share with the prospective employer your timeframe, and understand theirs.

6. Be mindful of body language

If you are naturally introverted and more of an active listener, it's important to show emotion, provide feedback and react to what you like the sound of. Otherwise, the prospective employer may feel there is a lack of chemistry between you. If you are naturally an extrovert, be mindful to listen first, then speak. Fight your instinct to speak out. Hold back and answer with measure, composure and thought.

7. Get the timing right

Timing is key to ensuring you make the most of every interview situation. Much of this comes down to preparation. For a 1-hour interview, prepare for 5 minutes of introductions, then between 5-8 minutes per competency style question which allows for the potential employer to really get to know you.

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