HOW TO SUCCEED AT INTERVIEW

BEFORE INTERVIEW

- CV
  - Be clear and concise
  - Be thorough

- RESEARCH
  - Research key people on LinkedIn
  - Research market & trends

- PREPARATION
  - Review website in detail
  - Review latest financial figures
  - Research competitors websites
  - Understand company values
  - Tailor CV to role

- BE MEMORABLE
  - Think about what you will be asked
  - Prepare your answers

- APPROACH
  - Treat as a business discussion rather than a Q & A
  - Ask if they have any reservations

- PERSONAL PRESENTATION
  - Be aware of body language
  - Send a follow up note

AT INTERVIEW

- Only one chance to make a first impression
- Dress impeccably
- Confident: believe that you will succeed
- Firm handshake (ladies included)
- Good eye contact
- Listen attentively

- Gather information
  - Identify what's important to them
  - Sell yourself - use hard facts

- Support what's on your CV
  - Hand out your slides, 90 day plan, etc

- Think of your background & experience
  - Think about what you will be asked

- Prepare intelligent questions
  - Avoid jargon & cliches

- Keep formatting & font simple & consistent
- Use bullet points

- Start with a strong profile summary

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