Acing Your Job Interviews (Part II)

**Description**

Learn about the most common interview styles and how to best market your skills and abilities with each opportunity.

**Content Outline**

***Agenda***

* Interview Styles & Tips
* Marketing/Selling Yourself - Branding

***Topics and Talking Points***

**Acing Your Job Interviews (Part II) (30 Minutes)**

* **Interview Styles & Tips**
* Tech tips/tricks&things to remember for each style
* **Virtual Interviews**
	+ Find a quiet room with a solid Internet connection ahead of time
	+ Test Skype or Zoom before the interview with a friend or family member
	+ Use a computer rather than a smartphone, if possible
	+ Test the computer’s camera app to see how you look in the frame before talking live
	+ Set up enough lighting and dress same as in-person interview
	+ If possible, look at the camera, not at the screen, when you are speaking
* **Phone Interviews**
	+ Find a quiet room to talk
	+ Don’t eat while on the phone
	+ You could use speaker phone but stay close to the phone when talking
	+ Use the opportunity to read your notes and take new notes during the interview. Unlike an in person or Skype interview, the interviewer cannot see you and therefore you can take more notes.
* Screening
	+ Could be an HR person asking basic questions to see if you are “fit” for the next round
* Panel
	+ Be sure to give proper attention/eye contact to all attendees
	+ Bring enough paper copies of a resume for each participant?
* Second Round
	+ Some companies narrow the field, then hold second interviews.
	+ What questions are typically saved for the second interview? More technical or soft skill based?
* Impromptu
	+ If sending out multiple resumes/applications, you could receive a phone call from one you’ve forgotten about. Keep track of where you are applying so that you know what position is being referred to.
	+ On-the-spot interviews. May happen more in certain industries. Retail or manufacturing for example – if they are currently hiring and a manager is nearby, you may be asked if you are a ready to interview.
* Informational interviews
	+ Networking tactic that is used by the job seeker. Could lead to job shadowing.
	+ Not meant for asking about current open positions.
* **Marketing/Selling Yourself - Branding**
	+ Creating an Elevator Pitch
	+ Expanding on the STAR method to answer questions
	+ Developing ready examples to back up points on your resume
	+ How to analogize when asked about a process/procedure/tech component you might not be familiar with (“I haven’t used XYZ but I wasn’t familiar with ABC when I started and I took the time to learn it…”)
	+ Is it okay to not answer questions you find uncomfortable (yes – be up front about it – but don’t get argumentative with interviewer)
	+ The interview provides a chance not only for the company personnel to get to know you, but for you to get to see how they work as well. Is the company the right fit for you?

**Q&A (15 Minutes)**