

# How To Master Your Job Interview

01

## **GUIDE:**

Ace your  
Interview

Professional

Skills

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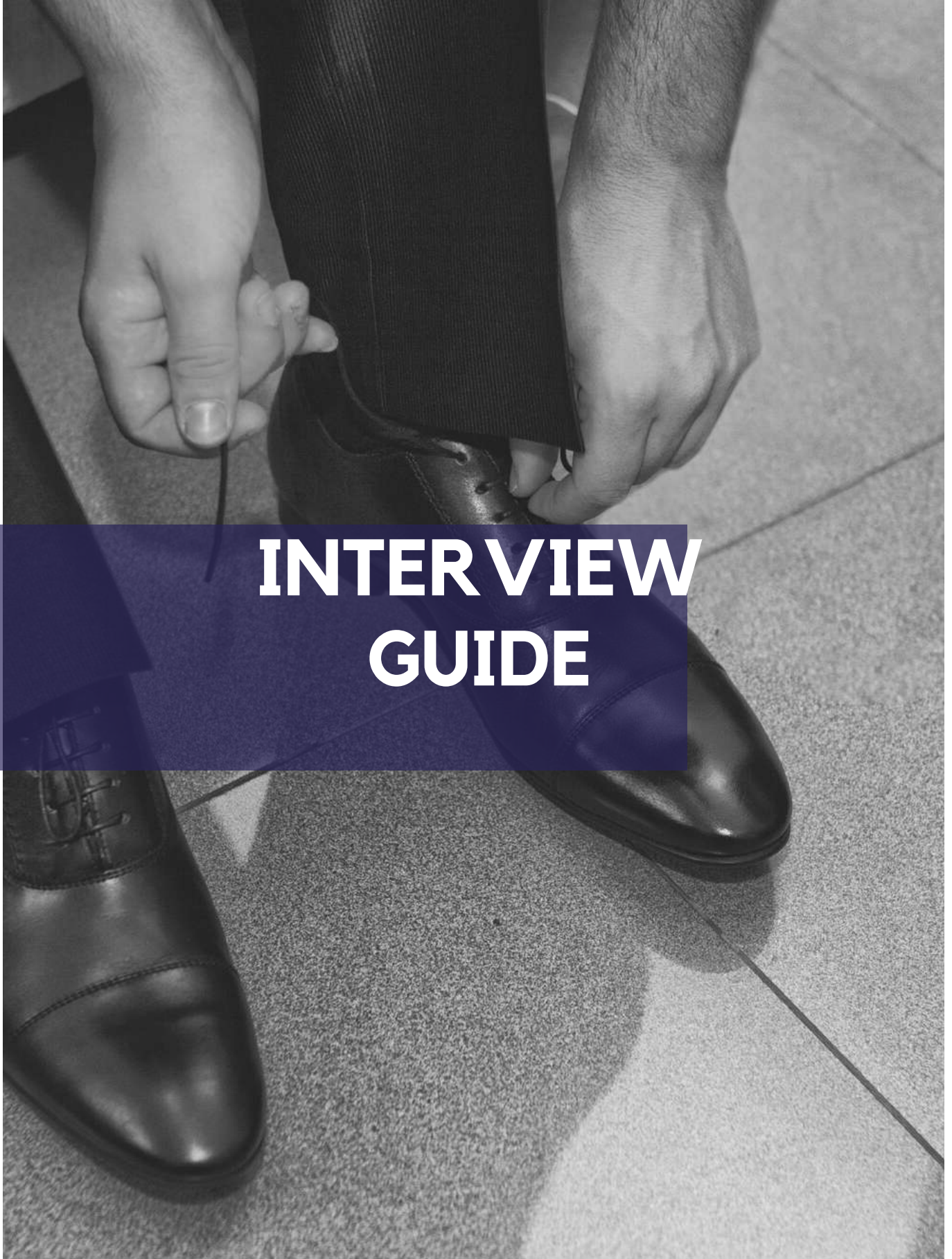
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**INTERVIEW  
GUIDE**

Familiarise yourself with the job description as much as possible. The job description tells you all you need to know about the sort of candidate who will succeed in this role.



