



"Your Personal Brand: Putting Your Best Face Forward & Everything About the Interview"

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WORKSHOP AGENDA

THE SESSION WILL COVER:

Interview preparation

Types of interview questions recruiters use

Introductory, behavioral, and scenario-based questions

Positive post-interview reflection

What employers look for in a successful interview

Quick review of the different interview questions and how to answer them

Projecting an image of professionalism and credibility

Enhancing your professional image and “promotability

FOOD FOR THOUGHT

- Protect your image on social media (Facebook, Instagram, YouTube, Twitter, etc...).
- An interview should focus on the candidate and the organization.
 - Ask questions to ensure the organization's values and mission fit your goals.
- Focus your responses to interview questions based on the position you're interviewing for (RELEVANCE is essential).
- Create a list of 5 keywords that best fit your skillset, knowledge, and personality (relevance is key). i.e. Solutions-driven.
- Avoid using terminology in interviews that may deter an organization from hiring you:
 - I am looking for growth in the organization...
 - My greatest weakness is... (something about your personality)
- Do say:
 - I want to learn
 - My greatest weakness is that I am new to this industry
- Be mindful of etiquette- physical, verbal, and behavioral cues during an interview

ESSENTIAL INTERVIEW STEPS

A) Do your homework

B) Sample questions that you need to be prepared for:

1. What are your short/long-term goals?
2. Why are you leaving your current employer?
3. How would your boss and co-workers describe you?
4. Give me five words that describe you.
5. What are your biggest professional accomplishments up to this point in your career?
6. What do you like/dislike about your current role?
7. Tell me about a situation that didn't go as well as you would have liked.
8. How do you handle difficult situations?
9. What interests you most/least about the position that we have here?
10. Why should we hire you?

C) Bring extra copies of your resume

KEY INTERVIEW POINTERS

- D) Feel your Best
- E) Grooming
- F) Arrive Early
- G) Greet with Confidence
- H) Ask Good Questions
- I) Listen
- J) Answer their Questions Directly
- K) Remain Flexible
- L) Salary Expectations
- M) Take the Initiative to Wrap it Up
- N) Follow-up



ILLEGAL INTERVIEW QUESTIONS

Laws enforced by Equal Employment Opportunity Commission

prohibit illegal questions noted below:

1. Any question related to:

- a. Age
- b. Citizenship, nationality, or language
- c. Marital or family status
- d. Gender

2. Who will take care of your children while you're at work?

3. How did you get that scar/mark/other physical abnormality?

4. How often are you deployed for your Army Reserve training exercises?

5. When are you planning on having children?

6. Have you ever been arrested?

ILLEGAL INTERVIEW QUESTIONS

KEY TERMS THAT WILL GUIDE YOU TO SUCCESS: DIPLOMATIC AND PROFESSIONAL

When you're asked an improper question, you have three choices:

1. You can refuse to answer, and tell the employer you think the question is improper. You may feel better, but chances are you'll be back pounding the pavement tomorrow.
2. You can swallow your pride and your privacy and answer the question as asked. You may feel worse, but you'll still be in the running.
3. You can answer the legitimate concern that probably lies behind the wrongful question, and ignore the improper question itself-the best of both worlds. Reassure the interviewer that you can handle the job and no personal or professional obstacles will prevent you from doing so.

STAR INTERVIEW TECHNIQUE



- 1. Situation:** The interviewer wants you to present a recent challenge and situation in which you found yourself.
- 2. Task:** What did you have to achieve? The interviewer will be looking to see what you were trying to achieve from the situation.
- 3. Action:** What did you do? The interviewer will be looking for information on what you did, why you did it and what the alternatives were.
- 4. Results:** What was the outcome of your actions? What did you achieve through your actions and did you meet your objectives? What did you learn from this experience and have you used this learning since?

