

# Interviews Skills and etiquettes



Module 14 Topic 9

# The Dreaded Job Interview

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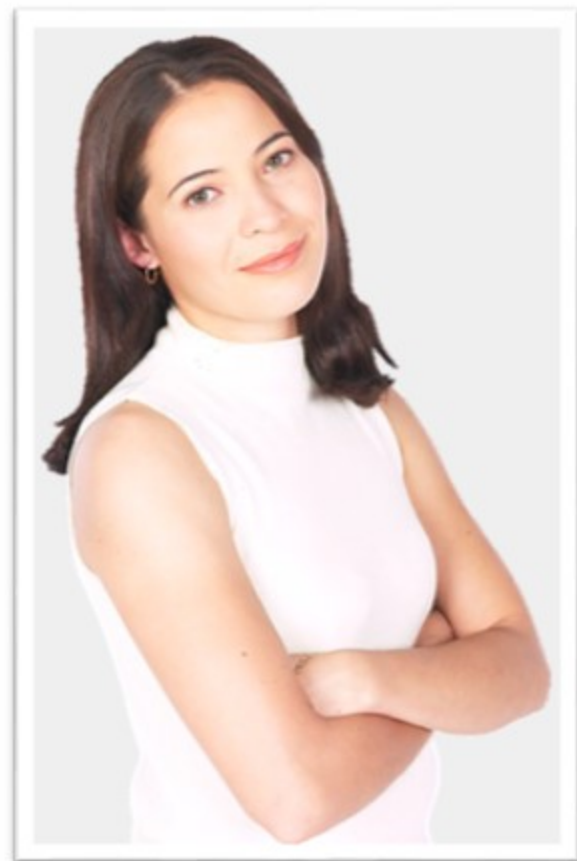
- Make or Break Your Chances...
- Your One Opportunity to
- REALLY Impress 'em (or to really



# Advance Preparation

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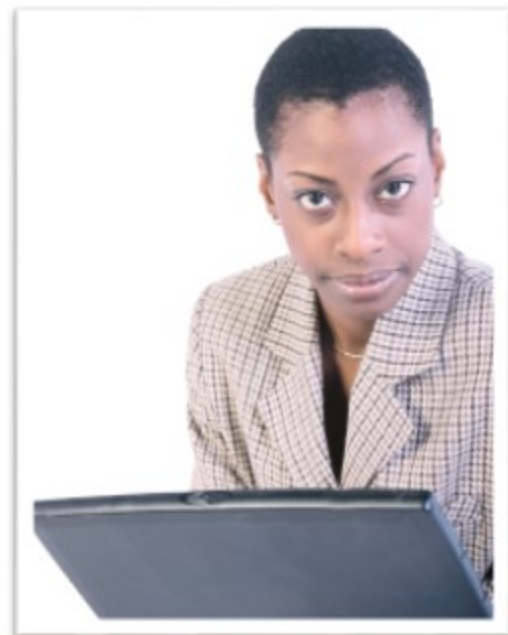
- Your interview starts before you walk into an employer's door..



# Step One

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- Understand Yourself
  - Take an inventory of your attributes
    - Education
    - Experience, both paid and unpaid
    - Accomplishments and achievements
    - Skills and competencies
    - Community service
    - Clubs and organizations
    - Extra-Curricular activities
    - Work ethics
    - Values



## Step Two

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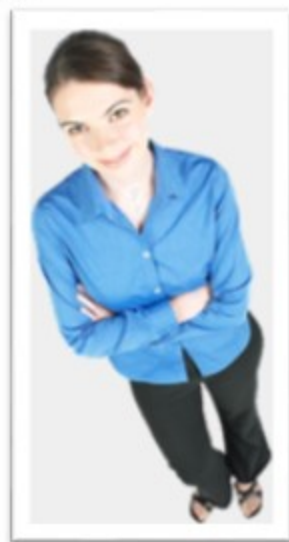
- Create Your Personal Profile
- Create a professional resume
- Look for ways to put a positive spin on your career history
- Create a powerful, competent and experienced image by using action words to describe yourself and your accomplishments



## Step Two (contd)

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- Create Your Personal Profile
- Give yourself all the credit you deserve.
- Be totally honest, but don't shortchange yourself by underestimating or minimizing your accomplishments.
- Have a professional critique of your resume