## First Steps:

### RESEARCH

The employer isn't just looking for someone to fill a role (if only it was that easy, right), they are looking for someone who can slot into the team seamlessly.

Visit the company's website and really understand their mission statement as well as their value proposition. Then, start considering how your personal beliefs and values align with those.

News check: what's happening in that particular sector? What current affairs might affect that company?

### FIRST IMPRESSIONS COUNT

- *Dress to impress.*
- *Smile/eye contact.*
- *Don't slouch, sit forward – show you're serious & ready.*
- *Show enthusiasm about the role.*

## ANSWERING QUESTIONS:

### KNOW YOUR CV

- Repeat what's written on your CV!
- Don't forget it's what GOT you the interview.

**Too many people wrongly believe if its on my CV they read it and I shouldn't mention it. If you've listed certain skills on your application.**

- Always mention and highlight your key achievements and skills again and again in different ways.
- Be able to explain your choices and any gaps.
- Have positive stories ready for each part of your history.

*You should expect to be asked about your current and past achievements as well as your future goals.*



### BUZZWORDS

The job interview is your chance to prove your skills and expertise. Avoid describing yourself and your talents with clichés... you can impress your interviewer by using keywords and descriptions of any transferrable skills that can be applied to the job opening.

Hiring managers are alert to keywords and sentences that convey knowledge of the position.

Look out for the sort of buzzwords used: ("organised", "can-do attitude", "detail-oriented"), and consider some examples of past situations in which you demonstrated these skills.

### TRANSFERABLE SKILLS

Read through the role responsibilities and list examples of situations where you've had similar responsibilities while considering what skills are needed to do these. Examples of these can be: "liaising with clients", "producing content" or "analysing report data".

This is a great opportunity to emphasize transferable skills where you may not have had direct experience.

*One of the newest methods of interviewing is the STAR method. You know you will be quizzed about specific skills, so don't fret and use this method to answer!*

## SITUATION

Context will help your interviewers understand what you are talking about. Set the scene by giving some background, and briefly describe the project you were working on or outline your role within the organisation.

## ACTION

Time to share what you did about it or how you handled the situation or problem. Don't get caught talking about your team here, focus on highlighting the specific pieces you were responsible for.

## TASK

Here is where you explain what you were trying to achieve in a particular task or project. For example, if you were asked to tell them about a time you showed excellent prioritisation and organisation skill, you would be describing your personal methods for staying organised.

## RESULT

Share the outcome and ensure you include what you learned from the situation to prevent that outcome in the future.

## WHAT THEY ASK

## WHAT THEY MEAN

**TELL ME ABOUT YOURSELF!**

▶ Can you summarise a lot of information in a concise and interesting way?

**WHAT IS YOUR BIGGEST WEAKNESS?**

▶ Are you self-aware and do you work on improving?

**WHY SHOULD WE RECRUIT YOU?**

▶ What is your competitive advantage in front of other candidates?

## EXAMPLES:



## COMMON QUESTIONS

### Tell me about yourself?

*This is an open door invitation to sell yourself. It might seem like an easy answer but responding to this invitation can be challenging.*

You might be thinking: *'which parts of my life story am I supposed to talk about? What will sound more interesting?'*. Start by talking about the scope of your current or last role and mention your biggest achievement.

Tell the interviewer how you got there and bring up any experience relevant to that specific role. Build your response to your future goals and tie it to the job and company.

### Why should we hire you?

Reiterate what you know about the role. Focus specifically on what challenges that particular role has to address.

Now, think back to your experiences and skills. Find a personal quality that matches the job description or the company value. Make sure to back up your statement with an example of how you have demonstrated this quality in the past.



## Why did you leave your last job?

Never speak badly about your last employer and give a positive reason for why you left.

