

DOMINATE – Your Competition, with a Stellar Interview

The ONLY purpose of your resume is to secure an interview.

Your resume is to entice the Hiring Manager and the Recruiter to want to know more about you. They may call you or email requesting to schedule an interview with them.

If you did not get an interview, here are some possible reasons why.

- Your resume may not be compelling enough, too short, or too wordy, or not updated in style and format
- You are not convincing the company that you are THE candidate for the job
- Your LinkedIn profile may not be optimized to your resume or something in your profile was of concern.
- The job was filled internally before it was posted
 - Sometimes company recruiters will fill a job from within the company
 - Even if an inside candidate is found, recruiters may post a job and screen resumes to be sure there was not a better candidate outside the company
 - The unfortunate thing, you did not know this
- The job may have been pulled for reasons like:
 - A project could not obtain funding
 - The business charted a new course with a different priority
 - The person leaving decided to stay, so no opening existed
 - The work was merged into another job, eliminated or outsourced
- Companies have tools to scan large volumes of LinkedIn profiles looking for viable candidates. Your LinkedIn profile may have been evaluated and you did not make the cut.

DOMINATE – Your Competition, with a Stellar Interview

You DID MAKE IT to the Interview because you were successful at one or more of these factors:

- You discovered who controls the 3 P's:
 - Power-the person authorized to hire
 - Pain-the person with the problem pain
 - Pay-the person controlling the spending. Find all 3 P's and you may find a job.
 -
- An employee of your target company gave you a referral.
- Your application and resume got through the initial screening, the Applicant Tracking System, and the HR screening.
- You had previously worked as a consultant/contractor at this company and they already knew you.
- You knew the person who previously held this job and they gave you a referral.
- The company found you on social media and you fit the profile they are looking for.

DOMINATE – Your Competition, with a Stellar Interview

Interviews come in different formats. You may experience a combination of these listed.

Type of Interview	Description
Telephone	Common for Initial Screening. Maybe with one or more interviewers
Face-to-Face	Most common with Hiring Manager or Human Resources. Could now be via Skype, Zoom, GoToMeeting
Panel	3 or more interviewers, each with their own questions and evaluation criteria. All interviewers are in the same room at the same time
Group	Multiple candidates interviewed simultaneously to observe how candidates interact. Important for candidates to engage in conversation, vocalize ideas, listen for understanding
Technical	To assess technical knowledge and problem-solving skills; one-on-one or with a panel
Behavioral	To see how candidates' respond in specific work environments. This allows interviewers to see problem solving capabilities and gauge future performance. These types of questions will likely be incorporated into the other types of interviews
Serial	Also call sequential, these interviews are back-to-back, with different departments and assessing different skills. Used for non-local candidates to make the best use of the candidates' time. Long and tiring; important to show energy enthusiasm and patience remembering to use the same answers for continuity between interviewers

DOMINATE – Your Competition, with a Stellar Interview

Interviewers may represent different roles in the company.

- Factors that determine who is there:
 - The level of the role
 - The responsibilities of the role
 - The connectedness of this role with other company roles
 - The size of the company may dictate who is on the interview tea

Possible roles represented on the interview team			
Peers	Direct Supervisor	Unit Manager	Human Resource Manager
Chief Executive Officer	Chief Operating Officer	Chief Financial Officer	Product Manager
Program Manager	Plant Manager	President	Hiring Manager

Preparation prior to the interview

- Be bold and ask for the names and roles and contact information of everyone involved in the interviewing process as well as what interview format(s) will be used.
- Get mentally prepared for the interview(s)
 - Review your resume, focus on your SOAR Stories

DOMINATE – Your Competition, with a Stellar Interview

In Person Interview	Virtual Interview
Give yourself plenty of travel time	Allow enough time to get ready and be presentable for the interview. Make sure your background is appealing and not distracting.
Do a practice drive to the interview location the day before at the time of the interview to gauge traffic and anticipate delays for school buses or rush hour traffic.	Make a dry run and prepare for the interview the day prior to determine how much time it takes and what normal routines may have to be deferred until after the interview.
Arrive early and do some deep, relaxing breathing before either entering the building or connecting to the interview call on-line.	
Greet the receptionist/security guard/attendant at the door; check in with the receptionist and hand them a business card.	Make prior arrangements with the interviewer on when they expect you to login; e.g. 2-5 minutes before the scheduled time, allowing any candidate before you to be finished with their call.

Interview DO's and DON'Ts

DO'S	DON'TS
<ul style="list-style-type: none"> Know the type of job interview you will encounter. 	<ul style="list-style-type: none"> Assume you can wing it, be prepared.
<ul style="list-style-type: none"> Know the length of the interview minutes or hours 	<ul style="list-style-type: none"> Assume that an interview = job offer.
<ul style="list-style-type: none"> Know the location / parking / tolls; practice run. For virtual interviews, ensure software is installed and working. 	<ul style="list-style-type: none"> ARRIVE LATE.

DOMINATE – Your Competition, with a Stellar Interview

DO's	DON'TS
<ul style="list-style-type: none"> • Research company and interviewers 	<ul style="list-style-type: none"> • Eat, chew gum, or drink alcohol during the interview.
<ul style="list-style-type: none"> • Ask Intelligent questions. Have prepared questions for the interviewer. Ask as many questions of them as they asked of you. 	<ul style="list-style-type: none"> • Inquire about salary, vacations, bonuses, retirement, or other benefits until after receiving an offer.
<ul style="list-style-type: none"> • Bring a notepad and pen for taking notes. 	<ul style="list-style-type: none"> • Answer questions with a simple “yes” or “no.” Explain whenever possible.
<ul style="list-style-type: none"> • Firm handshake. For virtual interviews, be sure audio and video is functioning for those on the other end to hear and see you. 	<ul style="list-style-type: none"> • Be soft-spoken. Speak clearly, and project confidence and preparation.
<ul style="list-style-type: none"> • Wait to be offered a chair before sitting, remember body language. For virtual interviews, know the protocol for introductions and the format. 	<ul style="list-style-type: none"> • Fidget or slouch.
<ul style="list-style-type: none"> • Exchange business cards. For virtual interviews, ask that names and contact information of those participating. 	<ul style="list-style-type: none"> • Bring up or discuss personal issues or family problems.
<ul style="list-style-type: none"> • Maintain eye contact. For virtual interviews, when speaking look at the camera. Put a reminder on your laptop to look up. 	<ul style="list-style-type: none"> • For virtual interviews, look down at the screen.
<ul style="list-style-type: none"> • Use proper grammar when speaking 	<ul style="list-style-type: none"> • Ever lie.

DOMINATE – Your Competition, with a Stellar Interview

After the qualification and behavioral questions from the interviewer, choose from these questions to ask the interviewer.

- How did you get your job with this company?
- What do you like most about your job?
- What don't you like about your job?
- If you could change one thing about working here, what would it be?
- What keeps you here?
- What would make you leave?
- What can I do for you, so your manager gives you a gold star on your performance appraisal this year?



By now, this should not have to be said, but I will say it anyway. Do not think you can “wing-it” in the interview. Interviewing preparation is crucial to be a viable candidate. Make the time before the interview count and you will not regret the investment you make in yourself.



Meet Adeogo O.

Earlier this year, some business professionals visited campus promoting a local career fair coming up in a few weeks. One of them connected with me on LinkedIn asking if I wanted help improving my resume. I said, "I would love that", so we exchanged a few emails.... then the pandemic hit and I was finishing up my semester. We caught up two months later. I was still job searching and did make it to some interviews. But now I needed to get busy and make a step-change in my job search game plan.