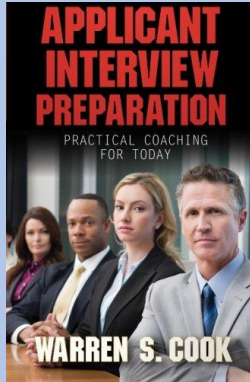


Applicant Interview Preparation – Practical Coaching for Today

Strategy and Tip Reminders



Why Prepare?

Preparation is everything. The employer is preparing for the interview process by having targeted questions, subject matter experts involved, and different stages of applicant review to hire the best applicant. That means you need to be strategic and thorough in your preparation for not just the interview, but for all stages of the recruitment process as an applicant. Practice what you read in the book, and keep your information current.

Applicant Tracking Systems (ATS)

Technology has become an advantageous tool for employers to implement during the recruitment process. Recognize and accept that an ATS is part of the process and leverage the tool to your advantage. Complete required profiles accurately and completely. Update the profile when appropriate and when applying for other positions through the same system. Refresh cover letters and attached documents, and always take advantage of the opportunity to paste a text only version of your resume to increase the employer's search capabilities to find you in the mix of other applicants. Never misrepresent information and be consistent with information in the profile and resume, especially when the ATS is the application.

Behavioral Interviewing

Employers have learned and gained insight over the years that workplace behavior is extremely predictable based on past performance of the individual combined with personality and other traits. Therefore, a major shift has taken place to minimize traditional interview questions and focus on more behavior style interviews that expose applicant's workplace behaviors associated with the essential functions and duties of the position. Take time to review the characteristics of behavioral interview questions and practice your responses to ensure you are not limited yourself with yes or no answers, and you are instead articulating yourself well with comprehensive situation-action-results (SAR) responses.

The Application

What is key to remember is that each employer can have their own application process, and as an applicant you must comply with the process to be considered an applicant. This could be the use of an ATS, or it may simply be a newspaper or website posting that requests you submit a resume or complete a form. Regardless of the format, the application should be completed in its entirety in accordance with the instructions provided by the employer. Avoid writing "see resume" on an application, and do not misrepresent any information, as it could be cause later for termination by the employer. Take time to verify the information in your application is consistent with the information on your resume that you plan to submit or share.

The Resume

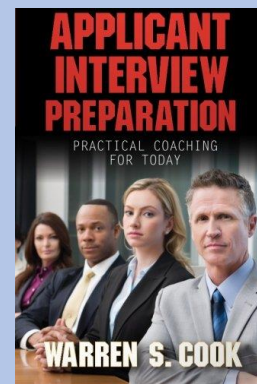
A resume is a representation of who you are and what experience, competence, and capabilities you can deliver to an employer. Do not write a job description, instead write about what you actually did and what the impact of your performance was. Focus on situation-action-results and consider that a recruiter or individual reviewing your resume is looking to see how you fit both the vacant position and the culture of the workforce. The better you can articulate not only what you did, but how your work aided in the success of the organization the easier it is for the potential new employer to see how you will impact their workforce. Review the chapter on the Resume as you build and revise your current resume to ensure you are taking advantage of every strategy and technique to represent yourself as effectively as possible. You often get one chance in the mix of hundreds of other applicants to stand out and differentiate, do so by presenting yourself well with articulation and SAR strategies.

Didn't read the book yet?

That is okay, you can get it now. [Just click here!](#)

Before Interview

Learn as much about the potential employer as possible. Follow the guidance in the book on reviewing the job posting and essential functions of the position. Prepare your questions and materials for the interview, and determine what you are going to wear and how you are going to ensure prompt arrival for the interview. Practice the strategies and techniques in the book related to how you plan to articulate who you are and what you have to offer.



During the Interview

Thank the employer for their time, make appropriate regular eye contact, and reflect on the various strategies from the book that will allow you to relax, focus, and deliver effective responses. Take notes, and refer to your notes that you prepared before the interview. Apply the various tips in the book to regroup for difficult questions and implement the strategies to include content and comprehensive information in every response. If you don't know an answer, do not sit in silence. Instead, leverage the strategies you have learned to apply sound logic in your response by providing an honest answer and include transferrable skills and experiences that differentiate you from other applicants. The interview is not over until you are out of the facility. Be sure you implemented the closing strategies you have learned to solicit from the employer how you did and what the next steps are.

After the Interview

Congratulate yourself for successfully presenting yourself to the potential employer. Digest the feedback you obtained through the strategies you have learned and practiced. Draft and review a thank you letter that aligns with the information you gathered during the interview. Remember to keep it brief and to the point, include contact information and enthusiasm, and thank them again for their time. Do not use the thank you letter to provide information you should have during the interview, as there is a time and place for everything.

Summary

Remember, you are there to articulate how you are the best applicant for the position and company. Even the best interview does not guarantee the job, because there may be more qualified applicants that also interview well. Do not get deflated if you do not get an offer even if you interviewed at your highest potential and effectively demonstrated all the strategies and skills you have learned in this process. It is critical to remember that you should be evaluating the employer just as much as they are evaluating you. Be aware of the culture and the behaviors of the individuals you interact with during the process. Making a career decision is a very important event in your life, so preparing for the process and gathering adequate information to make an informed decision will serve you well. Best of luck in all you do!

Contact us today to get the Career Development Solution that will work for you!

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