People choose to leave a job for many reasons. Some of these include pursuing an interesting opportunity, teaming up with a friend, or finding more meaning in their career. You're certainly free to bump around from job to job until you find a place you really want to settle. Here are some proven professional examples to help you answer this question:

- I left a company so I could work on a product that I was very passionate about.
- I didn't feel there was an opportunity to grow or advance further in that role so I decided a change would be best for my career.
- I didn't feel the job was using my abilities to the fullest or challenging me enough.

Speak with one of our experts who can help you answer these questions for your specific situation.

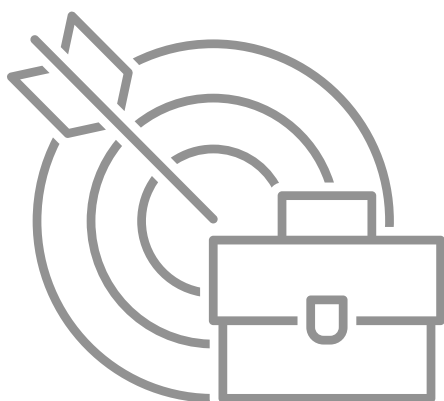
## What are your weaknesses?

Mention something you have improved on and always cover it up with a positive ending.

For instance, 'I'm a perfectionist so early on in my career I would have to work late nights to ensure I kept to my deadlines. But now I am so much more organised that I am able to manage my work loads much better.'

Hiring managers will be able to tell from your response whether you are working to improve your shortcomings and whether or not your weaknesses will hamper your productivity.





## CAREER GOALS

A good way to answer this question is to start by describing your short-term goals, and then move on to long term ones.

Keep your goals company-related and explain how you will add value to the company by achieving your goals. Next, emphasize how working at this company will help you achieve these goals for a win-win situation.

For instance, you can say: 'I hope to get to a position that allows me to work on highly technical engineering solutions. My plan is to work full-time in a large pharmaceutical company for the next few years, which will give me the experience I'll need in order to excel in this position'.

Prepare an answer that includes the steps you intend to take to achieve your career goals.

If you are not clear about you want out of your career, call one of our career advice experts today. They will help you setting those vital short- and long-term career goals.

## MOTIVATION

If an employer had to pick someone with a perfect background and low motivation versus a so-so history and high motivation, there's no question they would take the latter. Bet you would too.

This question will give the recruiter or employer an insight of your goals and **whether your source of motivation aligns with the company vision.**

For example, you can say: 'Solving problems is extremely gratifying for me. At my last job, I helped resolve customer complaints. It was hard work, but I loved being someone with the power to help customers who were confused and frustrated.'

Injecting passion into your job interviews can have a significant impact on your chances of getting the job.

Remember: you are also interviewing the company you've applied for.

## TWO-WAY STREET

Candidates often ask whether to ask questions at the end of an interview. Let me tell you...not asking any is a mistake. An employer or recruiter will tell if you are motivated by the type of questions you ask.

To get you thinking we have put together a list of key questions to ask after an interview.