SHARE INTERVIEW TECHNIQUE

1. S — Situation; describe a specific situation;
2. H — Hindrances; identify any hindrances or challenges faced;
3. A — Action; explain the action(s) you took in response;
4. R — Results; discuss the results or outcomes from your action(s);
5. E — Evaluate; explain and evaluate what you learned from the experience.

\$\$ COMPENSATION \$\$

- How much money do you currently make?
- How much salary do you expect?

Tips

- #1: Arm yourself with salary information
- #2: Deflect the salary question if it's asked early in the job interview
- #3: Be prepared to provide a salary range
- #4: Think about how much you'd like to make
- #5: Think through ways to side step the salary question
- #6: Discuss the salary range with the HR rep during the initial screening interview

ATTITUDE IS EVERYTHING

- Attitude determines the level of our potential, intensity of our activity, and predicts the quality of the results we achieve.
- IF WE WANT TO RECEIVE THE AWARDS THE FUTURE HOLDS FOR US, THEN WE MUST...
MAINTAIN TOTAL CONTROL OVER OUR
ATTITUDE.



REFLECTION EXERCISE: *ATTITUDE IS EVERYTHING*



Instructions: Circle attitudes (useless and useful) you often portray or believed to portray by others. Then note one attitude that you aim to achieve.

Useless attitudes (negative):

- Angry, sarcastic, impatient, bored, disrespectful, conceited, pessimistic, anxious, rude, suspicious, vengeful, afraid, self-conscious, mocking, and embarrassed

Useful attitudes (positive):

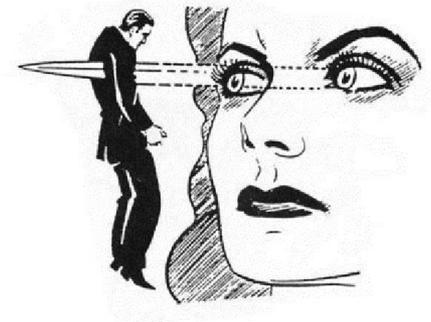
- Warm, enthusiastic, confident, supportive, relaxed, obliging, curious, resourceful, comfortable, helpful, engaging, laid back, patient, welcoming, cheery, and interested

The attitude I aim to achieve: _____

How will I achieve this: _____

NEGATIVE BODY LANGUAGE

- **Lack of eye contact**
- **Mumbling**
- **Poor pronunciation**
- **Extraneous body movements that do not positively support what you are saying**
- **Poor posture**
- **Hiding your hands and palms**
- **Closed body postures**
- **(folded arms)**
- **Standing with one hand on your hip**
- **Putting both hands in your pockets**
- **Unblinking stare and the same facial expression (If looks could kill)**
- **Excessive smiling**
- **Excessive head bobbing**



AUTHENTICITY

“When it comes to selling either your personal charms or professional abilities, body language talks loudest of all”

CREATE A POSITIVE VOCAL IMAGE

**PACE
YOURSELF**

**ARTICULATE
CLEARLY**

“Every day, in both your business and professional life, you are being judged by the sound of your voice. From the boardroom to the podium to the classroom and to the telephone. You are judged, labeled, and categorized by the sound of your voice.”

USE OPTIMAL VOLUME

CREATE A POSITIVE VOCAL IMAGE

- Pace yourself
- Speak with optimal volume
- Articulate clearly
- Pause when appropriate**
- Use expressions
- Avoid filler words
- Avoid sloppy words
- Avoid self commenting and apologies
- Use thoughtful and considerate words
- Business environment= use a deeper voice

GREETINGS AND HANDSHAKES

- Standup
- Smile and make eye contact
- State your greeting clearly using names
- Shake hands**
- Internationally accepted: Cheek kiss and bowing (never kiss during an interview)

When to shake hands:

1. Introducing others and saying goodbye
2. Someone comes into your home or office
3. When meeting someone!
4. When congratulating someone

