



**THE FRIDAY JUMPSTART SERIES**  
**FOR SENIORS**  
Interviewing Strategies

# AGENDA

- Types of Interviews
- The Interview Process
- Developing Your Marketing Message
- Preparing for Interviews
- Strategies/Behavioral & Tough Qs
- Closing & Thank You's

# TYPES OF INTERVIEWS

- Screening
- Telephone
- Human Resources
- Hiring Manager
- Group
- Luncheon

# THE INTERVIEW PROCESS

- Two way communication
- Employer is assessing your skills, knowledge, personality, and cultural fit
- Candidate is learning about the job duties, work group, manager, and organizational culture
- Your mission:
  - Communicate what distinguishes you from others
  - Learn about the job/organization

# PREPARATION

- Research the company
- Study the position (job description)
- Know yourself (skills, interests, values, goals, personal qualities)
- Prepare examples of accomplishments and projects – have 5-10 to discuss
- Identify your 4-5 key selling points
- Anticipate questions
- Rehearse (in the mirror, friend, notecards)
- Conduct mock interviews
- Reduce nervousness
- Arrive 20 minutes early

# RESEARCH THE COMPANY

- Understand organization
- Identify competitors
- Resources:
  - Company website
  - Sawyer Library
  - Newspaper/business/trade publications
  - Talk with alumni/contacts

# YOUR MARKETING MESSAGE

- What are 5 things you want them to remember?
- What examples will you use?
- What makes you unique?
- How will you add value?
- Skills vs. qualities
- How do my skills meet their needs?

# CORE SKILLS/COMPETENCIES

- Leadership
- Analytical Skills
- Interpersonal Skills
- Self confidence
- Creativity
- Teamwork
- Communication
- Management
- Decision making
- Technology
- Customer Service

# KNOWLEDGE & FIT

- Functional knowledge
- Industry knowledge
- Global knowledge
- Personality fit
- Cultural fit
- Commitment to the company
- Interest in functional area

## RESPONDING TO QUESTIONS

- Be strategic in your answers
- Avoid negative comments
- Be aware of the impression you're making
- Be aware of illegal questions
- Focus on your strengths

# USING EXAMPLES

- Claim and demonstrate
- Show results and outcomes
- Choose examples relevant to the job
- Emphasize your role and skills
- Convey value and uniqueness

# BEHAVIORAL INTERVIEWS

- Competencies (leadership, initiative, communication, analysis, creativity, decision making, listening)
- Past performance predicts future
- Give specific examples
- STAR
  - Situation
  - Task
  - Action
  - Result

# TOUGH QUESTIONS

- Tell me about yourself
- Strengths/weaknesses/failure
- Why you left a job/gaps
- Stress questions
- Visa issues
- Case questions

# PREPARATION: YOUR QUESTIONS

- An opportunity to distinguish yourself
- Think of yourself as a consultant
- Learn about goals for the position and the department
- Ask open-ended questions during later interviews
- Imagine you received the job/internship and they want you to make a decision—what are the specific details that you would like to know and ask those questions

# DRESS FOR SUCCESS

- Ask about dress code
- Dress up, even for a casual environment
- Match the culture
- Bring portfolio/notepad, several copies of your resume, professional bag

## AT THE INTERVIEW: NONVERBALS

- Make a great first impression
- Start with a firm handshake
- Confident smile, posture, voice
- Use moderate volume, rate of speech, and inflection
- Convey enthusiasm
- Be prepared for a warm-up conversation
- Notice interviewer's cues
- Be brief and to the point

## CLOSING

- Summarize your qualifications/ interest
- Ask about next steps in the process
- Collect business cards
- After interview, take time to ask yourself:  
“What would I do differently?”
- Follow-up (initiative vs. aggressive)

# THANK YOU LETTER

- Part of marketing yourself
- Send to multiple interviewers
- Emphasize your qualifications and interest in specific aspects of the job
- Solidify your interest in the position

## NEXT STEPS AND QUESTIONS

- Schedule a mock interview with a counselor from Career Services
- Attend a mock interview event where employers provide critiques
- Any questions?