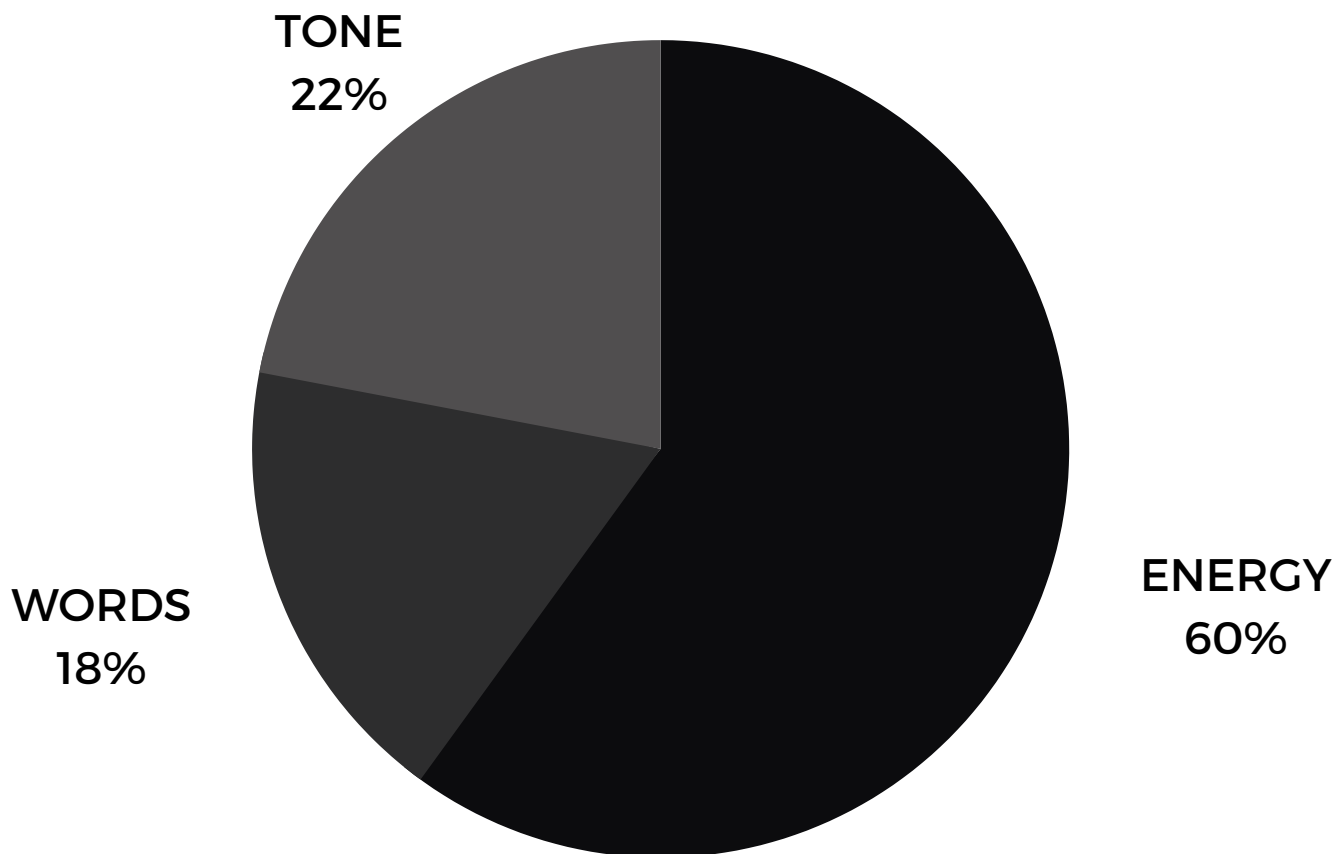
## ASK THIS:

- How could I impress you in my first three months?
- Will I be working from home regularly, meeting in the office on an as-needed basis?
- What challenges could I face in the first three months?
- What's the working environment and culture of the company like?
- What are the next steps in the interview process?



## IT'S NOT WHAT YOU SAY, IT'S HOW YOU SAY IT!

Studies show that these are the most important aspects when trying to engage people in conversation. Energy is one of the most important traits for a successful candidate. It's not what you say, it's how you say it. Enthusiasm is one of the most important traits for a winning candidate. Words won't matter if you deliver with no energy and substance.



## HOT TIPS

1. Use more inflection or changes in tone of voice (ups and downs).
2. Ask a lot of relevant questions! For example, this can be about training you will receive or how their interview process works.
3. If you want to seem enthusiastic about a job in an interview, tell them verbally.
4. Buy yourself some thinking time by repeating the question first.
5. Think before answering difficult questions.

*Working with a career coach can supercharge your career results like crazy. Let's face it, some things should not be DIY'd and your career is one of them.*

A good career coach is someone who helps you create a compelling career narrative, who helps you transform from someone who has never been successful into an entirely different person—someone who could be incredibly successful. A career coach should help you craft a story about why you are the best candidate for the job you want. And they should do all this in such a way that everyone who hears your story thinks: 'yes, this is exactly the kind of person we need in our organization'.

Book your live mock interview practice with our experts and advice on how to improve your interviewing skills [here](#).



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