RAPPORT AND HOW TO BUILD IT

- Rapport is the ability to connect with others in a positive way
- Rapport involves being able to see eye-to-eye with other people, connecting with them on their wave length
- When you have rapport, each of you brings something to the interaction
 1. Attentiveness
 2. Warmth
 3. Sense of humor
- You have natural rapport with others when you have something in common with them

RAPPORT AND HOW TO BUILD IT

Quick ways to build rapport:

- Take a genuine interest in getting to know what is important to the other person. Try to understand them.
- Pick up on keywords, favorite phrases, and ways of speaking. Then build them subtly in your conversation.
- Notice how someone likes to handle conversation- lots of detail or the big picture?
- Adopt a similar stance: body language, gestures, voice tone, and speed



EXERCISE:



THE FOUR UNIVERSAL SOCIAL GIFTS

What would you say to someone in a conversation to achieve the following social gifts/goals?:

- Appreciation: _____
- Connection: _____
- Elevation: _____
- Enlightenment: _____

BASIC CONVERSATION PRINCIPLES

- Do ask open-ended questions instead of close-ended questions
- Good conversation allows both individuals to speak
- Keep the tone and content of the conversation light until you find a topic you are both interested in
- **Give a sincere compliment**
- Use the word “YOU” more than “I”
- Avoid complaining about your problems- the most boring topic
- Know a little bit about a lot of things- **Read the newspaper**
- Avoid talking while you are chewing or drinking
- Use detail, precise descriptions, colorful adjectives
- **End a conversation on a positive note**

GIVING AND RECEIVING COMPLIMENTS

Giving Compliments:

- One of the easiest way to start a conversation
- Personal achievements of talents are the safest qualities to compliment someone on when you have your first meeting
- Use verbs such as “admire, appreciate, valuable, superb, knowledgeable”
- Select something that you can truly support and provide details about what you liked
- Sincere compliments are powerful

Receiving Compliments:

- Accept all graciously
- Do not parrot back compliments
- Responses: Thank you, you noticed, how kind of you, nice...

10 POWERFUL BODY LANGUAGE TIPS FOR EFFECTIVE COMMUNICATION

- To boost your confidence, assume a power pose
- To connect instantly with someone, shake hands
- To stimulate good feelings, smile
- To show agreement, mirror expressions and postures
- To improve speech, use your hands
- To sound authoritative, keep your voice down

CELL PHONE/SMART PHONE ETIQUETTE IN PUBLIC

- Lower your voice when speaking in public
- Respect personal space
- Respect fellow workers
- Don't talk about personal and professional problems, finances, or health issues
- Avoid taking calls when you are engaged in a face-to-face conversation
- Avoid texting during face-to-face conversations
- Check your volume
- Cell phones should be kept off of the conference room table when interviewing



E-MAIL DOS AND DON' TS

Dos:

- Use the subject line to inform
- Treat e-mails like business letters
- Always include salutation
- List recipients of an e-mail alphabetically or according to hierarchy
- Respond to e-mails in a timely manner (same day at minimum)
- Always proof your e-mail before you send it

Don'ts:

- Do not shout
- Skip the fancy decorations

THANK YOU NOTES

Thanking people is our way of respecting them by showing appreciation. Not thanking a person makes us appear inconsiderate and unappreciative.

When to thank others with a note (preferably handwritten):

- Interview
- Appreciation for time spent with you

“A” Formula:

Attractive, Affordable, Appropriate, and Assured

Dos:

- Always wear a suit for an interview regardless of the organization’s dress code (i.e. casual attire or scrubs)
- Be cautious and avoid extremes
- Suitability is not gender based
- Keep jewelry to a minimum
- Wear good quality clothing

IMPRESSION MANAGEMENT- YOUR BUSINESS WARDROBE

Don'ts:

- **Make light of your attire** in the business arena
- **Sabotage** your chances of success by **dressing carelessly**
- **Wear inappropriate skirts**, such as mini or tight/fitted skirts
- **Dress seductively** by wearing a low-cut top or dress

TAKEAWAYS