# Step Three

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- Know the Position
- Make sure you and the position are a match
- Duties of the position
- Compensation range
- Location
- Work schedules
- Benefits



## Step Four

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- Know the Organization
- Organization's name
- Private or public
- What products or services
- Key management team





# Step Four

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- Know the Organization
- Where to find organization's information
  - Organization's website
  - Search engines like Google
  - College placement office
  - Networking
  - Library and newspaper archives



## Step Five

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- General Tips
- Map your route to the interview site so you're not late
- Appropriate business attire is a must
- Refer to your achievements often before your interview date, so they're fresh in your mind
- Know your answers to probable questions before you walk in the door



## Step Five

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- General Tips (contd)
- Practice, practice, practice your answers and your delivery. Ask others to critique you
- If you have access to a video recorder, tape a mock interview so you can see your nonverbal communication
- The image you project and how you present yourself will be either a deal-maker or deal-breaker
- Think about questions you need to ask. Write them down to jog your memory



# Interviewing the next stage in your job search

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- Now it's time for you, in person, to show that you will be an asset to the company
- Interviewing comes down to two points:
  - Your Qualifications
  - Your Presentation



# What is the role of an interview?

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## To the Job Candidate

An opportunity to sell their abilities to an employer

An opportunity to show how they will contribute to the company and satisfy client needs

## To the Company

Is this person as capable as their reference or resume implies?

Does this person have the abilities, confidence, and personality to fit with our company and satisfy client needs?

Will this person stay with the company long enough to show a return on our investment?



# Interviewers Look For...

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- Eye contact
- Easy smile
- Formal yet relaxed body language
- Well-dressed
- Poise
- Clear, easy-to-hear voice
- Clear, concise answers





# What do employers want

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- Most desirable qualities
- Willingness to share information and ideas
- Commitment to teamwork
- Responsiveness to change
- Ability to work under pressure
- Sense of ownership of work and ideas
- Willingness to take calculated risks, without fear of consequences
- Multicultural experience and/or ability to speak multiple languages
- Ability to communicate clearly and honestly with peers, managers, customers



# What do employers want

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- Most desirable qualities (contd)
- Understanding of business strategy and how you create shareholder value
- Commitment to continuous learning, skill development
- Ability to contribute to their immediate and long term needs



# The Typical Interview Process

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- Introduction and Handshake (Impression Management)
- Sharing of Amenities (Small Talk)
- Interview Questions
- Your Questions and final sell
- You leave, make notes about the interview
- Send Thank You within 24 hours
- Follow-up at a reasonable or predetermined time



# Practice your body language

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- Practice shaking hands with confidence
- Smile in the mirror and look yourself in the eyes
- Practice sitting and standing with a straight-backed chair
- Pay attention to what your hands and feet are doing and how placed
- Breath quietly and slowly to calm your nerves



# The “YES” test

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- The interviewer needs to answer “yes” to all three of these questions to make YOU an employment offer:
- Will YOUR persona fit with our:
  - customer’s personality?
  - company’s culture?
- If YOU are hired, will you:
  - perform to meet customer needs and add value to our company?
  - stay long enough for the company to receive a return on their investment of training and \$\$\$’s?
- Are you SOMEONE our company would want representing them to prospective clients?





# Preparing for the Interview

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- Research and collect company information
- Prepare your portfolio
- Dress for Success
- Plan your route to the interview – if you're not 10 minutes early you're ten minutes late
- Treat everyone with respect, especially parking lot attendants and receptionists
- Prepare for and anticipate questions, plan your strategy on how you will sell yourself
- Practice! Practice!! Practice!!!





# What should be Researched?

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- The company
- The position you desire and interview process
- Products or services offered by the company
- The industry and competing companies, especially the challenges facing the industry
- Who you know that works at the company
  - Friends, family, university alumni, anyone from your network



# When is the best time of day to interview?

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- According to the Department of Labor:
- 82% of people hired were interviewed between 9am and 11am
- Only 2% were hired who interviewed between 1pm and 2pm



# What should be brought to an interview?

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- First and foremost a positive attitude!!!
- A handshake that says you are confident in yourself and your ability to excel at this position
- A portfolio including: Pen and Paper
  - Copies of your resume, specifically targeted to the company
  - Copies of major projects/designs/research/writing samples
  - Copies of Honors/Awards
  - A list of references or letters of recommendation
  - A Day Planner/Appointment Book/Contact List



# Dress for Success!!!

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- “It’s a fair estimate that nine out of ten of today’s employers will reject an unsuitably dressed applicant without a second thought”
- - Martin Yate

author of Knock ‘em Dead 2000



# Plan how you are going to dress

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- Business attire
- No shorts or t-shirts
- Nice, simple, clean clothing
- No vulgarities
- Not too short or too low

You look very professional!



