

TIPS TO INTERVIEW PREPARATION

1. Be prepared with questions that you absolutely need to have answered in order to determine if you want the job. Be ready with those questions when the appropriate time comes in the interview.
 - a. Questions not only help you qualify the opportunity for yourself, but they denote your interest in the job as well.
2. If you are using Zoom/TEAMS, download the program on the device you will be using for the interview ahead of time. Also, be sure to test your connection with a friend or family member beforehand.
 - a. If you experience technical difficulty during the interview do not panic. It happens. If the interview cannot be restarted, we will schedule a new date/time.
3. Make a personal connection with the brand where there is a genuine one to be made. This can be...
 - a. Your personal history with the brand(s)
 - b. The way the brand(s) resonate with your values.
 - c. The way you connect with the mission of the company.
 - d. Your attraction to the culture of the company.
4. If you are asked to give your opinion about a product or process answer candidly with an eye to educate not criticize.
 - a. This is a great way to show you are confident enough to share your thoughts and understand the value of taking a positive approach when you do.
5. Make a personal connection with the people that are interviewing you where you can. To do so look for commonality in your research, this can be past, or present in the following...
 - a. A Colleague
 - b. An Employer
 - c. Shared Education
 - d. Shared Geography
6. If you are asked to share strategy. Please do! Don't get hung up on how much information you may not have. Answer the question to the best of your ability with the understanding that the person asking the question doesn't expect you to know everything.
 - a. The benefits here are two-fold. It shows that you can handle some ambiguity. It further demonstrates your confidence.
7. If you are asked an unclear question always to ask for clarification before you answer it.
8. You want to make sure you are prepared to answer all the questions around the technical requirements of the job. That said, review the technical points of the job description and be ready to speak to everything it asks for on a technical level.
 - a. It's imperative for both you and the company that you have the right technical experience and the confidence that you can do everything that is being asked to be a good technical fit for the opportunity. By preparing for the technical part of the interview process it puts you in the best possible position to do so.
9. When it comes to the question of compensation. If you are asked how much you currently make and or how much you want to make be sure those numbers are consistent with what you told me.

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10. Ask if you perform beyond their expectations where can you grow in the company.
 - a. This is a great way to show that you're confident in being able to do the job and it's a great way to qualify the opportunity for yourself.
11. When the interview is at its conclusion make sure you let them know that you are interested in the opportunity and ask for the next step. Even if you know what the next step is.
 - a. This is a great way to close an interview. It denotes self-confidence and reinforces your interest in the company.
12. Please see "Interview Prep Canvas" attached to use as a guide to properly prepare for your interview(s). There are labeled columns on the canvas to fill in the following information...
 - a. Your Goals & Expectations of Interview Process. "Goals & expectations"
 - b. Your Technical Questions about the Opportunity. "Technical Questions"
 - c. Your questions about the Culture of the company. "Culture Questions"
 - d. Your knowledge of the company's Brand(s), Product(s) and their Consumers. "Brand/Product/Consumer Knowledge"
 - e. Your knowledge of Hiring Manager and the whole team conducting the interviews. "Hiring Team Knowledge."
 - f. Your knowledge of the Company and its Industry and the most current events around it. "Company Knowledge."
 - g. Your expertise, skills, experiences, opinions that are most relevant to the opportunity. "Expertise, Skills, Opinions."
 - h. Space for you to take Technical notes from the Interview. "Technical Notes"
 - i. Space for you to take notes on Culture from the Interview. "Culture Notes"

Notes



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