



Wallace  
Hind

# Interview Tips



You may have already had a telephone interview with the company or recruitment agency prior to getting through to interview stage, but regardless of whether this went well, preparation for the face-to-face interview is extremely important. After all, this is an opportunity for the potential employer to meet you in person, assess your skills and experience further, and evaluate how you could fit into their team.



# Preparation - The Company

The work you put into your interview preparation is just as important as how you act in the interview itself. The internet provides endless information on a businesses current and past activities, key priorities and culture, and just revising the basics will no longer let you stand out from the crowd. Use the list below as a general guide to what you should try and understand before attending:

## **The Interviewers**

- What are their backgrounds? (Your best source of information is LinkedIn).

## **The Business**

- Products and Services
- Unique selling points (USPs)
- Organisational Structure



## **Current Projects**

- Are there any high-profile customers they are working with?
- Large contract wins?
- Repeat business?
- Growth plans?

## **Competition**

- Who are they?
- How good are they?
- What are they good at?
- SWOT analysis
- Build a market picture



# Preparation - You


No matter what level of position you hold it is important you do the basics well. Your preparation will start you thinking about how to approach the interview and how to “pitch” your skills and experience. The following points are very important in delivering a good interview:

## **Know your CV**

- You must be able to provide a fluent, informative and detailed presentation of your CV. This is an opportunity to provide more depth to the simple bullet points you have provided to the hiring manager.

## **Job Spec**

- Match the skills from your experience to the job specification and prepare detailed examples so that the information you are presenting has depth and relevance. Write down examples of projects and list a number of solutions.



# Interview Questions - The STAR System

The STAR technique helps prepare your answers for behavioural and competency-based interview questions. This enables them to be structured into concise, relevant stories with a beginning, middle and end.

## **Situation**

- This is your time to set the scene of the situation you were in or had been given to deal with.

## **Task**

- You can now move onto the task section of your answer which should outline the job you faced; setting out the goals and the objectives for your team and company.



## **Action**

- The most detailed part of your answer will be the action, where you describe how you dealt with the task. Here you will explain your use of available resources, the personal and relevant skills you brought to the table and your direct involvement.
- The action part of your answer should leave your interviewer in no doubt as to what it was you did, how you did it and why you did it.

## **Result**

- You will now need to wrap up your answer by outlining the result of your actions. This is where you get to demonstrate the benefits those actions had for the company/team and for your own development.



# General Tips - On The Day Itself

- Ensure you have the exact location of where you are going and allow sufficient time to arrive. Turn up five minutes earlier so that you feel more relaxed.
- What to wear? It's always a good idea to dress smartly even if you are being interviewed by a modern design agency, ask your consultant for advice on what to wear if you are unsure.
- First impressions count – smile and make good eye contact with everyone you meet and sit with your head high.
- Avoid fidgeting with your hair, tie or pen and try to avoid looking down too often as it can sometimes be seen as a sign of doubt or insecurity.
- Lastly, try and relax and be yourself.





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