# What to wear?

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- This may depend on the company, in doing your research, find out, visit the office ahead of time
- Some technology companies allow casual dress, most financial institutions will require business dress
- Always dress to impress! (Leave a good impression, “not” a fashion statement.)
- ‘Never underestimate the power of a “team” uniform!’





# Image Builders - Guidelines for Men

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Blue or Gray Suit

Freshly polished black, brown, or burgundy shoes (Lace-up, slip-on, or wing-tips, no loafers)

Belt that matches shoes, or braces (only lumberjacks wear suspenders)

Over the calf socks that match the suit

A wedding band is the only appropriate ring

White, cream, or pale blue long-sleeved shirt (always wear an undershirt)

Necktie that compliments your suit (not the same color as the suit)

A chronological wrist watch

A gold or silver pen for your shirt pocket



# Image Builders - Guidelines for Women

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Solid gray or navy suit,  
with a standard length  
jacket

(pants suits are rarely  
considered acceptable)

Hemline no more than 2  
inches above the knee

Long sleeve white or  
cream blouse

Pearls/scarf to  
compliment the outfit

Shoes should be the  
same or darker tone than  
skirt

Heel height is important  
as well as style of shoe

Hose -neutral skin tones,  
always bring an extra pair

Jewelry – less is more

A briefcase is a symbol of  
authority and can add to  
a professional image



# Taboos of Interviewing Attire

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Showing your personality rather than your professionalism

Men wearing a black suit

Wearing a tie that matches your suit

Loud or poor quality ties

Lack of attention to grooming (hair, nails)

Wearing a tie tack or clip

Wearing shoes and belts that don't match in colour

Not dressing the part – wear a “team uniform”

Wearing cologne or perfume

College related jewelry – rings, lapel pins, etc.

Short hemline

Carrying a briefcase and a purse (transfer the essentials)

Overdone makeup



# Non-verbals: Do you know, what you're saying?

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- Posture is important
  - No slouching
  - Sitting upright will help project your voice
  - Leaning forward shows interest
- Mannerisms
  - Are you aware of any you have?
  - If so what would they tell someone about you?
- Eye contact, eye contact, eye contact!!!
- “It’s not always what you say, but how you say it that counts!”





# Prepare what to say

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- Do a little research – read some helpful articles
- Pre-write your answers to generic questions
- Revise any not-so-great answers
- Put a positive spin on each answer
- Review your notes before you go



# Standard Questions to prepare for...

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- Tell me about yourself?
- What are some of your strengths?
- What are some of your weaknesses?
- Why do you want to work for XYZ corporation?
- Where do you see yourself in 5 years?
- Do you prefer to work by yourself or as part of a group?





# The Questions

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- Briefly tell me about yourself.
- Tell me 3 of your strengths.
  - Explain a situation where each strength was demonstrated.
- Tell me 3 of your weaknesses.
  - Explain how you are working to improve in each area.
- What experiences have you had that demonstrate your ability to fulfill your responsibilities?
- Tell me about a time you had to work under pressure or under a deadline.
  - How did you handle it?



# Personal Questions

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- What three things are most important to you in your job?
- In one word how would you describe yourself?
- What accomplishment has given you the most satisfaction and why?
- What has been your greatest failure, why did you fail, and what did you learn?



# The Questions

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- What five adjectives best describe you? Give examples...
- Why do you want to work here?
- What skills do you have that would help you be successful in this position?
- When are you available for work? Transportation to the job?
- What are 3 questions you would like to have answered about our company/this position?



# Behavior Based Questions

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## **Based upon the philosophy:**

- 'How you have handled events in the past will determine (or predict) how you will handle similar events in the future.'
- Remember bad decisions or events are great examples to show what you have learned from the outcome



## Tell me about a time when.....

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- You handled a difficult situation with a co-worker.
- Were creative in solving a problem.
- Made a bad decision.
- Were forced to make an unpopular decision.
- You did not fulfill a commitment to someone.
- You exceeded someone's expectations.
- You convinced others to utilize your ideas.



