

Top Tips for a Great Interview NOW

- * A great interview is the best way to land a new job
- * Virtual interviewing is even harder than live interviewing
- * Deliver on three keys to a great interview

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Presence Tips

- 🎧 Look Great
- 🎧 Speak Well
- 🎧 Fit In
- 🎧 Video Lighting
- 🎧 Audio Sound

Performance Tips

- 🎧 Knowledge
- 🎧 Attitude
- 🎧 Habits
- 🎧 Skills
- 🎧 Show **KASH**

Presentation Tips

- 🎧 Targeted
- 🎧 Concrete
- 🎧 Experiences
- 🎧 Memorable
- 🎧 Story

Reality Today

Clients, of all ages, routinely ask about job resources. Business owners want to find qualified candidates and professionals want to find career opportunities. In this digital age it should be easier, but frankly connecting the ideal candidate is still a challenge. Even more during our current virtual environment.

Having consulted on both sides of the search process, I can tell you it's just as painful for a business to find the right person, as it is for a candidate to find the right job. Interviewing well is an important part of the process, for both sides. For the job candidate, I suggest embracing the three P's of the interview process: *presence*, *performance* and *presentation*. Deliver your best across all three.

Presence

Social and business customs have been trending toward casual for decades. As result, it's tempting to be carefree and nonchalant about professional presence. Unfortunately, that's just not the way humans work. Our *unconscious* mental processes create snap judgments based on first impressions.

This intuitive appraisal helps us make decisions about people with little first hand experience. Without it, candidates would not risk their career on a new role, businesses would not take a gamble on a new hire. That's the upside.

The downside is people judge on *immediate* appeal. Looks and demeanor count, often more than we may care to admit. It's human nature and part of the hiring process. A hiring business will want candidates who present well and fit in.

That is not to say that everyone needs to look the same. Homogeny is a business weakness and many are actively seeking diverse talent. Yet, even within a diverse group of professionals, a company will have a standard of decorum.

Presence Tip: Look Great & Fit In

Present yourself as a perfect fit. Check out the company website to assess the style ahead of the interview. Their public presence is an example of the feel. Since the interview is a "look your best" business meeting, they will expect candidates to look professional, as the hiring business defines it.

A business will also evaluate your communication style, as part of your professionalism. Don't confuse friendliness with informality; they're not the same. Avoid regional or generational lingo that projects a familiar casualness, which may diminish your professional polish. Courtesy and social decorum are most noticeable, when they are absent.

Your interviewer will be expecting you to present your best professional self. If your best self does not meet their standards, they are not likely to see you as a good fit.

Performance

Presence is important, so is performance. One of my favorite leaders evaluates performance across four categories: **Knowledge**, **Attitude**, **Skills**, and **Habits**. An elegantly simple KASH evaluation facilitates a comprehensive appraisal. Your value to an employer is directly related to your KASH as a performer.

Performance Tip: Demonstrate your KASH

Be ready to describe your KASH strengths. Attitudes and habits are equally, if not more important, than knowledge and skills. Many employers believe you can teach technical skills, but you cannot teach the ingrained values that deliver a positive attitude and productive habits. They are right. Teaching technical skills is easy. Changing fundamental values is not. Demonstrating superior KASH will show that you will deliver maximal performance.

Presentation

An interview is essentially a commercial for your professional product, you. The goal is to deliver a great message, so the business "buys" you over others. Employers are likely comparing many resumes and conducting multiple interviews. Thus, they'll be listening to a lot of candidate "commercials". How you describe yourself will determine how well you stand out as the ideal choice.

Presentation Tip: Give Concrete Examples

Neuropsychology studies show that human beings are wired to remember things that are concrete and experiential. In addition, humans naturally remember descriptive stories. During an interview use these principles to present yourself positively and memorably.

When asked any question, describe *specifically* what you did to meet the challenge highlighting your **knowledge**, **attitude**, **skills** and **habits**. The goal is to build a great story in the mind of the interviewers. If they can imagine you performing with eagerness, positivity and skill, your interview will be positively memorable. Like any good storyteller, highlight what matters to the listener. Feature how you delivered results that took care of the people and the problem with high KASH.

There is a lot riding on an interview. Put forth your best professional presence, give real examples of your high KASH performance and deliver a compelling presentation to stand out as an ideal fit.

About the Author:

A business psychology and achievement expert, Barbara coaches individuals, teams, leaders & organizations nationwide. Author of many articles and two books **Top Performer's Guide Change** and **\$14 Trillion Woman** Barbara speaks, consults and coaches on performance and business success. Learn more at: www.barbarakaycoaching.com