

QUAD
DIRECT HIRE



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INTERVIEW TIPS 2021

How do you strategically and effectively prepare for an interview in 2021? With more and more interviews moving to phone and video in 2021, you need to be ready to make a powerful (virtual) first impression.

Here are four steps to help you prepare for an interview in 2021:

1. Dissect the Job Post - While a majority of your first screening call with the recruiter will likely focus on figuring out how well you align with the job requirements, few job seekers take time to dig into the job posting as they prepare for their interviews.

As you prepare to communicate how you fulfill the job requirements, consider creating a table with three columns.

- **First column** - write the job duties and requirements listed in the job posting.
- **Second column** - describe your past responsibilities associated with each item in the first column.
- **Third column** - highlight your past accomplishments associated with the items in the first and second columns. This exercise will help you ace any questions related to the job duties, requirements and your likelihood of future success with the company.

2. Practice Your Elevator Pitch – Your elevator pitch is a preview of what is to come throughout your interview. It needs to be concise yet powerful and enticing — like a trailer for a movie. Shoot for approximately 60 to 90 seconds. With more final interviews being conducted via Zoom in 2021, consider video recording your elevator pitch. Then, watch it back to see how you come across. Was your message clear? What can be improved? If you are feeling really brave, send your video to a mentor or trusted friend for feedback.

Be ready to answer the following questions:

- Why do you want to work for our company?
- Why are you interested in this position?
- What makes you fabulous?



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3. Prepare powerful START stories -Leave a lasting impression on your interviewer by having a handful of high-impact stories at the ready. Each story needs to demonstrate how you're a perfect fit for the company and the position you're interviewing for. Begin with a story structure. You may find it helpful to use my START Formula (my modified version of the trusted STAR Method) to outline your story:

- **Situation:** Describe the situation you were in. Stay under three sentences here.
- **Task:** Explain what your role was in the situation. Aim for no more than three sentences.
- **Action:** Focus on the action you took. This section should be the bulk of your story.
- **Result:** Highlight the result. In other words, why should the CEO/shareholders care about this story? Dive deep here.
- **Tie:** Connect the dots and tie the story to the company and position you are interviewing for.

You will notice I added a "T" to the common STAR interview preparation method. This is because you need to explain how your story relates to the company and position. Avoid the mistake of delivering an effective story that fails to connect the dots.

4. Determine your questions for the interviewer - Finally, remember to prepare your post-interview questions. And do not be afraid to ask your interviewer honest questions. Interviews are just as much about you interviewing the company as it is about them interviewing you.

Here are some questions to consider asking at the end of your interview:

- What's the best part of your job?
- What Key Performance Indicators (KPIs) will you use to measure my success?
- Looking back three months from now, how will you know you hired the right person for this role?



Useful Resources to Nail Your Interview

- [Preparing For A Video Interview >>>](#)
- [Video Interview Tips >>>](#)
- [3-Step Formula To “Tell Me About Yourself” >>>](#)
- [16 Ways to Sell Yourself In An Interview >>>](#)
- [3 Steps On Finding And Owning What Sets You Apart >>>](#)
- [Decluttering Your Resume >>>](#)
- [How To Answer “What Motivates You?” >>>](#)
- [How To Explain Employment Gaps >>>](#)