# Questions about your education

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- How did you choose your major?  
Or what university to attend?
- How has your education prepared you to work for XYZ company?
- Does your GPA reflect your ability?
- What was your favorite course?
- What theory/philosophy has most influenced your thought process?





# Industry Questions

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- What three trends do you believe will influence the XYZ industry?
- How do you see the XYZ industry changing?
- How will technology change the XYZ industry?
- What do you believe the role of ABC company is in this industry?



# Your understanding of the company

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- What do you know about our company?
- What is the role of this position in the company?
- What are the company's greatest strengths, weaknesses, opportunities, and threats?
- What products or services does this company provide?
- What is the demographic make-up or markets that this company serves?



# Gut wrenchers

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- Why should we hire you?
- Why will you be an asset to this company?
- What is the difference between leadership and management?
- How are you different from all the other candidates?
- Why will you be a good fit with our current employees?



# Questions you may want to ask an interviewer?

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- Does XYZ provide opportunities for on-going training?
- Will this position have travel opportunities?
- What do you find most rewarding about working for XYZ company?
- What industry/economic trends are influencing how XYZ company is doing business?
- When will a decision be made about this position?
- What are the opportunities for personal growth and advancement with this company?



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- The closing
  - You could also ask what would be an appropriate manner and time frame in which to follow up.
  - Shake hands - look them in the eye and thank them for their time.



# When concluding an interview always answer this question, whether it's asked or not....

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- 'What would be the three things we should most remember about you when making our decision?'
- "Remember that I am ...and ... and ... when you make your decision !"





# The Interview Rubric

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- Poise
- Body Language
- Answers
- Voice



# Thank You notes

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- Write and send within 24 hours of an interview
- Can be typed or handwritten but keep it professional
- Let them know that you are interested in the position
- It can be an opportunity to ask questions you have thought about since the interview



## Last thing to do - Evaluate

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- What did you do right?
- What did you miss?
- Where or in what areas do you need to be better prepared?
- What questions caught you off guard?
- Smile and keep reaching for the final goal



# Employer turnoffs

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- Arrogance, or overt aggression
- Lack of self-confidence
- Asking about salary or benefits too early
- Dishonesty
- Lack of questions
- Lack of knowledge about the company/job
- Poor communication skills
- Tardiness
- Prejudiced remarks



# Advice from local employers

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- Be yourself
- Be prepared
- Be confident
- Be honest
- Be positive
- Be specific
- Be conversational
- Be relaxed
- Be friendly
- Be gracious



# Interviewing Success

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- See your goal
- Understand the obstacles
- Clear your mind of doubt
- Create a positive mental picture
- Embrace the challenge
- Stay on track
- Show the world you can do it!





# Summary

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- You know yourself and what you have to offer.
- You know you and the position are a match.
- You know the organization's history and the benefits you would bring to it.
- You have prepared a professional resume.
- You've practiced, practiced, practiced your delivery.
- You've selected appropriate attire.



# Summary

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- You know answers to probable questions, including behavioural-based questions
- You've practiced your smile, eye contact, and firm handshake
- You've made it to the interview site on time
- This organization couldn't live without you



# You're ***HIRED!!***



# Business Etiquette



# Business Etiquette

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## What Is Business Etiquette?

- Rules that allow us to interact in a civilized fashion
- Code of behavior that is grounded in common sense and cultural norms
- Manners matter in the workplace



# First Impressions

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## **The Business Handshake:**

- Handshakes are the physical greetings that go with your words unknown
- How to shake hands
- When to shake hands
- When not to shake hands
- Handshakes to avoid





# The Network of Brain, Body, Language, and Culture

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The face and the body both normally contribute in conveying the emotional state of the individual.

Darwin (Darwin, C. (1872/1965) The Expression of the Emotions in Man and Animals (Univ. of Chicago, Chicago) was the first to describe in detail the specific facial and bodily expressions associated with emotions in animals and humans and regarded these expressions as part of emotion-specific adaptive actions.



# Interpretation of body language

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Body language is a tool of communication under our conscious control

Electrical brain activity was recorded from the scalp while subjects attended to the face and judged its emotional expression



# Body language

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# Most Important Skill

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- Create Positive Relationships
- Find out what people want and help them get it.
- Be alert to people's interests and hobbies.
- Once you establish a relationship never abuse them.
- Thank them!
- Be aware of another's position, what they can and can not do, relationships with others, and ethics of the situation.
- Be a good listener



# Develop Good Work Habits

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## **Competition:**

- Be the best

## **Honesty & Integrity:**

- Reputation is important. Don't steal time. Demonstrate integrity. Keep confidences

## **Work Hours:**

Adjust your hours around others. Watch attendance and absences. Deadlines are very important. Make all meetings and appointments.





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**Neatness:**

Many advantages of looking neat

**Workloads:**

Develop an eager and willing attitude. Don't be a complainer. Offer your assistance to others

Volunteer for projects.  
Guard against over-promising.

**Breaks and Lunches:**

Be aware of customs and reputation





# Introductions in Business

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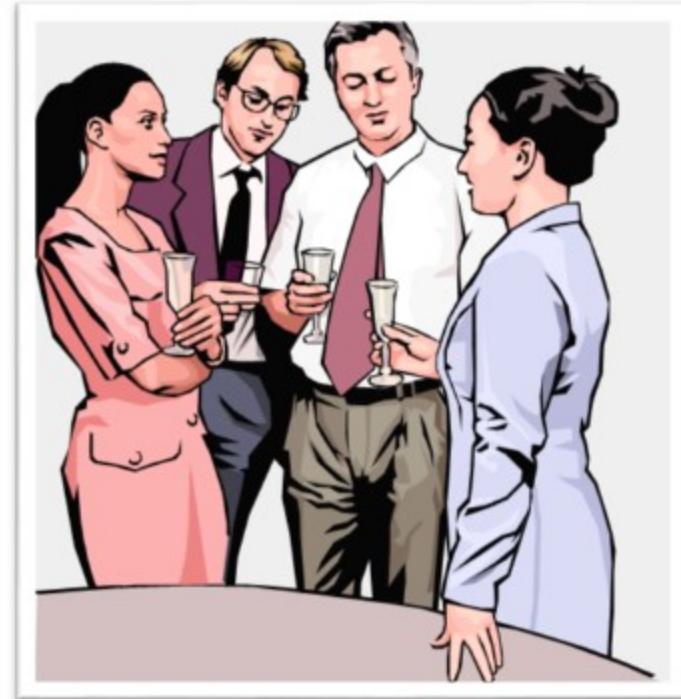
- Introducing yourself
- Introducing others
- Responding to introductions



# Mixing and Mingling in Business

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- Prepare in advance
- Arrive early
- Position yourself
- Work the crowd
- Don't clump
- Know when to leave



# New Skills Are Important

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- Criticism: Giving.
- Have a plan, make it positive, and adjust your criticism.
- Give Compliments
- Acknowledge Others: Learn names & be friendly.



# Learn the Desirable Traits

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- Positive Attitude: Develop a positive attitude and create a positive image
- General Knowledge: Stay current in your field
- Control your Anger



# Learn the Desirable Traits (contd)

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- Patience
- Conforming: Adjust to image & value of company
- Humor: Using or developing a sense of humor helps you enjoy business and encourages others to like you

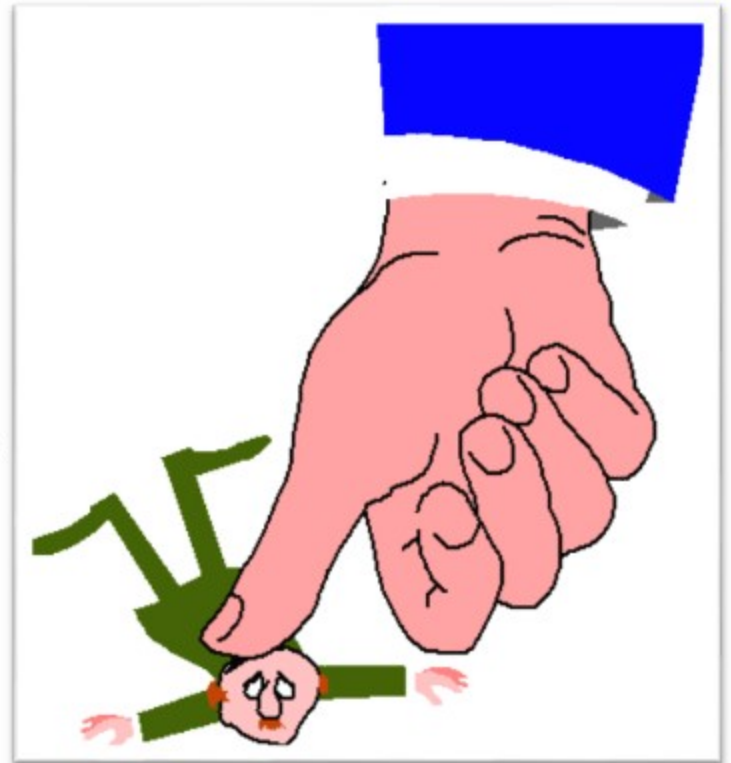




# Your Boss

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- Learn & accept the importance of your boss
- Your boss's success depends on you!
- Learn what your boss expects from you: habits, skills, traits
- No surprises!
- Communicate!
- Demonstrate loyalty





# Your Boss (contd)

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- Keep confidences
- Remember your boss is human
- Use your boss as a mentor
- If you disagree with your boss:
  - Seek experienced outside advice.
  - Discuss privately with boss.
  - Remember your boss makes the final decision.



## Your Boss (contd)

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- Politics are defined as ...“having practical wisdom; prudent; shrewd; diplomatic.”
- Your opinion counts.
- Negative & Positive Opinions.



# Take Advantage of High Visibility Situations

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- Make contacts to start develop positive relationships and present a professional business image.
- 4 Type of Meetings: Working, Decision, Staff or Update, Introduction. (know your role in each)



# Take Advantage of High Visibility Situations (contd)

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- Attend Business Lunches
- Practice Public Speaking
- Social and Business Events: Practice the 5 rules
  - 1) Always attend
  - 2) Maintain professional image
  - 3) Use good manners
  - 4) Limited alcohol
  - 5) Mingle



# Teamwork

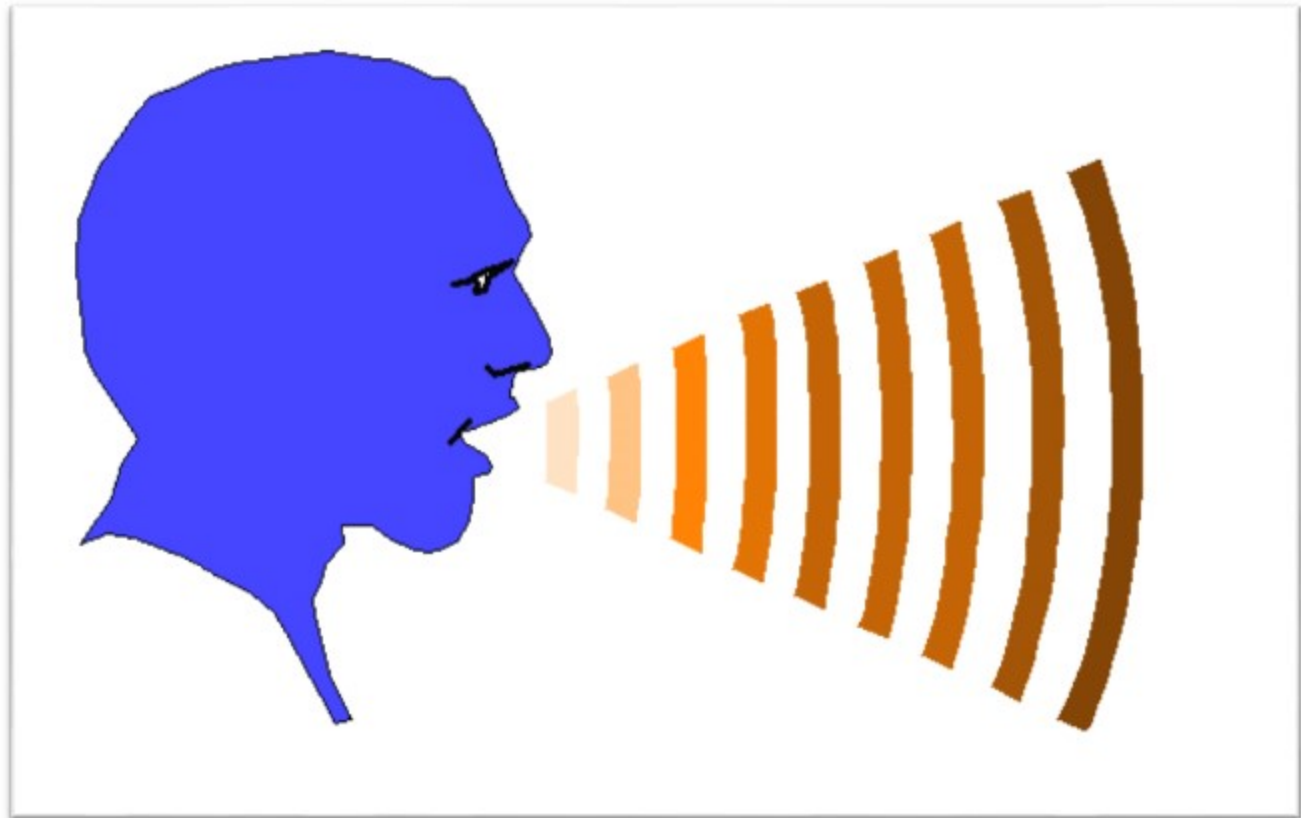
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- You will be part of multi-level teams.
- There is team dependency. Don't overlook deadlines.
- Some members over control their territories.
- Learn your role in decision making.



# Use Effective Communication Skills

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# Making Mistakes Positive

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- Don't use these unsuccessful techniques:
  - Avoid thinking about it
  - Cover it up
  - Ignore it
  - Plead Ignorance
  - Deny it
  - Make Excuses
  - Blame Others
  - Be A Martyr



# Making Mistakes Positive (contd)

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- Remember producers make mistakes
- How you recover is the solution
- Plan to Show Excellence
- Establish Preventive Procedures
- Analyze Mistakes
- Admit it & Recommend Solutions
- Maximize Effort
- Change Preventive Procedures
- Communicate to Management



# The Ideal Business Image

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- Components of Business Image
- Wardrobe
- Accessories
- Grooming
- Imagining Success
- Selecting Your Professional Image
- Know the dress rules.
- Know what is appropriate.
- What is the company “uniform”?



# Watch Your Personal Life

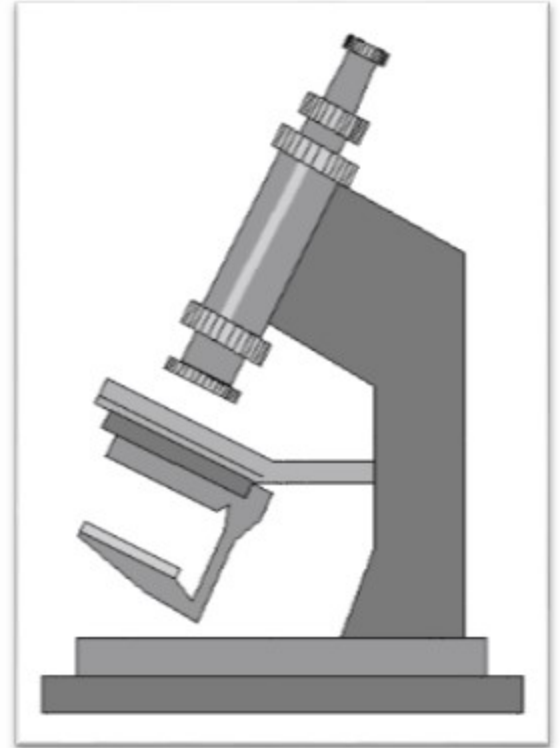
- Your personal life is important for promotions!
- Start out with an acceptable image
- Keep your private life private



# Watch Your Personal Life

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- Researching Your Company
- Function/Purpose
- Location/Employees
- Procedures/Benefits



# Watch Your Personal Life

- An employee doesn't like the boss. He does his job well, but rolls his eyes when he thinks the boss isn't looking & talks with other staff members when the boss isn't around



- What are the consequences?



# What Would You Recommend to This New Employee?

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- A new employee never stays late on the job and never volunteers to assist with evening projects. Evening projects have to be delegated
- What are the consequences?



# What Would You Recommend to This New Employee? (contd)

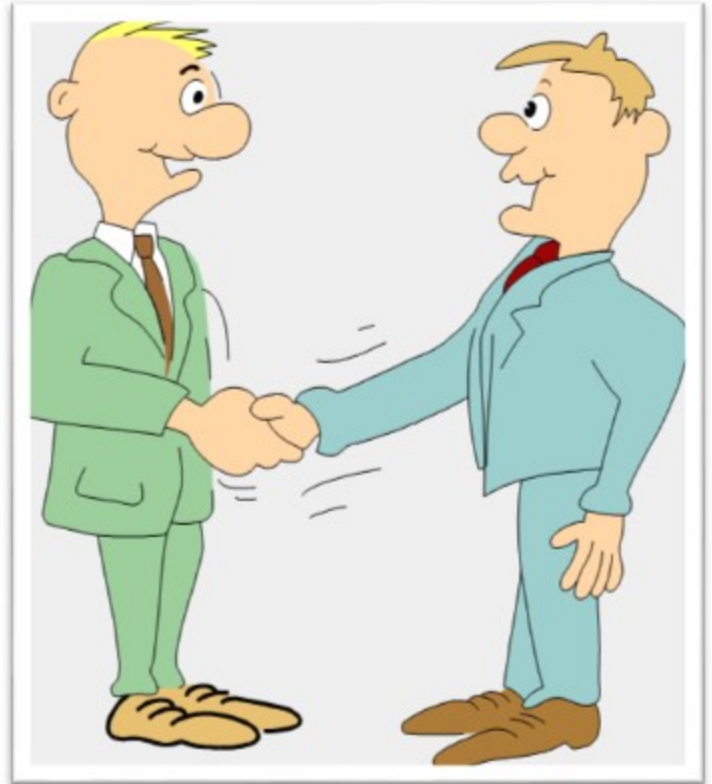
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- A new employee often invites other staff members to lunch but never invites one staff member who he dislikes.
- What is the consequence?



# What Would You Recommend to This New Employee? (contd)

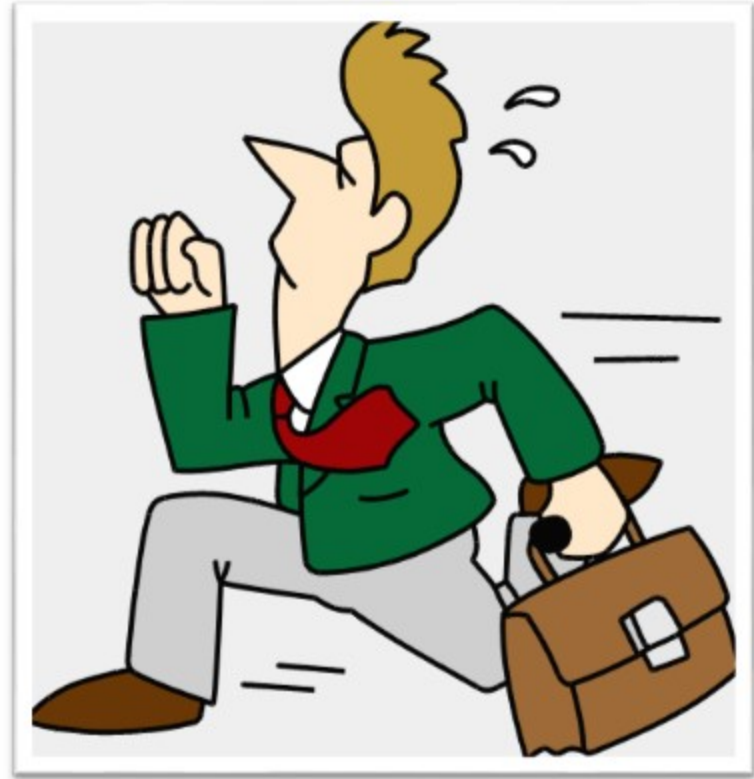
- Sue gets along with her boss but doesn't show the same type of interactions with her colleagues. Her co-workers see her as "kissing up" to the boss.
- What is the consequence?



# What Would You Recommend to This New Employee? (contd)

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- Ken is always late for meetings and never has his work done on time.
- What is the consequence?





# What Would You Recommend to This New Employee? (contd)

- At X company, projects are worked on as teams. When Karen works on projects she takes total control of the entire project?
- What is the consequence?



## In Conclusion

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- Manners will make the difference in whether you get that customer, a promotion, or that first job!
- Business etiquette is simply about feeling and showing kindness and respect for those around you. It is about exercising good judgment
- Stop to hold a door, offer to help with a heavy package, or go out of your way to say thank you!

